

German National Tourist Office Call to Tender

(in accordance with VOL = the procurement and tender process by the German Federal Ministry for Economic Affairs and Energy)

- a) Name and address of the entity calling for this tender, granting the award and where the “expression of interest” should be received: **German National Tourist Office, 122 East 42nd Street Suite 2000, New York, NY 10168, John.Voigt@germany.travel**
- b) **Type of award:** Single tender procedure with a call for Competition (according to VOL)
- c) **Mode of application and offers to be submitted:** all documents have to be supplied in writing by mail
- d) **Type, volume and location of service procurement:**

Creation of mobile-first digital display campaign, primarily with data-driven targeting, in order to drive awareness about and traffic to, the mobile-friendly Christmas Market content page on www.germany.travel/christmas. While use on mobile devices should be the main targeted group, desktop display is also welcome in the overall campaign strategy.

Location: United States
- e) **If applicable, number, size and mode of bids:** see tender documents
- f) **If applicable, additional admission of further bids:** additional bids allowed
- g) **Applicable rules as to the completion date: November 15 – December 31, 2016**
- h) **Name and location of place where the tender documents can be viewed:**
<http://www.germany.travel/en/germany/about-us/calls-for-tender/ausschreibungen.html> or go to www.germany.travel, click on “about us” and continue to “calls-for-tender”
- i) **Deadline for application: 10.13.2016 and validity of bid: 11.30.2016**
- j) **Possible security deposit to be supplied:** not applicable
- k) **Mode of payment or location of explanatory documents:** see tender documents
- l) **Documents that have to be supplied so that the bids can be assessed as to the suitability of the bidder:** see tender documents
- m) **if demanded, the amount of cost for duplication of bids applicable to The Open Procedure:** not applicable
- n) **Criteria used for the tender:** see tender documents