

**Procurement Notice for Romanian Public Authorities**

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| Jems code: | RORS00008 |
| Beneficiary name (in Romanian): | Institutul de Boli Cardiovasculare Timișoara |
| Contact details: | str. Gheorghe Adam nr. 13A, Timișoara, jud. Timiș, Tel: 0256 207 355 , Email: office@cardiologie.ro |
| Estimated date of publication in SEAP: /Estimated date of direct purchase: (as applicable) | 08.10.2024 |
| Estimated date for submission of offers: | 08.10.2024-18.10.2024 |
| Name of the procurement: | Advertising services |
| Short description of the procurement: | The project advertising services will consist of: 1. promoting the project (estimated cost 2000 Euro with VAT): - on social media by publishing infographics about the project - making infographics that will be published on the Facebook page of the Institute of Cardiovascular Diseases Timisoara; - purchase of online advertising - 1 radio spot at a local radio station that will be broadcast once a day for 30 days, with a maximum duration of 30 seconds in the time interval 6.00-10.00 a.m. The spot must meet the MIV requirements of the Program (Interreg IPA Romania-Serbia 2021-2027; - 200 A4/6-sided flyers will be made, polychrome, min 125 gr./m2, glossy/matt. |



2. organizing two workshops for family doctors (estimated cost 4000 Euros including VAT) For these workshops, the information materials made in point 1 and catering services for 50 people will be provided (salty and sweet finger food, coffee, tea, mineral water, still water, juice, napkins, coffee spoons/sticks, sugar, glasses, plates). The room will be provided by the Institute of Cardiovascular Diseases Timisoara.

3. 3 exchange visits between project partners (estimated cost 3000 euros including VAT) - The 3 visits will be made to the project partners "Sveti Luka" Smederevo General Hospital (GHSL) and "Djordje Joanović" Zrenjanin GHZr General Hospital and round-trip transport, participants' accommodation and 2 meals (lunch and dinner) will be provided. . The duration of the visit will be a maximum of 2 days with a maximum number of participants of 7 people.

4. organizing two press conferences at the beginning and end of the project implementation period and publication of 2 press releases in local newspapers, at the beginning and at the end of the project, in which they present their activities and results (estimated cost: 3,000 Euros with VAT) For the organization of these conferences, the



following materials will be produced according to the MIV of the Program: - Invitations; - Presentation material in Power Point format; - List of participants; - The press file with the media coverage of the event. For these conferences, the following will be ensured: - catering services for 70 people (salty and sweet finger food, coffee, tea, mineral water, still water, juice, napkins, coffee spoons/sticks, sugar, glasses, plates). - Romanian-Serbian and Romanian-English interpreter. - a room with a minimum of 75 seats.

5. development and supply of promotional materials cf. MIV of the Program (estimated cost: 1141.40 Euros including VAT): - 30 posters; format A3 polychromy, min 125 gr./m², glossy/matt; - 100 leaflets format A4/6 sides, polychrome, min 125 gr./m², glossy/matte; The above materials will be produced bilingually in Romanian and English. - 1 external panel, to be made of a weather-resistant material (eg, UV rays, moisture, frost - thaw), dimensions 100cm x 100cm or 100cm x 50cm, the panel will include a representative photo of the project. The program logo and photo will be printed in color. - 100 stickers for equipment and landscaped spaces.

Interreg



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| CPV code: | 79341000-6-Servicii de publicitate |
| Estimated value (lei without VAT): | 54971,91 |
| Type of procurement procedure: /Direct purchase: (as applicable) | Direct purchase |