

**TECHNICAL SPECIFICATION-SCOPE**  
**REGULAR ORDERS OF MATERIALS AND SERVICES**

The public procurement shall comprise activities on provision of information and promotional materials and elements for visualization in relation to the progress of the activities on the IGB project and for the needs of "ICGB" AD

The main materials and services to be implemented during the validity of contract shall be the following:

**Lot 1:**

Elaboration, delivery and assembly of elements for visualization and information and representative materials for the needs of "ICGB" AD

This shall comprise:

1. Design, graphic design (layout) and prepress (including maps, graphics etc.), proof reader's check and editing till approved vision of all materials which are covered by the contract.
2. Design, graphic design (layout), prepress, printing, packaging and delivery of information materials in pursuance of requirements under Operational program „Innovations and competitiveness“ 2014-2020 (OPIC) –newsheets, flyers, brochures, prospects, posters etc.
3. Provision of information materials for the needs of events and undertakings in pursuance of requirements under Operational program „Innovations and competitiveness“ 2014-2020 upon order by the Contracting entity for the specific event.
4. Design, graphic design (layout), prepress, printing, packaging and delivery of information and representative materials for the needs of "ICGB" AD – business cards, blanks, folders (portfolios) block notes etc.
5. Design, graphic design, elaboration and delivery of elements for visualization in pursuance of requirements under Operational program „Innovations and competitiveness“ 2014-2020 (OPIC) – name-plates and information tables, billboards, banners, roll-banners, information stickers for machinery and equipment, etc.
6. Assembly of elements for vizualization– (sign) boards, billboards, banners etc.

*Note:*

- All materials from vinyl must be produced by coated vinul, min. 400 gr. /sq.m.
- All materials for banners must be on appropriate media – Vinyl roll, banner film, propylene film or etc..
- About the metal constructions it has to be envisaged anti-corrosion protection or they have to be elaborated from non-corrosion materials.

7. Elaboration, branding and delivery of representative materials for the needs of "ICGB" AD – working calendars, calendar-pads, pens, USB flash memories, batteries Power-bank, plackets, key-holders, gift bags, luxurious souvenirs, cups, umbrellas and etc.

*Note:*

- All materials must be duly packed, with a possibility for transportation
- All materials have to be delivered to the office of the Contracting entity in Sofia except those, for which it is envisaged assembly (to be made) along the gas pipeline route upon the order.

8. Design, graphic design and elaboration of multi-media presentations, visions for posts in LinkedIn and etc.

- and other materials including, but not limited to the above-listed.

The inscriptions, logos, instructions on use of symbols and visual elements shall be given by the Contracting entity. The design shall be proposed by the Contractor and shall be approved by the Contracting entity. The elaboration of each product shall be approved on behalf of the Contracting entity, upon developed draft-design of the articles by the Contractor.

Branding of the articles – by different technologies depending on the type and class of the souvenirs: silk-screen printing and pad printing, transfer printing, dry print (blind embossing) and gold printing laser engraving, etc.

### **Under Lot 2:**

Elaboration of a corporate video and creation of a photo and video material for the needs of "ICGB" AD

1. Elaboration of a corporate video – presentation of the project in construction phase.  
- approximate duration – 4 min.

- Pre-production – preparatory process
  - Review and analysis of the contents, defining the conception
  - Determination of the accents
  - Text writing and voice recording (working version)
  - Scenario, scenario plan
  - Provision of video materials – photos, video – have to be provided by the Contracting entity, and new, taken by the Contractor
  - Raw material
- Post-production
  - Selection and processing of photos and video
  - Purchase of photos and sound
  - Determination of design – graphic, color

- Animation– 2D, 3D: logos, maps, schemes, diagrams
  - Compositional layout
  - Video and audio assembly
  - Musical layout
  - Voice re-recording (if necessary)
  - Export of a film on a file
2. Editing existing video – supplementation and/or replacement of images, editing voice and subtitles, editing graphics and maps
3. Creation of a photo/video material (including photographing by drone) – images of the construction – when necessary, in relation to presentations and representations, incl. equipment and traveling to the site
- If it is needed photographing/video shooting "on site" and the site is located not on the territory of Sofia, the transport shall be provided/paid by the Contracting entity.
4. Elaboration of video-presentation for particular event – for example, for inspection of the route.
- Short video with images from the progress of construction
  - with approxim. duration of 3 min.
  - with music and subtitles
  - periodically – x1 per 30-45 days, with the progress of construction

*Note:*

- All elements, put in the production, have to be (from) authors or with bought copyrights.
- After finalization of the product, all copyrights for the production shall be transferred to the Contracting entity.
- All video materials have to be with HD resolution.