

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Burson-Marsteller 601 Brickell Key Drive, Suite 900 Miami, FL 33131-2620	2. Registration No. 2469
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3. Name of foreign principal Instituto Costarricense de Turismo	4. Principal address of foreign principal Costado Este del Puente Juan Pablo II Sobre Autopista General Cañas P. O. Box 777-1000, San Jose, Costa Rica
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5. Indicate whether your foreign principal is one of the following:

Foreign government

Foreign political party

Foreign or domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input checked="" type="checkbox"/> Other (specify): <u>Wholly owned by Government of Costa Rica</u>

Individual-State nationality

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2008 SEP 23 PM 3:10

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.
N/A

b) Name and title of official with whom registrant deals.
N/A

7. If the foreign principal is a foreign political party, state:

a) Principal address.
N/A

b) Name and title of official with whom registrant deals.
N/A

c) Principal aim.
N/A

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

News monitoring and analysis of coverage of client in North American media
Writing press releases in English and distribution to media
Organize events with travel industry partners (tour operators, airline representatives) for consumers and travel industry
News bureau functions fulfilling media inquiries and providing background information on Costa Rica tourist attraction and services
Organization of media familiarization trips to the destination

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Owned by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Directed by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Controlled by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Financed by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page must be used.)

Instituto Costarricense de Turismo is a public organization owned by and subject to supervision by the Government of Costa Rica.

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10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

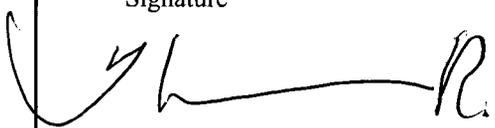
Date of Exhibit A	Name and Title	Signature
09-03-07	Theresa J. Rice Director, U.S. Public Affairs Practice	

Exhibit B
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Burson-Marsteller	2. Registration No. 2469
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3. Name of Foreign Principal Instituto Costarricense de Turismo
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Check Appropriate Boxes:

- 4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Provide communication counsel with a focus on internal communication

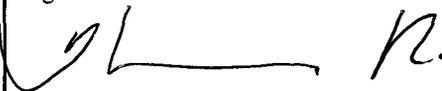
8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

News monitoring and analysis of coverage of client in North American media
Writing press releases in English and distribution to media
Organize events with travel industry partners (tour operators, airline representatives) for consumers and travel industry
News bureau functions fulfilling media inquiries and providing background information on Costa Rica tourist attraction and services
Organization of media familiarization trips to the destination

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

2008 SEP 23 PM 3:10
CRM/ISS/REGISTRATION UNIT

Date of Exhibit B	Name and Title	Signature
09-03-08	Theresa J. Rice Director, U.S. Public Affairs Practice	

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**COSTA RICAN TOURISM INSTITUTE
COVER SHEET
PURCHASE ORDER**

PURCHASE ORDER #
10437

DATE: 17-OCT-2007	APPLICATION #: 20137	PROCEDURE #: 2007CD-000203
TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

CODING

601-3104-9999-601
 39.955.909.20
 TC 521.31

CONTRACT OBJECTIVES

PUBLIC RELATIONS AGENCY CONTRACT IN THE UNITED STATES AND CANADA

2008 SEP 23 PM 3:10
 CRM/ISS/REGISTRATION UNIT

ADDRESS: MIAMI, FLORIDA 33131-2620

Provider's Telephones: Tel. 1: 8347 4300 Tel. 2: 2614 4000

AUTHORIZED SIGNATURES

Legal Agent: SANTIAGO N. HINOJOSA / PASSPORT [REDACTED]

Authorized Signature:

CODING DATE 19-OCT-2007		TOTAL AMOUNT (€):	\$	76,645.20
SEVENTY-SIX THOUSAND SIX-HUNDRED FORTY-FIVE AND 20/100.		APPROVAL: LIC. Carlos MI. Chacón Calvo [stamp]		
PROVIDER SIGNATURE	ID DOCUMENT #	DATE	APPROVAL PROVIDING ENTITY	BUDGET

WE HEREBY CERTIFY TO HAVE RECEIVED, TO OUR COMPLETE SATISFACTION, THE MATERIALS OR SERVICES COVERED BY THIS PURCHASE ORDER

PROVIDING ENTITY	REQUESTING UNIT
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NOTE: TO PROCESS PAYMENT PLEASE SUBMIT ORIGINAL OF THIS PURCHASE ORDER, DULY STAMPED AND SIGNED, ALONG WITH YOUR INVOICE.

PROVIDER

**COSTA RICAN TOURISM INSTITUTE
ITEMIZED
PURCHASE ORDER**

PURCHASE ORDER # 10437
PROCEDURE #: 2007CD-000203
REQUESTING UNIT: PROMOTIONS DEPARTMENT
DESTINATION: PROMOTIONS DEPARTMENT

DATE: 17-OCT-2007	APPLICATION #: 20137	PROCEDURE #: 2007CD-000203
TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	Contracting of a Public Relations agency and services for the United States and Canada markets, according to the following terms: CONTRACTED SERVICES The agency shall base planning and proposals on the Sustainable Tourism Development National Plan (<i>Plan Nacional de Desarrollo Turistico Sostenible</i>) 2002-2012, as well as the marketing plan, the guidelines provided, and studies conducted by ICT Marketing (<i>Mercadeo de ICT</i>). Participating companies must have agents at least in New York, California, Texas, Florida and Pennsylvania, Toronto, Montreal, Vancouver. The contracted services shall be divided into Strategic Planning and Public Relations Management. A- Strategic Planning. a) Agency actions shall obey the guidelines and strategies set forth in the Sustainable Tourism Development National Plan 2002-2012, as well as the Marketing Direction plan, the market intelligence summaries, and other research provided by the Institute and developed by the agency. b) The agency shall present an Annual Public Relations Work Plan, taking into account the Institute's guidelines and objectives, which shall be revised and approved by ICT Marketing.	.00	
		.00	

PROVIDER SIGNATURE	ID DOCUMENT #	DATE	APPROVAL PROVIDING ENTITY
PROVIDER			

**COSTA RICAN TOURISM INSTITUTE
ITEMIZED
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TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<p>This plan must be delivered each year during the month of August, in order to plan for the following year.</p> <p>B- Public Relations Management.</p> <p>Agency services shall result in the base fee and payments for third-party subcontracts, also within Public Relations services. (See Appendix A).</p> <p>CONTRACT CONDITIONS</p> <p>Agency coordination with ICT.</p> <p>a) The overall Public Relations strategy, as well as the projects, must follow a plan developed by the agency and approved by ICT Marketing.</p> <p>Evaluation/Results Measurement System</p> <p>b) Agency shall deliver, once a month, a report with activities conducted during the preceding month and the status of each one of the projects in place. This requirement must be met in order to collect the monthly fee.</p> <p>c) Any use of the Costa Rica brand, the Sustainable Tourism Certificate (<i>Certificado de Sostenibilidad Turistica</i>, "CST"), "Rediscover Your Country" (<i>Redescubra su país</i>), Tourism Expo-Fairs, the Costa Rican Tourism Institute, Central America, shall be reigned by the appropriate Brand Manual (<i>Manual de Marca</i>) at all times, as provided by the ICT.</p> <p>d) Any action under contract shall be attended by an agency executive, who shall be responsible for its coordination and execution, as well as a counterpart from the ICT Marketing Administration.</p>		

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TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<p>e) The agency must follow a procedures manual for the coordination and use of Public Relations services, which must be valid throughout the term of the contract.</p> <p>f) The agency shall maintain a log or minutes to keep track of the decision-making processes and project follow-up. Said log shall be signed by both parties.</p> <p>g) ICT and the agency shall participate in teleconferences to discuss the weekly status of activities and progress reports shall be generated, as well as a quarterly report to include all completed and pending actions.</p> <p>h) The agency must present an annual Public Relations work plan, taking into account the Institute's guidelines and objectives, which shall be revised and approved accordingly by ICT Marketing. This plan shall be delivered each year during the month of August to plan for the following year.</p> <p>i) Campaigns, plans, strategies and programs designed by the agency shall, as a condition, become part of ICT's intellectual property, which shall confer on the proprietor the rights to use them at any time and with any kind of agency whatsoever. Furthermore, said intellectual property prohibits the use of said campaigns, elements, brands and concepts by the Public Relations agency with other clients.</p> <p>j) The agency must follow-up on the work performed by press groups, familiarization</p>		

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QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<p>tours and other guests for which coordination and supervision the agency is responsible, so as to measure the results obtained from each group, and moreover it shall obtain all materials and publications and generate a report with respect to the promotional impact of said materials and publications on the country. For such end, an agency person shall be assigned to perform said work.</p> <p>k) Any costs resulting from the delivery of information, reports, monitoring, and materials by the agency to ICT, as part of supporting evidence, must be incurred by the agency itself.</p> <p>l) Contractor shall provide the Costa Rican Tourism Institute, every three months, with a report analyzing the competition's behavior and investments in mass media (press, radio and television), which shall include all business categories in which Costa Rica participates.</p> <p>m) The Institute shall not accept any work submitted without a supporting Purchase Order or work that is not performed under compliance with the relevant provisions set forth by the Law for Administrative Contracting (<i>Ley de Contratación Administrativa</i>) and its regulations.</p> <p>n) Contractor shall have a maximum period of time to deliver each one of the work projects or tasks assigned by the Institute, and said maximum period shall be determined and specified by the Institute for each one of the projects assigned to each contractor; in case of default of the aforementioned, the provisions under the Penalties section shall apply.</p>		

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BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<p>o) This contract does not grant the contractor any exclusivity whatsoever, therefore the Institute reserves the right to contract any Public Relations services with any company or companies, at its sole discretion.</p> <p>REQUIREMENTS</p> <ul style="list-style-type: none"> - A team of three professionals shall be made available, which shall be structured by a Director, Account Executive, and an Assistant or Junior Executive, all of whom shall, in addition, speak English, French, and Spanish fluently. - The assigned staff shall have specific knowledge about Costa Rica, the country's cultural and historical actuality, and its national market. - A team of full-time professionals shall be assigned, which shall be structured by, at least, an Account Director, Account Executive, and an Assistant or Junior Executive. These executives shall be Communications, Public Relations or Marketing professionals. In the event of replacement of a team member during the term of the contract, the agency shall communicate said situation to the Institute, along with due reason, and the new employee shall, at least, meet the same requirements as the former. This replacement must have previous and due authorization by the ICT's Marketing Director. 		

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QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<ul style="list-style-type: none"> - The human resource shall be permanently, immediately and exclusively available to perform the assigned work, and assessment of his/her contribution shall be defined according the parameters described under "Qualifications and Assignment," which under no circumstances whatsoever shall be less than what has been established by these conditions. - The concept of permanent availability shall include the Account Director and the Account Executive designated by the agency to provide customer service, who shall be immediately available to tend to the development of campaigns or any specific requirements that may arise within the scope of the contract, without implying that said human team shall work a full business schedule devoted to the ICT's affairs during the year. Furthermore, said exclusivity also implies that, in order to avoid conflicts of interest, the assigned staff shall not work on accounts with other countries, institutions or entities that are similar in nature, and shall submit a statement expressly declaring the aforementioned; non-compliance may result in due legal proceedings, and the application, whenever necessary, of the warranty of compliance, as well as termination of the contract. - All materials must be approved by the Marketing Administration before being developed by the contractor. 		

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**COSTA RICAN TOURISM INSTITUTE
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BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<ul style="list-style-type: none"> - Any materials developed by the Contractor on behalf of the Institute, once their costs have been paid, including copyrights, shall become the property of the Institute. - Any proposals made by the agency must be submitted to the ICT in their entirety, in Spanish. - The Institute, through its staff duly authorized by the administration, may audit the contractor, at its sole discretion, with the purpose of verifying the provision of services for which payments have been made and received. - Marketing Macro Processing of the Costa Rica Tourism Institute (<i>Macroproceso de Mercadeo del Instituto Costarricense de Turismo</i>) shall be the unit in charge of enforcing compliance of contractor's duties and coordinate as appropriate with said contractor based on the guidelines set forth, throughout the term of the contract and the development of contracted work, and of providing approvals. - The Marketing Macro Processing will also oversee the quality and promptness of the work performed, as well as compliance according to the conditions set forth in the offer. - For purposes of verifying the appropriate execution of the contract, the Costa Rica Tourism Institute reserves the right to conduct periodic agency management evaluations, in addition to any audits. The agency shall provide and furnish 		

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**COSTA RICAN TOURISM INSTITUTE
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BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	any and all information necessary and requested by the Institute, in order to facilitate said evaluations. CONTRACT EVALUATION a) The ICT will conduct a quarterly service assessment, whereby the quality of services provided by the agency may be evaluated, along with the level of satisfaction from the service provided to ICT executives. b) A second evaluation, which will take place annually, will assess strategic and management capabilities, measuring compliance with program objectives and results. NOTE: THIS PURCHASE ORDER PERTAINS TO THE PERIOD BETWEEN OCTOBER 22, 2007 AND DECEMBER 31, 2007. FOR THE YEAR 2008, A PURCHASE ORDER WILL BE GENERATED TO COVER SAID PERIOD.		
1	PERIOD OCTOBER 22, 2007 TO OCTOBER 31, 2007.	10,645.20	10,645.20
1	PERIOD NOVEMBER 2007	32,000.00	32,000.00
1	PERIOD DECEMBER 2007	33,000.00	33,000.00
	METHOD OF PAYMENT: Agency must submit all supporting documentation for incurred expenses, previously authorized by the Institute; contractor agrees to provide detailed billing for services, including		

PROVIDER SIGNATURE	ID DOCUMENT #	DATE	APPROVAL PROVIDING ENTITY
PROVIDER			
COSTA RICAN TOURISM INSTITUTE			PURCHASE ORDER #

**ITEMIZED
PURCHASE ORDER**

10437

DATE: 17-OCT-2007	APPLICATION #: 20137	PROCEDURE #: 2007CD-000203
TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	<p>the following:</p> <ul style="list-style-type: none"> - Date - Month when service was provided - Description of service provided - Costs <p>For verification purposes by the Administration, contractor must always submit all invoices from providers involved in the provision of any service performed on behalf of the Institute.</p> <p>OBJECTIVE: 3.3.2, GOAL: 3.3.2.2 OF PAO 2007. COORDINATION BY EMILIA GONZALEZ TA:20 STA:1 TM:99 TP:20 AMERICA NORTH AMERICA UNITED STATES BUDGET CODE: 1.04.99</p>		
	Total Amount.....	\$	76,645.20

PROVIDER SIGNATURE	ID DOCUMENT #	DATE	APPROVAL PROVIDING ENTITY
PROVIDER			

**COSTA RICAN TOURISM INSTITUTE
COVER SHEET
PURCHASE ORDER**

PURCHASE ORDER #
10943

DATE: 7-APR-2008	APPLICATION #: 21479	PROCEDURE #: 2007CD-000203
TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

CODING

601-3104-9999-601
 65.656.800.00
 TC 497.40

CONTRACT OBJECTIVES

CONTINUATION OF DIRECT CONTRACT 2007CD-000203-PROTURISMO

ADDRESS: MIAMI, FLORIDA 33131-2620

Provider's Telephones: Tel. 1: 8347 4300 · Tel. 2: 2614 4000

AUTHORIZED SIGNATURES

Legal Agent: SANTIAGO N. HINOJOSA / PASSPORT [REDACTED]
Authorized Signature:

CODING DATE 8-APR-2008		TOTAL AMOUNT (¢):	\$	132,000.00
ONE-HUNDRED THIRTY-TWO THOUSAND AND 00/100.		APPROVAL: LIC. Carlos MI. Chacón Calvo [stamp]		
PROVIDER SIGNATURE	ID DOCUMENT#	DATE	APPROVAL PROVIDING ENTITY	BUDGET

WE HEREBY CERTIFY TO HAVE RECEIVED, TO OUR COMPLETE SATISFACTION, THE MATERIALS OR SERVICES COVERED BY THIS PURCHASE ORDER

PROVIDING ENTITY	REQUESTING UNIT
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NOTE: TO PROCESS PAYMENT PLEASE SUBMIT ORIGINAL OF THIS PURCHASE ORDER, DULY STAMPED AND SIGNED, ALONG WITH YOUR INVOICE.

PROVIDER

COSTA RICAN TOURISM INSTITUTE

Tel: (506) 2299-5800 Fax: (506) 2291-5750 Apdo. Postal 777-1000 San José, Costa Rica www.visitcostarica.com

ITEMIZED PURCHASE ORDER

PURCHASE ORDER #

10943

DATE: 7-APR-2008	APPLICATION #: 21479	PROCEDURE #: 2007CD-000203
TO: BURSON-MARSTELLER LLC	REQUESTING UNIT: PROMOTIONS DEPARTMENT	
LEGAL ID # 13-1493710	DESTINATION: PROMOTIONS DEPARTMENT	

BASED ON THE PRICES YOU HAVE PROVIDED, WE REQUEST DELIVERY OF THE FOLLOWING

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
1	<p>CONTINUATION OF DIRECT CONTRACT 2007CD-000203- PROTURISMO "PUBLIC RELATIONS AGENCY CONTRACT IN THE UNITED STATES AND CANADA MARKETS"</p> <p>EFFECTIVE DATES: 22-OCT-2007 TO 22-OCT-2009</p> <p>DATE: 1-FEB-2008 EXPIRATION DATE: 31-MAY-2008</p> <p>METHOD OF PAYMENT: USUAL METHOD USED BY THE INSTITUTE</p> <p>POL 2008 OBJECTIVE: 3.2.5 GOAL: 3.2.5.4 BUDGET CERTIFICATE: 1.04.99 OBJECTIVE: 3.2.5 AMERICA NORTH AMERICA UNITED STATES TA:20 STA:1 TM:99 TP:99</p> <p>COORDINATOR: JOHANNA PERLAZA</p> <p>GENERATED BY: TANIA</p> <p style="text-align: right;">Total Amount.....</p>	132,000.00	132,000.00
		\$	132,000.00

2008 SEP 23 PM 3:10
 CRM/ISS/REGISTRATION UNIT

PROVIDER SIGNATURE	ID DOCUMENT #	DATE	APPROVAL PROVIDING ENTITY
PROVIDER			



INSTITUTO COSTARRICENSE DE TURISMO

PORTADA ORDEN DE COMPRA

ORDEN DE COMPRA No. _____

FECHA: **17/10/2007**

SEÑOR (ES): **BURSON-MARSTELLER, LLC**

SOLICITUD No.: **20137** PROCEDIMIENTO No.: **2007-CD-00020**

UNIDAD SOLICITANTE: **DEPTO. DE PROMOCION**

No. CEDULA JURIDICA: **13-1493710**

DESTINO: **DEPTO. DE PROMOCION**

CODIFICACION

CDI - 3104-9099-601
 039.955.959.20
 TC 0501.31

OBJETOS DE CONTRATACION

AGENCIAMIENTO DE RELACIONES EMPRESARIALES DE ESTADOS UNIDOS Y CANADA

2008 SEP 23 PM 3:11
 CRM/ISS/REGISTRATION UNIT

DIRECCION: 65201 Calle 11, San José

Teléfonos del Proveedor: Tel. 1: 444-4444 Tel. 2: 444-4444

FIRMAS AUTORIZADAS

Representante Legal: **SANTIAGO N HINOJOSA / PAS**

Autorizado a Firmar: _____

FECHA DE CODIFICACION: **10/10/2007**

MONTO TOTAL: **₡**

APROBADO: **Lic. Carlos Ml. Chacón Calvo**

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA	FECHA	PRESUPUESTO CODIFICADO	HORA

CERTIFICAMOS QUE HEMOS RECIBIDO, A ENTERA SATISFACCION, LOS MATERIALES O SERVICIOS AMPARADOS POR ESTA ORDEN DE COMPRA

PROVEEDURIA: _____ UNIDAD SOLICITANTE: _____

DEBE SER PRESENTADO EL ORIGINAL DE ESTA ORDEN DE COMPRA DEBIDAMENTE SELLADA Y FIRMADA, ACOMPAÑADA DE SU FACTURA

PROVEEDOR

FEX TEL: 225.5016 - FAX: 225.8115



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

1547
ORDEN DE COMPRA No.

FECHA:
SEÑOR (ES):

SOLICITUD No.:
UNIDAD SOLICITANTE:

PROCEDIMIENTO No.:
2007CTD-000203

BURSON MARSTELLER, LLC
No. CEDULA JURIDICA:

HECHO DE PROMOCION
DESTINO:

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>Por concepto de contratación de una agencia de Relaciones Públicas y servicios en los mercados de Estados Unidos y Canada, según los siguientes términos.</p> <p>SERVICIOS A CONTRATAR</p> <p>La agencia deberá basar la planificación y propuestas en el Plan Nacional de Desarrollo Turístico Sostenible 2002-2012, así como el plan de mercadeo, los lineamientos dados y estudios realizados por Mercadeo del ICT.</p> <p>Las empresas participantes deberán tener representación como mínimo en los estados de New York, California, Texas, Florida y Pennsylvania Toronto, Montreal, Vancouver.</p> <p>El servicio de contratación se divide en dos: Planeamiento Estratégico y Gestión de Relaciones Públicas.</p> <p>A- Planeamiento Estratégico.</p> <p>a) Las acciones de la agencia deben contemplar los lineamientos y estrategias establecidos en el Plan Nacional de Desarrollo Turístico Sostenible 2002-2012, así como el plan de la Dirección de Mercadeo, compendios de inteligencia de mercado, y otras investigaciones suministradas por la Institución y generadas por la agencia.</p> <p>b) La agencia deberá presentar un Plan Anual de Trabajo de Relaciones Públicas considerando los lineamientos y objetivos de la Institución, el cual será revisado y aprobado por Mercadeo de ICT.</p>	.00	.00

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA
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PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

ORDEN DE COMPRA No.

FECHA: _____
SEÑOR (ES): BURSON MARSTELLER, LLC

SOLICITUD No.: 20137 PROCEDIMIENTO No.: 200701000701
UNIDAD SOLICITANTE: DEPTO. DE PROMOCION

No. CEDULA JURIDICA: 13-1493710

DESTINO: DEPTO. DE PROMOCION

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>Este plan debe entregarse en el mes de agosto de cada año para planificar el año siguiente</p> <p>B. Gestión de Relaciones Públicas</p> <p>Los servicios de la agencia concluyen la tarifa básica (fee) y pagos por sub contrataciones de terceros, tanto dentro de los servicios de Relaciones Públicas. Ver anexo (1)</p> <p>CONDICIONES DE CONTRATACION</p> <p>Coordinación de la agencia con ICT</p> <p>a) La estrategia general de relaciones públicas, así como los proyectos deben responder a un plan elaborado por la agencia y aprobado por Mercadeo de ICT</p> <p>Sistema de evaluación o medición de resultados</p> <p>b) La Agencia entregará, una vez al mes, un reporte con las actividades llevadas a cabo en el mes anterior y el estado de cada uno de los proyectos en marcha. Este será requisito para tramitar el cobro de la tarifa mensual</p> <p>c) Todo uso de la marca Costa Rica, Certificado de Sostenibilidad Turística, CST, Redescubre su país, Exposferas Turísticas, Instituto Costarricense de Turismo, Centroamérica, deberá siempre estar regido por el Manual de Marca correspondiente, facilitado por el ICT</p> <p>d) Toda acción contratada debe contar con un ejecutivo de la agencia, responsable de la coordinación y ejecución, así como una contraparte en la Dirección de Mercadeo del ICT.</p>		

FIN DEL FORMULARIO - PASTELERIE

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEDURIA

PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

111137
ORDEN DE COMPRA No.

2007(CT)-000203

10137

SOLICITUD No.:	PROCEDIMIENTO No.:
DEPTO. DE PROMOCION	
UNIDAD SOLICITANTE:	

DEPTO. DE PROMOCION
DESTINO:

FECHA:
BURSON-MARSTELLER, I.L.C.
SEÑOR (ES):

No. CEDULA JURIDICA:
12-1483710

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>e) La agencia debe seguir un manual de procedimientos para la coordinacion y uso de los servicios de Relaciones Publicas, que se encuentre vigente a la fecha del contrato</p> <p>f) La agencia elaborará bitácoras o minutas de control del funcionamiento las decisiones tomadas, y de los proyectos para seguimiento. Estas bitácoras estarán firmadas por ambas partes</p> <p>g) Se realizarán teleconferencias entre el ICT y la agencia para estatus semanal, de lo realizado y se elaborará reportes de avance semanal, así como un informe trimestral de todas las acciones logradas y las pendientes</p> <p>h) La agencia deberá presentar un plan anual de trabajo de relaciones publicas, considerando los lineamientos y objetivos de la institución, el cual será revisado y aprobado por Mercadeo de ICT. Este plan debe entregarse en el mes de agosto de cada año para planificar el año siguiente</p> <p>i) Las campañas, planes, estrategias y programas diseñados por la agencia como condición, serán propiedad intelectual del ICT, lo cual faculta a la institución a utilizarlos en cualquier momento y con cualquier otro tipo de agencia. Además, la propiedad intelectual inhibe a la agencia de relaciones publicas a hacer uso de las campañas, elementos, marcas, conceptos para otros clientes</p> <p>j) La agencia deberá darle seguimiento a la labor efectuada por los grupos de prensa, viajes de</p>		

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA
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PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

ORDEN DE COMPRA No. 14937

FECHA: 10/07

SOLICITUD No. 20137

PROCEDIMIENTO NRO. 201

SEÑOR (ES): BURSON-MARSTELLER, LLC

UNIDAD SOLICITANTE: DEPTO. DE PROMOCION

No. CEDULA JURIDICA: 13-1493710

DESTINO: DEPTO. DE PROMOCION

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>o) La presente contratacion no le confiere a ninguno de los adjudicatarios exclusividad alguna, motivo por el cual el instituto se arroja el derecho de contratar cualquier servicio de relaciones públicas con la (s) empresa (s) que considere pertinente</p> <p>REQUISITOS.</p> <ul style="list-style-type: none"> -Deberá poner a disposición un equipo de tres profesionales, el cual debe conformarse de un Director, Ejecutivo de Cuenta, un asistente o ejecutivo junior y además todos los anteriores deben dominar los idiomas Inglés, Francés y español -El personal asignado deberá contar con conocimientos específicos sobre Costa Rica, la realidad, cultural, histórica, y sobre el mercado nacional -Deberá asignar un equipo de profesionales de tiempo completo para los proyectos del ICT, el cual estará conformado como mínimo por: un Director de Cuenta, un ejecutivo de cuenta y un asistente o ejecutivo junior. Dichos ejecutivos deben ser profesionales en comunicación, relaciones públicas y mercadeo. En caso de sustitución de algún miembro del equipo durante el periodo del contrato, la agencia deberá comunicar la situación a la institución, con la debida justificación, y se requiere como mínimo, que el nuevo funcionario cumpla con los mismos requisitos del anterior. Esta sustitución deberá ser previamente aprobada por el Director de Mercadeo del ICT. 	.00	

11X 102-215-1016 - Fax: 2248423

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA
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PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

1547

ORDEN DE COMPRA No.
10987

FECHA: 07/10/07

SOLICITUD No.: 20137

PROCEDIMIENTO No.: 2007.C.D.-000203

SEÑOR (ES): BURSON-MARSTELLER, LLC

UNIDAD SOLICITANTE:
DEPTO DE PROMOCION

No. CEDULA JURIDICA:
13-1493710

DESTINO:
DEPTO DE PROMOCION

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>-El recurso humano deberá tener disponibilidad permanente e inmediata y de manera exclusiva para la realización de trabajos asignados, y su valoración de aporte será definida según los parámetros de "Calificación y adjudicación" en ninguna circunstancia, pueden ser menor que la establecida en este cartel</p> <p>-El concepto de disponibilidad permanente se debe entender desde el Director de Cuenta como un Ejecutivo de Cuenta designados por la agencia para la atención del cliente, deberán tener disponibilidad inmediata para atender el desarrollo de campañas o cualquier requerimiento específico que se formule dentro de los alcances del contrato, sin que ello implique que ese equipo humano deba trabajar una jornada laboral completa en la atención de asuntos del ICT durante el año. A su vez la exclusividad se refiere a que para evitar conflictos de interés, ese personal asignado, no podrá de forma alguna atender otras cuentas con otros países institutos o entidades similares para lo que deberá presentar una declaración dando fe de lo anterior, en caso de incumplimiento se seguirá el debido proceso legal y aplicándose, en caso de ser necesario, no solo la garantía de cumplimiento sino la nulación del contrato</p> <p>-Todo material debe ser aprobado por la Dirección de Mercadeo antes de que lo elabore el Adjudicatario</p>		

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA
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PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

104 1

DETALLE ORDEN DE COMPRA

ORDEN DE COMPRA No. _____

FECHA: 10/07

SOLICITUD No. 20137

PROCEDIMIENTO: N990203

SEÑOR (ES): BURSON-MARSTELLER, LLC

UNIDAD SOLICITANTE: DEPTO DE PROMOCION

Nº. CEDULA JURIDICA:
13-1493710

DESTINO:
DEPTO DP PROMOCION

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>-Todo el material desarrollado por el Adjudicatario para el Instituto una vez que se haya pagado su costo incluyendo los derechos de autor, pasará a ser propiedad del Instituto</p> <p>- Toda propuesta de la agencia debe entregarse al ICT en forma integral, en idioma español</p> <p>-El Instituto, por medio de su personal debidamente autorizado por la administración, podrá realizar, en el momento que considere necesario, auditoría a los adjudicatarios, con la finalidad de constatar la prestación de los servicios por los cuales ha recibido compensación económica</p> <p>-Macroproceso de Mercadeo del Instituto Costarricense de Turismo; será la unidad encargada de fiscalizar el cumplimiento de los deberes del adjudicatario y coordinar lo que corresponda con éste para que cumpla con las directrices que se establezcan durante todo el plazo de la contratación y del desarrollo de la labor contratada e impartir su aprobación</p> <p>También el Macroproceso de Mercadeo velará por la calidad y oportunidad del trabajo realizado, así como de su cumplimiento de acuerdo con las condiciones establecidas en la oferta</p> <p>-Para verificar la correcta ejecución del contrato, el Instituto Costarricense de Turismo se reserva el derecho de efectuar periódicamente una evaluación de gestión de la agencia, adicional a la labor de auditoría. La Agencia deberá suministrar y aportar</p>		

PEX Tel. 222-0111 - Fax 222-0112

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA
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PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

ORDEN DE COMPRA No. 1357

FECHA: 17/10/07

SEÑOR (ES): BURSON-MARSTELLER, LLC

SOLICITUD No. 20137

PROCEDIMIENTO No. 203

UNIDAD SOLICITANTE: DEPTO. DE PROMOCION

No. CEDULA JURIDICA: 13-1493710

DESTINO: DEPTO. DE PROMOCION

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>la información necesaria y solicitada por el Instituto, para facilitar esta evaluación.</p> <p>EVALUACION DEL CONTRATO</p> <p>a) El ICT efectuará una revisión trimestral de servicios, donde se evaluará la calidad de las prestaciones de la agencia y la satisfacción del servicio brindado a los ejecutivos del ICT</p> <p>b) Una segunda evaluación, que será anual, es estratégica y de gestión, la cual mide el cumplimiento de los objetivos y el resultado de los programas</p> <p>NOTA: LA PRESENTE ORDEN DE COMPRA CORRESPONDE AL PERIODO COMPRENDIDO ENTRE EL 22 DE OCTUBRE DEL 2007 AL 31 DE DICIEMBRE DEL 2007 PARA EL AÑO 2008 SE CONFECCIONARA UNA ORDEN DE COMPRA PARA CUBRIR ESE PERIODO.</p>		
1	PERIODO: DEL 22 DE OCTUBRE AL 31 DE OCTUBRE	10,645.20	10,645.2
1	PERIODO NOVIEMBRE 2007	33,000.00	33,000.0
1	PERIODO DICIEMBRE 2007	33,000.00	33,000.0
	<p>FORMA DE PAGO: La agencia deberá presentar todos los documentos soporte de los gastos incurridos, previamente autorizados por la Institución, el adjudicatario debe comprometerse a facturar los servicios en forma desglosada en donde</p>		

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEDURIA
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PROVEEDOR:



INSTITUTO COSTARRICENSE DE TURISMO

DETALLE ORDEN DE COMPRA

ORDEN DE COMPRA No.

10437

FECHA: 10/07

SOLICITUD No.: 20137

PROCEDIMIENTO No.: 2007CD-000203

SEÑOR (ES): BURSON-MARSTELLER, LLC

UNIDAD SOLICITANTE:
DEPTO DE PROMOCION

No. CEDULA JURIDICA:
13-1493710

DESTINO:
DEPTO DE PROMOCION

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>se indique lo siguiente</p> <ul style="list-style-type: none"> -Fecha -Mes en el cual se realizó el servicio -Descripción del servicio brindado -Costos <p>Para efectos de verificación de la Administración, el adjudicatario deberá siempre aportar todas las facturas de sus proveedores involucrados en la entrega de cualquier servicio realizado para el Instituto.</p> <p>OBJETIVO 3.3.2, META 3.3.2.2 DEL PAO 2007 COORDINADO POR EMILIA GONZALEZ TA:20 STA I TM:09 TP:20 AMERICA NORTEAMERICA ESTADOS UNIDOS CODIGO PRESUPUESTARIO: 104.99</p>		
	Monto total	\$	76,645.20

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA

PROVEEDOR



INSTITUTO COSTARRICENSE DE TURISMO

PORTADA ORDEN DE COMPRA

ORDEN DE COMPRA No:

10943

FECHA: 07/04/2008

SEÑOR (ES): BURSON-MARSTELLER LLC

SOLICITUD No.: 01479

PROCEDIMIENTO No.: 2007CTD-000203

UNIDAD SOLICITANTE: DEPTO. DE PROMOCION

No. CEDULA JURIDICA: 13-1-993710

DESTINO: DEPTO. DE PROMOCION

CODIFICACION

601-3104-9999-601
 \$65.656.800.00
 TC \$497.40

OBJETOS DE CONTRATACION

CONTINUACION DE LA CONTRATACION DIRECTA 2007CTD-000203- PROMOCION

DIRECCION: MIAMI FLORIDA, JULIO 2020

Telefonos del Proveedor: Tel. 1: 305-4-1000 Tel. 2: 305-4-1000

FIRMAS AUTORIZADAS

Representante Legal: SANTIAGO N. HINOJOSA / PAS [REDACTED]
 Autorizado a Firmar:

FECHA DE CODIFICACION: 08/04/2008

MONTO TOTAL: \$ 122,000.00

CIENTO TREINTA Y DOS MIL DICH DOLARES

APROBADO: Lic. Carlos M. Chacón Calvo

CODIFICACION PUESTO

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA	PRESUPUESTO
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CERTIFICAMOS QUE HEMOS RECIBIDO, A ENTERA SATISFACCION, LOS MATERIALES O SERVICIOS AMPARADOS POR ESTA ORDEN DE COMPRA

PROVEEDURIA	UNIDAD SOLICITANTE
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NOTA: PARA TRAMITAR EL PAGO, SIRVASE PRESENTAR EL ORIGINAL DE ESTA ORDEN DE COMPRA DEBIDAMENTE SELLADA Y FIRMADA, ACOMPAÑADA DE SU FACTURA.

PROVEEDOR:



INSTITUTO COSTARRICENSE DE TURISMO

Tel.: (506) 2299-5800 Fax: (506) 2291-5750 Apdo. Postal 777-1000 San José, Costa Rica www.visitocostarica.com

DETALLE ORDEN DE COMPRA

ORDEN DE COMPRA No.

1145

FECHA: 07.04.08

SOLICITUD No.: 11470

PROCEDIMIENTO No.: 2007-1-000001

SEÑOR (ES): BURSON-WARSTELLER, LLC

UNIDAD SOLICITANTE: DEPTO. DE PROMOCION

No. CEDULA JURIDICA:

DESTINO:

DE ACUERDO CON LOS PRECIOS OFRECIDOS POR USTED (ES) LE (ES) ROGAMOS ENTREGAR LO SIGUIENTE

CANTIDAD	DESCRIPCION	PRECIO UNITARIO	PRECIO TOTAL
	<p>CONTINUACION DE LA CONTRATACION DIRECTA 2007-1-000001 PROMOCION DE CONTRATACION DE UNA AGENCIA DE RELACIONES PUBLICAS Y SERVICIOS EN LOS MERCADOS ESTADOS UNIDOS Y CANADA</p> <p>VIGENCIA: 23-10-2007 AL 23-10-2009</p> <p>FECHA DE REG: 01-02-2008</p> <p>FECHA DE VENCER: 31-05-2008</p> <p>FORMA DE PAGO: USUAL DE LA INSTITUCION</p> <p>OBJETIVO: CONTRATA</p> <p>META: 125 OBJETIVOS ES INCORPORAR PARLADA PRESUPUESTARIA JUNIO 2008 AMERICA NOROCCIDENTAL Y ESTADOS UNIDOS</p> <p>LA COSTA 1 RM 20 TP 20</p> <p>COORDINADORA: JOHANNA PERLAZA</p> <p>ELABORADO POR: TANIA</p> <p style="text-align: right;">Monto total \$</p>	132.000.00	132.000.00

CRM/ISS/REGISTRATION UNIT
2008 SEP 23 PM 3:11

FIRMA PROVEEDOR	CEDULA #	FECHA	APROBADO PROVEEDURIA
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PROVEEDOR