

TERMS OF REFERENCE

I. PROJECT TITLE: *BOOTH DESIGN AND CONSTRUCTION OF THE PHILIPPINE PAVILION AT THE ASEAN TOURISM FORUM TRAVEL EXCHANGE (ATF TRAVEX) 2012*

II. BACKGROUND:

In line with the DOT's continued aggressive marketing program in the Asia Pacific market, the Philippines will again participate to the ASEAN Tourism Forum (ATF) 2012 at the Golden Kawanua Exhibition Center, Manado, Republic of Indonesia on January 9-15, 2012.

ATF is a highly reputable institutional travel fair in the Asia Pacific Region with venue set on a rotational basis among its ASEAN member-nations. It is known to be a good platform for business to business (B2B) meetings, PR networking and product update opportunities. ATF is composed of two major components, namely, the ministerial meetings attended by the ASEAN Ministers and the Travel Exchange.

For the Travel Exchange (TRAVEX), DOT will have a 198-square meter Philippine Pavilion which will be joined by twenty one (21) private sector companies from the Philippine travel trade industry such as the hotels/resorts, airlines, tour operators and meetings/convention facilities. This year's delegation is bigger compared to last year due to the very strong interest from the private sector to join the DOT's participation to the said event.

EVENT DETAILS

ATF 2012 TRAVEX – ASEAN : Tourism for A Global Community of Nations

Date: 12-15 January 2012

Venue: Golden Kawanua Exhibition Centre, Manado, Republic of Indonesia

III. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a company engaged in the business of designing and constructing booths for travel fairs and is capable of providing all requirements for the design, construction and dismantling of the Philippine Pavilion at the ASEAN Tourism Forum TRAVEX 2012.

The construction of the aforementioned Philippine Pavilion is aimed at attaining the following objectives:

- a) To create an impact that will generate a strong "name recall" of the Philippines as a preferred tourist destination in the Asia Pacific Region;
- b) To project a unified, more aggressive participation at the ATF TRAVEX through a Pavilion of Philippine travel trade participants under the leadership of the Philippine Department of Tourism

- c) To create an atmosphere that reflects the Philippines as part of the regional cooperation promoting the banner campaign : "ASEAN: Feel the Warmth" while maintaining its distinct character as a unique;" must see and experience" destination in Asia;
- d) To provide a highly functional yet aesthetic booth areas that will enable the Philippine delegation to conduct business meetings, product updates and networking with their pre-scheduled business appointments and other potential buyers from the Asia Pacific and the world.

To be able to achieve the abovementioned objectives, bidders shall prepare a proposed design and layout for the aforementioned booths.

IV. SCOPE OF WORK/DELIVERABLES

Following are the services required by the Philippine Department of Tourism:

A. Booth design

The booth design should be able to showcase the country's offerings as a premiere travel and leisure destination highlighting its diverse tourism products and services.

Booth details

1. Booth size is 198-square meter pavilion
2. Lay-out
 - Should be able to provide 22 individual negotiation tables for each company/exhibitor and a reception counter for PDOT.
 - It should have a hanging, distinctive banner logo of the Philippines aside form the overhead Philippines banner.
3. Other features
 - Individual storage for 22 companies;
 - 1 hanging banner/balloon with Philippine graphics
 - Individual backdrops of the 22 exhibitors
 - Individual power outlets
 - Sufficient lighting
 - Potted plants/greens
 - Other accessories needed to achieve the desired theme of the Pavilion
 - The contractor should also cover the administration fee of USD10/sq.meter or a total of USD1,980.00.

- B. Construction and installation of the aforementioned booths on the designated dates while strictly following the rules and regulations set by the event organizers.

- C. Dismantling of the aforementioned booths and egress on the dates designated by the event organizers.

V. STAFF COMPLEMENT

In order to meet the objectives and carry out the activities for this project, bidders shall submit the recommended staff complement with the following information:

- A. Recommended personnel to be dedicated to the project
- B. Qualifications of personnel
- C. Recommended Work Schedule

VI. TIME FRAME AND SCHEDULE OF WORK

January 10, 2012	Booth setup/construction
January 11, 2012	Booth set-up/construction
January 12, 2012	Turn-over of booth
January 13-15, 2012	TRAVEX
January 15, 2012	Egress/Booth dismantling

VII. BUDGET

Total budget allocation for the Philippine Pavilion is Php2,800,000.00 or its US Dollar equivalent upon remittance.

The winning bid however shall be determined based on the proposal with most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

VIII. PAYMENT PROCEDURE

100% payment should be made fifteen (15) days after the full completion of the Philippine Pavilion as allowed by Philippine Government accounting and auditing rules and regulations.

CONFORME:

[Authorized Signature]
[Name and Title of Signatory]
[Date]