

TERMS OF REFERENCE

I. PROJECT TITLE:

Booth Design, Set-Up and Dismantling of the Philippine Booth for the **International Mediterranean Tourism Market (IMTM) 2019**
February 12 – 13, 2019

II. CAPABILITY REQUIREMENTS

- A. Must have experience in rendering services at international exhibitions
- B. Must have the capability to operate in Tel Aviv
- C. Must have a dedicated team who will focus on the design and set-up of the Philippine booth
- D. Must have the capability to invest, coordinate shipment to site, assemble and install AV equipment, and furniture accent pieces for the Philippine booth
- E. Must be able to submit a project proposal for the Philippine Booth in time for deadline of submission of bids
- F. Quality of submitted proposal will be taken into consideration before awarding the winning bid
- G. Booth set-up: Should follow the official event schedule as prescribed by the event organizer

III. BACKGROUND:

In line with its goal of boosting travel movement to the Philippines from Israel, DOT will again be participating in the IMTM 2019 be held at TLV Convention Center in Tel Aviv, Israel. The DOT has booked a 100-square meter stand open on four sides. Joining DOT in the Philippine delegation are about 12-15 companies composed of travel agents, tour operators, hotel and resorts.

IV. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a company engaged in the business of designing, set-up and dismantling of booth for travel and consumer fairs for the Philippine stand at the IMTM 2019.

The Philippine booth should:

- A. Generate positive name recall of the Philippine brand as a “more fun destination” for the Israeli market;
- B. To project a tropical feel, highlighting our different islands and colorful culture plus a festive atmosphere that reflects the country’s branding/campaign;
- C. Attract and encourage consumer and travel trade guests to visit the Philippine booth; and
- D. Provide a highly functional yet aesthetic booth that will enable the conduct of tabletop business meetings between Philippine delegates, estimated at eight to ten companies, and their Israeli counterparts at the Philippine booth of the IMTM.

To be able to achieve the above-mentioned objectives, bidders shall prepare a proposed design and layout for the aforementioned booth.

V. SCOPE OF WORK/DELIVERABLES

The Philippine Department of Tourism requires a package of services for the following:

- A. Booth design that strictly follows the rules and regulations set by the event organizers including dimensional drawings showing the front, side and back perspectives, elevations, floor layouts of the stand and details of materials being used to construct the stand.
1. Philippine booth at the IMTM measuring 100 sqm with 4 sides open
 2. Layout
 - Should provide individual negotiating tables for each of the fifteen (15) Philippine exhibitor located along the perimeter of the stand
 - 1 General Reception Area (or 2 depending on the stand lay-out proposed)
 - 1 VIP reception area
 - Special area for live animation
 - Storage area and cabinets
 - Kitchen cum dining area for the Philippine delegation
 3. General stand design stand theme: "Reasons why It's More Fun in the Philippines"
 4. Specific stand requirements
 - Stand set-up inclusive of backlit walls, storages, kitchen, wardrobe, lockable lockers and VIP area
 - Printing of appropriate backdrop visuals / overhead ceiling banners /interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting and other decorative elements following the general theme as tropical destination
 - Elevated carpeted flooring to cover the electrical wirings and connections
 - Philippine General Information Counter/s should have the following: at least 2 chairs, at 72-inch LED screen, power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories
 - Individual work stations should have the following: 1 table, 3 chairs, screen/monitor, small lockable cabinet, individual electric outlets and adaptors, company signage and table centerpiece accent
 - Storage areas should have the following: lockable lockers, wardrobe, shelves, for brochures, working table/counter (with color printer with ink, bond paper), mirror, lockable doors.
 - Service kitchen and dining area should have the following equipment on rental basis: hot and cold water dispenser, coffee maker, water percolator, small refrigerator, porcelain cups and saucers for VIP guests (per approximate quantity requirement), cutlery set for VIP guests (per approximate quantity requirement), glasses for VIP guests (per approximate quantity requirement), serving trays (per approximate quantity requirement), storage cabinet and shelves trash bins with ample supply of trash bags, small eating area with counters and bar stools, lockable door.
 - VIP reception/meeting area should have the following on rental basis: lounge chairs, center table, smart LED screens (72 in) or screen with CD / DVD / USB player, appropriate lighting and accessories
 - Live animation area should have the following: Video wall, public address system, appropriate lighting, furnishing and accessories, computer set with internet connection and printer, logo / photo wall
 - Furniture/ appliances (on rental basis) should fit the current Philippine branding setting and conform to the recommended layout by bidding company to include counters, tables, chairs, shelves, hangers, mirror, etc.
 - All exhibition venue connections (electricity and water, suspensions and permits)
 - Sufficient power outlets and lighting
 - Other accessories needed to achieve the desired theme
 - Daily stand cleaning – before the opening and the closing of the Philippine stand

- Stand setup and dismantling supervision and stand maintenance for the duration of the fair
 - Exclusive Internet connection at the stand (accessible to the Philippine delegation members)
- B. Final design and lay-out for execution shall be reviewed and discussed with the concerned officer in the PDOT.
- C. Final revision of design should be duly approved and signed by the end-user
- D. Set-up, installation and dismantling of the of the aforementioned booth while strictly following the rules and regulations set by the fair / event organizer
- E. Dismantling inclusive of storage, transportation, disposal of the aforementioned booths / parts and egress on the date designated by the event organizers and as appropriate.

VI. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of one (1) month with the following schedule of work:

February 10-11	:	Set-up of Philippine booth or as per event schedule
February 12-13	:	Holding of IMTM 2019
February 14	:	Dismantling of Philippine booth or as per event schedule

VII. BUDGET

Total Budget allocation for the booth is **SIXTY FIVE THOUSAND US DOLLARS/ USD 65,000.00** (or its Philippine peso equivalent) inclusive of taxes. Budget is to be sourced from the 2019 Approved Work Program. Financial proposal should allow for modifications in stand and layout and design according to the needs and requirements of the end user.

VIII. PROJECT OFFICER

Mr. Francisco M. Lardizabal / Ms. Aida Romasanta
 Department of Tourism
 351 Sen. Gil Puyat Avenue, Makati City
 Email Address: fmlardizabal@gmail.com / aidaaspac@gmail.com
 Tel. No.: (02) 459 5200 loc. 523 / 524