

TERMS OF REFERENCE**I. PROJECT TITLE: DESIGN, SET UP AND DISMANTLING OF THE PHILIPPINE BOOTH AT THE MOSCOW INTERNATIONAL TRAVEL AND TOURISM (MITT) EXHIBITION 2018****II. BACKGROUND:**

In line with our continuing efforts to increase tourist arrivals from Russia, the Philippine Department of Tourism (DOT) will be participating in the Moscow International Travel and Tourism Exhibition. The MITT is the leading and largest travel and tourism exhibition in Russia. It will be held from March 13 to 15, 2018 at the Expocentre, Moscow, Russian Federation.

III. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a European-based company, preferably in Russia or Germany engaged in the business of designing, setting-up, and dismantling booths for travel fair for the Philippine Stand at MITT 2018.

The set-up of the aforementioned booth aims to attain the following objectives:

- A. Generate positive name recall of the Philippine brand as a “more fun destination” for the Russian & CIS markets;
- B. Generate an atmosphere that supports the promotion of the country’s branding campaign, “It’s More Fun in the Philippines”;
- C. Attract and encourage consumer, press 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 and interviews for DOT and its partners at the Philippine booth in MITT 2018.

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

IV. SCOPE OF WORK/DELIVERABLES

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

- A. Booth design, strictly following the rules and regulations set by the organizers and the Philippine Department of Tourism.

B. Booth Details

1. Size: 120 sq. m./island stand (4 sides open)

2. Layout

- Should provide individual negotiating tables with 2 chairs for each participating Philippine partners/exhibitors located along the perimeter of the stand (approximately 10-12 exhibitors), with own charging areas and lockable cabinets with individual negotiating (glass) tables and 3 chairs (right at the back of each counter)
- 1 VIP reception area featuring Filipino furniture, decoration and accessories and fresh plants and flowers
- 1 Philippine information counter with storage area, two bar stools; must also have a mounted digital/interactive exhibitor directory on the counter
- Special area for live animation and a table for bar flair tendering
- A rectangular hanging overhead signage featuring the “PHILIPPINES” and various Philippine destinations as backdrop (choices: Davao, Boracay, Palawan, Cebu, Siargao, Manila, Bohol)
- It’s More Fun in the Philippines (new) logos at the information counter with 3D effect)
- Philippine destination images (large-scale printed/floor to ceiling printing, 3.5 to 5 meters in height) as outside backdrop of the side walls of the storage area (choices: Davao, Boracay, Cebu, Palawan, Siargao, Manila, Bohol)
- Four (4) 50-inch LED TVs and CD/DVD/USB video players/cum video wall
- One (1) 50-inch LED TV and CD/DVD/USB vide player at the VIP area to play/feature It’s More Fun and destination videos
- Kitchen cum dining area for the Philippine delegation with storage area

3. General stand design theme: “IT’S MORE FUN IN THE PHILIPPINES”

using the It’s More Fun in the Philippines images, new fonts and brand colors

4. Specific booth requirements and rental of equipment and furniture

- Booth design and set-up inclusive of backlit walls, storage bins-cum-lockable lockers, kitchen, lockers for personal belongings, a VIP area, animation area, and information counter
- Printing of appropriate backdrop visuals/banners/mini banners/interior décor, overhead ceiling banners and interior decor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting and other decorative elements following the general theme of “It’s More Fun in the Philippines” with the new design logo
- Rectangular hanging overhead signage with the word “PHILIPPINES” and Philippine destinations (top choices: Davao, Boracay, Cebu, Palawan, Siargao, Manila, Bohol)
- Elevated carpeted flooring to cover the electrical wiring and connections;
- Philippine Information Counter/s should have the following: at least 2 chairs, power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories

- Individual work stations should have the following: 1 counter with lockable storage cabinet, 2 bar stools, 1 meeting table, 3 chairs, individual electric outlets and adaptors, company signage on the counter and on the table and table centrepiece
 - Storage areas should have the following: lockable lockers, coat racks, hangers, ample shelves for brochures, trash bins with ample supply of trash bags and lockable door
 - General and VIP reception areas should have the following: lounge chairs, center table, 1 big screen (50-in) or screen with CD / DVD / USB player, appropriate lighting and accessories
 - Live performance/interactive/animation area should have the following: It's More Fun in the Philippines (new) logo, public address/sound system/mixer, public address system, appropriate lighting and wiring, furnishing and accessories, electrical sockets, microphones, speakers and microphones
 - One (1) area to allow booth visitors to experience the Philippines' destination through virtual reality technology
 - Furniture/appliances (on rental basis) that would 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 and fees (ample supply of electricity, running water, suspensions and permits)
 - Sufficient power outlets and lighting
 - Service kitchen and dining area should have the following equipment on rental basis: sink with running water, hot and cold drinking water dispenser with ample supply of mineral water, coffee maker, small refrigerator, microwave, 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 areas with tables and bar stools, lockable door;
 - Daily stand cleaning – before the opening, during and the closing of the Philippine stand
 - Stand set-up, dismantling supervision, and stand maintenance for the duration of the fair
 - Exclusive internet connection subscription at the stand using the official MITT service provider (accessible by the Philippine delegation members)
 - Other accessories needed to achieve the desired theme
5. Included in the deliverables of the supplier as part of the ABC but are on loan basis only :
- Chairs, bar stools, tables
 - Coat and brochure racks, hangers and mirror
 - Big screen, TV sets, CD/DVD/USB player, computer set, sound system
 - Hot and cold dispenser, coffee maker, refrigerator, microwave, sink
 - Porcelain cups and saucers, glasses, cutlery set, serving trays

- C. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair/event organizers.
- D. Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.

V. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of three (3) months with the following schedule of work:

1. March 09-12, 2016 Set-up of Philippine booth at the MITT 2018
2. March 13 to 15, 2018 MITT 2018 (Stand maintenance)
3. March 16, 2018 Stand dismantling

3. BUDGET

Total Budget allocation for the Philippine booth is Pesos 2,385,000.00 or US\$45,000* inclusive of taxes

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.

4. PAYMENT PROCEDURE

Following is the payment procedure:

50% upon completion of stand set-up

50% within 30 days upon dismantling of Philippine booth, submission of invoice and satisfactory delivery of services specified in Section IV of this Terms of Reference

* to be paid in either US Dollars or Euro or Rubles

* exchange rate used US\$1=P53