

TERMS OF REFERENCE

- I. **PROJECT NAME** : Procurement of Services of an Events Management Company for Booth Installation and Activations for the 29th Thai International Travel Fair (TITF) 2024
- II. **PROJECT DATE** : January 23 to 29, 2024
- III. **VENUE** : Queen Sirikit National Convention Center, Bangkok, Thailand
- IV. **OBJECTIVES**

The setup of the Philippine booth and activations is aimed at attaining the following objectives:

1. Generate brand recall of the new campaign “Love the Philippines”
2. Provide meeting area for DOT officials to meet with industry players and conduct business
3. Provide functional space to allow sufficient interactive space with the visitor traffic through appropriate consumer activations.
4. Provide functional space for participating Philippine stakeholders to meet with prospective buyers and travelers

V. **MINIMUM REQUIREMENTS**

- A. Must have platinum PhilGEPS membership
- B. Must have the capacity to operate in Bangkok, Thailand to enable coordination with suppliers
- C. Must have at least three (3) years of experience in planning, implementing and managing similar travel trade projects in ASEAN and has the capacity to engage the services of relevant contractors for the implementation of the event and produce the marketing and promotional material for the events
- D. Must have experience in dealing with National Tourism Organizations preferably the PDOT.
- E. Must be willing to do advance payment to relevant suppliers within the cost parameter set by the PDOT and approval of the project component
- F. Manpower complement: 2 dedicated staff members
- G. Provision of a terminal report with photos and highlights of the event, and video documentation in .mpeg format

VI. **SCOPE OF WORK AND DELIVERABLES**

The required performance and deliverables of the Event Management Company include the following:

A. Pre-Event Activities

- Present, consult, and discuss with the PDOT the necessary information and graphics for the installation of the Philippine booth.
- Consult with the PDOT on proposed activations to ensure objectives are met.

B. Booth Installation and Activations

Installation of 4mLx12mWx4mH (48sqm) Philippine Booth inclusive of the following:

- Booth fabrication, and installation to include printing of graphics (resizing if necessary)
- Provision of required furnishings and furniture
- Installation of overhead Love the Philippines text signage
- Daily maintenance and damage insurance fee
- Dismantling of installations

Specifications:

1. One (1) Philippine information counter on the strategic side of the stand with graphic work (official DOT logos, key visuals, Celebration of the 75th Philippines-Thailand Friendship Year) in high print quality, with three (3) stools, electrical outlets for laptops/tablets. Counter must also be equipped with lockable storage intended for promotional and information materials.
2. One (1) lighted overhead Love the Philippines text signage.
3. Provision of table top booth with comfortable height to enable business transactions for each private sector participant along the perimeter of and within the Philippine Booth with company/stakeholders signage/logo, at least two (2) chairs, electrical outlet with at least two (2) sockets for charging, and lockable storage intended for exhibitors' promotional and information materials and personal belongings.
4. One (1) VIP Reception Area/Lounge featuring tropical-inspired furniture and décor that can comfortably accommodate 3-5 guests for high-level meetings and VIP meet and greets.
5. One to two (1-2) table (preferably round) with three (3) sets of chairs for business transactions to be utilized by the private sectors.
6. One (1) mobile bar area that can serve free-flowing coffee and hot and cold water dispenser with ample supply of water for the duration of the event.
7. Trash bins with ample supply of trash bags for the duration of the event.
8. Engagement activity area for visitor experience (mini stage) with PA system and two microphones
9. Storage space.
10. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair/event organizer.
11. Dismantling inclusive of storage/disposal of the aforementioned booth parts and egress on the date designated by the event organizer.
12. Daily stand cleaning and disinfection of the Philippine stand – before the opening, closing, and as needed.
13. Graphics to be provided by the end user.
14. Stand set-up and dismantling supervision and stand maintenance for the duration of the fair.
15. Rental and installation of one (1) unit of 55' LED TV with USB connection capability.
16. Additional electrical installation (as needed)

C. Manpower Complement for the duration of the event (inclusive of transportation if needed)

- Two (2) dedicated staff from Events Management Company
- One (1) Event Host
- Four (4) Thai Speaking Interpreters
- One (1) Chef for Filipino Food Cooking Demo (inclusive of ingredients to be used)
- One (1) standby maintenance

D. Merchandise (locally-produced in Bangkok to defer logistic costs and taxes)

- Eighty-Five (85) pieces of t-shirts (in various sizes) with "Love the Philippines" logo
- One Hundred (100) pieces of insulated tumblers (stainless steel material) with "Love the Philippines" logo

VII. BUDGET

Total budget allocation for the project is **ONE MILLION THREE HUNDRED TEN THOUSAND THREE HUNDRED SIXTY PESOS (PHP 1,310,360.00)** inclusive of taxes and other applicable fees. Financial proposal should allow modifications in schedules according to the needs and requirements of the end user.

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

VIII. PAYMENT TERMS

Government procedure. Bill must be addressed to the Department of Tourism.

IX. CONTACT PERSON

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