

TECHNICAL SPECIFICATIONS

- I. **BIDDER** : Goods/Items (Booth Requirements)
- II. **PROJECT TITLE** : Collaterals for Culture-based Tourism Products
- III. **PROJECT DATE** : March 2025

IV. BACKGROUND

The Department of Tourism's (DOT) National Tourism Development Plan (NTDP) 2023-2028 places significant emphasis on Cultural Experiences as a primary and vital focus for the development of tourism products. This emphasis highlights culture-based tourism as a cornerstone of its mission to promote the Philippines as a globally competitive and culturally rich destination. Through its Office of Product Development – Product Planning and Development Division (OPD-PPDD), the DOT continuously implements projects that celebrate, conserve, and elevate Filipino values, traditions, and cultural knowledge. Projects such as the Philippine Creative Industries Month, Filipino Food Month, and other trade and product development activities.

To further this mission, the OPD-PPDD recognizes the importance of utilizing marketing collaterals as effective tools for promoting cultural tourism. These materials will serve as vital components of the DOT's participation in local and international events, conferences, and activities that focus on culture. By enhancing consumer engagement and raising awareness about the Philippines' unique cultural offerings, these collaterals will strengthen the DOT's commitment to integrating culture into tourism and elevating the Philippines' profile in the global market.

V. MINIMUM REQUIREMENTS

- Must be PHILGEPS Registered
- Must have worked with the DOT
- Must be willing to provide services on send-bill arrangement
- Only approved layout by the DOT- Branding and Marketing Communications Office shall be produced
- Must submit their quotation with cost breakdown to differentiate the amount of service fee and amount to be earmarked for the payment to the third parties or other proprietors. Otherwise tax withheld will be credited for the total contract prize.

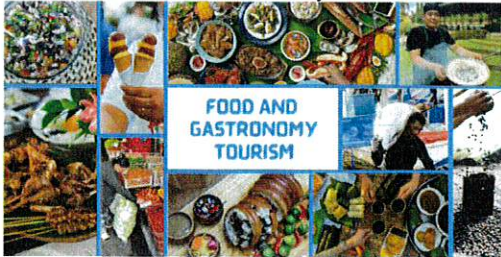
VI. SCOPE AND WORK DELIVERABLES

Delivery Date: 14 March 2025



A. Marketing Collaterals

Fabrication of the items in the given table below for the following sub-products and flagship program under cultural tourism:

1. *Food & Gastronomy Tourism*
2. *Creative Tourism*
3. *Philippine Experience Program*

ITEM	QUANTITY	SPECIFICATIONS	CONCEPT DESIGN
Tension Fabric Backdrop	3 sets	Frame size: 310 cm x 225 cm (Curve wall) Fabric Printed: Two-Side Digital Print Hardware: with aluminum frame and carrying bag	Food and Gastronomy Tourism 

			<p>Creative Tourism</p> 
			<p>Philippine Experience Program</p> 
Tension Fabric Table (Rectangular)	3 sets	<p>Frame size: 80 cm (W) x 50 cm (D) x 95 cm (H)</p> <p>Fabric Printed: Single-Side Digital Print</p> <p>Hardware: with aluminum frame, pipe system, 2 pcs hardboard and carrying bag</p>	<p>Food and Gastronomy Tourism</p> 
			<p>Creative Tourism</p> 
			<p>Philippine Experience Program</p> 
Tension Fabric Table (Ellipse)	3 sets	<p>Frame size: 60 cm (W) x 40 cm (D) x 95 cm (H)</p> <p>Fabric Printed: Single-Side Digital Print</p> <p>Hardware: with aluminum frame, pipe</p>	<p>Food and Gastronomy Tourism</p> 

		system, 2 pcs hardboard and carrying bag	
			<p>Creative Tourism</p>  <p>Philippine Experience Program</p> 

B. Layout

Layout of each item for cultural tourism's sub-products and flagship program's marketing collaterals

- The DOT shall provide official photos, logos, and other visual assets.
- The final layout shall be submitted to the DOT for review, clearance, and approval.
- Sample layouts must be provided within three (3) working days upon receipt of the Notice of Award.
- The procurement includes the finalization of the marketing collateral layout before production.
- All finalized layouts must adhere to the DOT branding guidelines.

VII. BUDGET:

The total budget for this project is **TWO HUNDRED SIXTY-FOUR THOUSAND SIX HUNDRED TEN PESOS (PHP 264,610.00)** inclusive of all applicable taxes and should cover all requirements enumerated above.

The winning bidder shall be determined based on the proposal, provided that the amount of bid does not exceed the above total budget.

Project expenses to be charged to the 2025 GAA of the Office of Product Development - Culture-based Tourism.

VIII. CONTACT PERSON

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Approved by:

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Director
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