

TERMS OF REFERENCE

I. PROJECT TITLE: DESIGN, SET-UP AND DISMANTLING PHILIPPINE BOOTH AT THE ARABIAN TRAVEL MARKET 2018

II. BACKGROUND:

The Arabian Travel Market (ATM) is the biggest travel and tourism event in the United Arab Emirates (UAE) and the Middle East and pan-Arab region. It is also the premier regional business forum for inbound, outbound and intra-regional tourism. This year, the ATM will be held from April 22 to 25, 2018 at the Dubai International Convention and Exhibition Centre in Dubai, UAE.

Rationale:

- For 2018, the Philippine delegation will be composed of 17 companies and attests to the sustained interest of Philippine tourism industry players in this fast-growing tourist region;
- The annual business-to-business (B2B) exhibition showcases over 2,800 products and destinations from around the world to over 28,000 buyers and travel trade visitors across four days;
- Over 39,000 travel professionals, government ministers and international press, visit ATM every April to network, negotiate and discover the latest industry opinion and trends at Arabian Travel Market.

This year, the Philippines will be putting up a 230-square-meter (10meters x 23meters) stand located at booth space number AS 2320. In order to facilitate tabletop business negotiations between Philippine government and private sector representatives with their counterparts from the Middle East, the booth will have tables and chairs to accommodate the number of private sector companies joining the Department.

III. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a **company based in the United Arab Emirates** engaged in the business of designing, setting-up and dismantling of booths for travel and consumer fairs for the Philippine booth at the Arabian Travel Market 2018.

The Philippine booth should:

- a) Generate positive name recall of the Philippine brand as a “more fun destination” for the Middle East market;
- 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 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 their Middle East counterparts and interviews for DOT and its partners at the Philippine booth in the ATM 2018.

To be able to achieve the above-mentioned objectives, bidders shall prepare 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 adhering to the rules and regulations set by Reed Exhibition, the event organizers and Dubai World Trade Center, the event venue management:
1. Philippine booth at the Arabian Travel Market 2018 measuring 10 meters x 23 meters (Total: 230 square meters; four (4) sides open; island type)
 2. Layout
 - Should provide individual counters for each Philippine stand sharer / exhibitor located along the perimeter of, and within, the stand (17-20 exhibitors; see attached list); with own charging areas and lockable cabinets with individual negotiating tables and 3 chairs (right at the back of the each exhibitor counter);
 - 1 VIP reception area featuring corporate-inspired furniture, decoration and accessories and fresh plants and flowers
 - Two (2) Philippine information counters with storage areas and two bar stools (per counter) on opposite sides / front and back of the booth; must also have a mounted digital / interactive exhibitor directory on both counters;
 - Special area for live performance / animation beside the (back) information counter
 - Storage-cum-dining area for the Philippine delegation
 - A rectangular hanging overhead signage featuring the "PHILIPPINES" and various Philippine destinations as backdrop (using images for Davao, Palawan, Manila, Cebu and Boracay)
 - It's More Fun in the Philippines (new) logos at the information counters (with possible 3D effect)
 - Philippine destination images (large-scale printed / floor to ceiling printing, 3.5 to 4 meters in height) as outside backdrop of the side walls of the storage area (using images for Davao, Cebu, Manila and Palawan)
 - 3 meters x 2 meters LED video wall to feature "It's more Fun in the Philippines" videos to be stationed at the VIP area
 - One (1) 50-inch LED TV and CD/DVD/USB video player at the (back) information counter area to play/feature It's More Fun and destination videos
 3. General stand design stand 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
 - Booth design and set-up and dismantling inclusive of backlit walls, storage bins-cum-lockable lockers, storage-cum-dining area, information counters (with lockable cabinets) and VIP area
 - Floor to ceiling (3.5 to 4 meters in height) printing of appropriate backdrop visuals using Philippine destinations, interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting and

other decorative elements following the general theme of “Its’ More Fun in the Philippines” with the new design logo

- Rectangular hanging overhead signage with the word “PHILIPPINES” and Philippine destinations (Manila, Davao, Palawan, Cebu, Boracay) as visuals and measuring around 1.5 meters x 12 meters
- Elevated carpeted flooring to cover the electrical wirings and connections
- Philippine Information Counters should have the following: at least 2 high chairs / bar stools, power outlet, lockable cabinets, brochure racks, digital / interactive exhibitor directory and stand layout, appropriate visuals and accessories
- Individual work stations for stand sharers / co-exhibitors should have the following: small lockable cabinet, individual electric outlets and adaptors, company logo and company names (in front of their respective counters) and one (1) small round table (preferably glass), 3 chairs,
- Storage area-cum-dining area should have the following inside:
 - Lockable cabinets, wardrobe shelves, brochure shelves, working table and lockable doors.
 - hot and cold water dispenser with ample supply of water for the duration of the event, coffee maker with ample supply of coffee capsules for four (4) days, medium-sized refrigerator, cutlery, porcelain cups and saucers, serving trays and glasses for VIP guests (per approximate quantity requirement), storage cabinet and shelves trash bins with ample supply of trash bags,
 - eating counters and six (6) bar stools, lockable doors;
- General and VIP reception areas should have the following: corporate furniture lounge chairs, sofa, center table, 3 meters x 2 meters LED screen (at the back wall) and CD / DVD / USB player, appropriate lighting and accessories, fresh plants and flowers
- Live performance / interactive / animation area should have the following: It’s More Fun in the Philippines (new) logo, public address / sound system / mixer, appropriate lighting and wiring, furnishing and accessories, electrical sockets; microphones; four(4) large speakers and four microphones; (Note: specific technical rider to be provided upon completion of the bidding for animator group)
- Furniture should fit the “It’s More Fun in the Philippines” 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 (with adaptors for flat plugs) and lighting
- Other accessories needed to achieve the desired theme
- Daily stand cleaning – before the opening and during the closing of the Philippine stand
- Booth set-up and dismantling supervision and booth maintenance for the duration of the fair

- **Eight (8) individual internet connection and WiFi at the booth (accessible to the Philippine delegation members only) from April 22 to 25, 2018**
- Other accessories to achieve the desired theme

4.1 Included in the deliverables of the supplier as part of the ABC but are on loan basis only:

- Chairs, tables, bar stools
- Wardrobe and brochure racks, hangers, mirrors
- LED wall and TV sets, CD/DVD/USB video players, sound system
- Hot and cold water dispenser, coffee maker, refrigerator,
- Porcelain cups and saucers, cutlery sets, glasses and serving trays

B. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair / event organizer

C. Dismantling inclusive of storage / disposal of the aforementioned booths / parts and egress on the date designated by the event organizers.

V. TIME FRAME AND SCHEDULE OF WORK

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

April 20-21	:	Set-up of Philippine booth
April 22-25	:	Arabian Travel Mart 2018 proper
April 26	:	Dismantling of Philippine booth at ATM 2018

VI. BUDGET

Total Budget allocation for the booth is **US Dollar US\$ 77,000.00** inclusive of taxes

VII. PAYMENT PROCEDURE

Following is the payment procedure:

50% upon submission and approval of final stand design

50% within 45 days upon dismantling of Philippine booth, submission of invoice and satisfactory delivery of services specified in Section IV of this Terms of Reference

CONFORME:

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