

TERMS OF REFERENCE

Project Title	:	Booth Design, Set-up and Dismantling for Philippine Booth at IFTM Top Resa 2017
Date	:	September 26 – 29, 2017 (event proper) Tuesday – Friday
Venue	:	Hall 1, VIPARIS Port de Versailles Paris, France
Location	:	TBC
Booth size	:	80sqm

BACKGROUND

In line with its goal of sustaining its momentum in France and further boosting tourism arrivals to the Philippines, the Philippine Department of Tourism (DOT) will once again be participating in the IFTM TOPRESA 2017 held at the Porte de Versailles, Paris, France from September 26-29, 2017.

The Philippines will be hosting an 80 square meter booth, accommodating 10 to 12 exhibitors from the Philippine government and private sector participants, in order to facilitate business discussions and negotiations between the Philippine delegation and relevant stakeholders of the tourism industry in France.

PURPOSE / OBJECTIVES

The DOT is in need of the services of a Europe-based company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine booth at the IFTM Top Resa 2017.

The Philippine booth should:

- Generate a positive name recall and brand awareness for Philippine tourism, using the *It's More Fun in the Philippines* campaign
- Create an atmosphere that reflects a unique and modern destination, to establish the Philippines as a premier tourist destination in Asia;
- Project the Philippines as a young, dynamic, and creative society;
- Create an attractive and interactive booth design to attract buyers, media, travel trade guests, and relevant tourism stakeholders to visit the Philippine Pavilion.
- Provide a highly functional yet aesthetic booth that will facilitate the conduct of business meetings and discussions between all members of the Philippine delegation and relevant stakeholders of the tourism industry in France.

Capability Requirements

- Must have an experience rendering services at international exhibitions
- Must have the capability to operate in Paris
- Must be able to get accreditation from IFTM Top Resa organizers

- Must be accredited by the exhibition center, VIPARIS Port de Versailles
- Must have a dedicated team who will focus on the design and set-up of the Philippine booth
- Must have the capability to invest, coordinate shipment to IFTM Top Resa site, assemble and install AV equipment, and furniture accent pieces for the Philippine booth

SCOPE OF WORK / DELIVERABLES

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

1. Philippine booth design – a functional booth that will accommodate between 10-12 exhibitors and showcase the Philippines' top destinations, incorporating the design pegs to be supplied by the DOT
2. Design and construct a space that will accommodate the following:
 - 3.5m x 2m LED wall that will project Philippine tourism videos and images
 - Ten (10) to twelve (12) Philippine exhibitors
 - Information counter
 - VIP reception area
 - 2m x 3m stage for Philippine performers (live animation)
 - Storage area
 - Kitchen with small dining area for the Philippine delegation

Specific Stand Requirements

1. Provide individual company workstations or business meeting tables for each Philippine exhibitor. Each station must have the following:
 - One table
 - Three chairs
 - Storage cabinet with secure lock (may be part of the design of the table)
 - Individual electric outlets (at least 3 sockets each)
 - Company name and logo
2. One enclosed area for VIP which can comfortably accommodate six (6) guests at a time and should have the following:
 - Appropriate backdrop visuals
 - Furniture and fixtures created by Filipinos, featuring modern and contemporary designs
 - Brochure rack
 - Fresh plants and flowers
 - Electrical outlet on both sides
 - Lockable storage cabinet
 - 51" LED TV with USB port or built-in video player
 - Coat rack

3. One information counter which can accommodate at least 3 persons at a time and should have the following:
 - Appropriate visuals and accessories
 - Electrical outlet
 - Brochure rack
 - Three chairs
 - Storage cabinet with lock should be part of the counter
 - Exhibitor directory with stand layout
4. Storage room where Philippine delegation can keep their materials and should have the following:
 - Storage shelves
 - Lockers – at least 10 to 12 lockers
 - Coat hangers
 - Mini-kitchen with sink and running water
 - Small dining area
 - Half-length mirror
 - Colored printer with ink and bond paper
 - Kitchen utensils and appliances (coffee-maker, refrigerator, microwave oven, hot & cold water dispenser, cups and saucers, serving trays, cutlery sets, drinking glasses, trash bins, ample supply of trash bags etc.)
5. Small stage/platform
 - Size should be 2m x 3m
 - Sound system (microphone/s, loud speakers, technical rider, etc.)
 - Power outlets
 - Small prop table
 - 3.5m x 2m LED wall
6. Elevated carpet platform / floor to conceal the electrical wirings and connections.
7. Fast and reliable Internet connection for the whole Philippine delegation.
8. Sufficient lighting that will create a dramatic effect, complementing the design of the booth.
9. All exhibition connections and fees (ample supply of electricity, running water, suspensions and permits)
10. Set-up and installation of the booth while strictly following the rules and regulations set by the event organizer.
11. Dismantling inclusive of storage/disposal of the booth parts and egress on the date designated by the event organizer, while strictly following the rules and regulations set by the event organizer.

Staff complement

In order to meet the objectives and carry out the activities for this project, bidders shall submit the recommended staff complement.

1. Person who will supervise the stand set-up, maintenance and dismantling
2. Available maintenance personnel for the whole duration of the fair

Time Frame and Schedule of Work

- Submission of initial booth design is on or before August 12, 2017
Booth set-up: Should follow the official event schedule as prescribed by the events organizer

Budget

- The total budget allocation is Php3,780,000.00 or its EUR equivalent (€63,000.00) inclusive of taxes and other fees. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

Evaluation Procedure

- The winning bidder shall be selected not solely based on the amount of bid; the Philippines Department of Tourism Bids and Awards Committee (PDOT-BAC) shall also consider the quality and overall design of the booth based on these Terms of Reference (TOR)
- The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the above total budget.

Contact Persons

Maritess Ballester
Market Development Group
Department of Tourism
marites_ballester@yahoo.com

Anabelle Gaye Apostol
Operations Officer
Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de

CONFORME:

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