

# TERMS OF REFERENCE

## I. PROJECT TITLE:

**BOOTH CONTRACTOR FOR THE DESIGN CONCEPTUALIZATION AND SET UP OF THE PHILIPPINE PAVILION IN INTERNATIONALE TOURISMUS BORSE (ITB) BERLIN 2019**

**VENUE: MESSE BERLIN, GERMANY**

**DATE: 06 – 10 March 2019**

## II. PURPOSE/OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Booth Contractor who has the capability to contract a world renowned Filipino designer (and team) and be able to implement the design of the Philippine Pavilion into a most feasible structural form that will conform to the exhibit guidelines of the venue.

The concept for the Philippine Pavilion should have a total design approach – being able to integrate Filipino creativity & artistry, interior design, furniture, home accessories and space planning holistically while showing how to strike a balance between business opportunities and social responsibilities.

1. The design team must be composed of Filipino designers who are active practitioners of modern Philippine architecture and design (architecture and interior design practice); advocates of environmentally sustainable design and practices the principles of ecological sustainability;
2. The company of the design team to be contracted by the Booth Contractor must be Filipino-owned and must be registered with the Philippine SEC;
3. The design team must have at least 2 years experience in designing similar projects that showcase the modern, progressive Philippines in the international arena, aligned with the Philippine country brand and overarching directions of the DOT management on responsible and sustainable tourism;
4. The design team must have at least 2 years experience in collaborating, coordinating and supervising the construction of the Philippine booths/pavilions/stands in the international scene with foreign contractors, and be able to do so for the Internationale Tourismus Borse (ITB) Berlin;
5. The design team's company must have a strong professional relationship with other Filipino designers and furniture companies, and have proven capability to curate, recommend and negotiate with them for the lease and/or purchase of furniture and accent pieces (at cost purchase) needed to complete the Philippine experience through its pavilion design.

The design of the Philippine pavilion aims to attain the following objectives:

1. Communicate and generate positive "name recall" of the refreshed tourism brand "It's More Fun In the Philippines" anchoring on responsible and sustainable tourism;

2. Establish the Philippines as a preferred tourist destination in Asia that provides optimal experience featuring and emphasizing its culture, cuisine, and people;
3. Create an atmosphere that reflects a modern and progressive Philippines claiming its position as one of the “premiere” destinations in Asia;
4. Showcase cross promotion of Philippine tourism and trade products and services (furniture, furnishings, food/culinary, artifacts, architecture, and the likes);
5. Attract and encourage consumer, press and travel trade guests to visit the Philippine Pavilion;
6. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, table top business meetings, and other promotional activations that will showcase the Philippine artistic ingenuity;
7. Highlight the Philippine destinations with focus on interest/motivation driven strategies that compliments the country’s culture and trade products;
8. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting the Philippines to the international market to drive interest through a taste of the optimum experience in the country.

### III. SCOPE OF WORK/DELIVERABLES

1. A functional design for the Philippine Pavilion that will showcase the country’s iconic products and offerings as one of the premiere travel and leisure destinations in Asia, taking into consideration the rules and regulations set forth by the ITB Berlin organizers.

Note: Bidder should be flexible in terms of incorporating inputs of TPB in the overall look of the Philippine pavilion and be able to provide necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. Final set of floor plan and perspectives and working drawings should be approved and signed before implementation.

2. Philippine Pavilion Details:

Size: 270 sq.m. located at Hall 26 A (Stand Nos: 101, 136, 138,134)

See Exhibit floorplan for reference

3. Provide individual company work stations or negotiating tables with 3 chairs and lockable individual storage box (or cabinet/drawer) for each Philippine private sector exhibitor located along the perimeter of the stand (approximately 30 exhibitors), to include installation of individual corporate identity; Each work station should have appropriate electric outlets and adaptors, brochure stand/rack

4. Provide booth space, should there be featured destination/Local Government Unit (LGU) within the Philippine Pavilion:

- 2-4 destination booths only (first-come, first-serve basis);
- Maximum size of 9-12 sqm space per featured destination;
- individual destination info counters with backlighted corporate identity (for destination properties), name only of destination (for LGU), and storage;

- maximum of 3-4 tables with 3 chairs each for B2B with corresponding electric outlets per table;
- destination visuals/graphics;
- wi-fi connectivity;
- 2 brochure racks per featured destination booth;
- 42" LED with player for their AVP; and,

5. One (1) enclosed main VIP Reception Lounge that can comfortably accommodate 8 officials/guests at one given time and should have the following: lounge chairs, center & side tables, 1 huge LCD screen with player, wi-fi internet access, appropriate accessories, console tables with lockable cabinets, sufficient number of electric outlets with adaptor (if needed);

6. Maximum of two (2) Philippine Information counters with at least 2

chairs per counter, LED screen/s, power outlet, lockable cabinets, brochure racks, Directory of Exhibitors with stand floor plan, appropriate visuals and accessories;

7. An area equipped with LED Wall, DVD Player and other necessary technical riders that could double-up for video presentations, live animation, media briefs/announcements on the new marketing directions and strategies of DOT and TPB relative to the promotion of the Philippines as a choice destination for leisure travel, FITs, M.I.C.E., etc. Furnitures and fixtures should depict a modern Philippines and conform to the general theme policy direction of

anchoring on responsible and sustainable tourism under the umbrella country branding campaign It's more fun in the Philippines™®

8. Appropriate storage area with lockable lockers (enough to accommodate personal belongings/effects of Philippine sellers/ reps), storage areas should have the following: lockable lockers, wardrobe/coat hangers, mirror, shelves for brochures to include a mini office area for the color printer with ink, bond paper, etc.

9. Service kitchen cum dining area (for the Philippine delegation) which should have the following: sink with running water, hot and cold water dispenser, coffee maker, water percolator, small refrigerator, storage cabinet and shelves, trash bins with ample supply of trash bags, small dining area with counters and bar stools, lockable door;

10. Coffee/bar nook to serve as an experiential area to promote Philippine Coffee, drinks/concoctions and food/delicacies only found in the Philippines. The nook must have a counter with adequate shelves, sink or its equivalent washing bin, waste baskets, and other coffee-related paraphernalia;

11. Digital printing, using materials that are ecological, for backdrop visuals/overhead ceiling banners with trusses/interior decor as needed, fresh plants and flowers, sufficient lighting plan and fixtures and other decorative elements and accessories;

12. Elevated carpeted platform/floor to conceal the electrical wirings

and connections;

13. The VIP reception lounge should have the following: lounge chairs, center and side tables, 1 huge LCD screen with video player, wi-fi internet access, appropriate and accessories, console tables with lockable cabinets and appropriate;

14. Furnitures and fixtures should depict a modern Philippines anchoring to the general directions of DOT Management on responsible and sustainable tourism;

15. Sufficient power outlets (minimum of 2 sockets) and correct amp;

16. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed;

#### IV. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of three to four-month period with the a timeline that is workable as agreed by the TPB and the Design Team

## V. BUDGET

Total Budget allocation for the overall design concept and set up is PHP20.0 Million or its USD or EUR equivalent

## VI. PAYMENT PROCEDURE

Following is the payment procedure:

15% upon approval signing of the contract shall be processed

35% upon approval and acceptance of the first draft

25% upon approval and acceptance of final design

25% upon full completion of the Philippine stand as monitored by the

Architect/s and designers

Contact Person:



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