

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION FOR THE PHILIPPINE STAND IN THE INTERNATIONAL TOURISMUS BORSE (ITB-BERLIN) 2017

EVENT : ITB-BERLIN 2017

VENUE : Messe Berlin, Germany

II. BACKGROUND:

The Internationale Tourismus Borse (ITB) is an annual event that influences travel experiences worldwide and considered as an effective business-to- business (B2B) platform

that provides trade visitors many opportunities to expand their contacts and do business with
their counterparts.

Each year, the ITB welcomes around 10,000 exhibitors from more than 180 countries and

regions, tour operators, booking system developers, airlines, hotels, and other tourism business services. There were approximately 180,000 attendees in 2016.

The Philippines' participation in major travel fairs, like ITB Berlin, usually provides a venue

for the local private sector partners to establish and renew their linkages with travel industry

counterparts and to highlight the country as a premium destination for the German market.

This year, to maximize our presence in the event, the Philippines will have a 268 sq. meter

booth space that can accommodate 25-30 private sector participants who can offer more Philippine packages to current and new tourism markets from all around the world.

The major activities in the Philippines stand include high-level discussions with among officials of the Philippine Department of Tourism, Tourism Promotions Board, and key members of the global travel industry, business-to-business meetings between the Philippine travel trade and participating buyers, a cocktail reception with special performances, among others.

As the year 2017 commemorates the 50th year of the founding of the Association of the Southeast Asian Nations (ASEAN), it also marks the Philippines' Chairmanship of ASEAN

2017. To celebrate this remarkable milestone, the ASEAN NTOs have jointly developed a

regional tourism campaign: "Visit ASEAN@50: Golden Celebration". The ASEAN Tourism

Ministers adopted this during the ASEAN Tourism Forum (ATF) in Manila in 2016, where ITB

Berlin was identified as one of the international travel trade shows in key markets, like Europe, for the campaign promotion.

The 2017 Golden Jubilee celebration will highlight ASEAN's top 50 festivals and the 50 most

unforgettable travel experiences that will focus on destinations, food, events and encounters

with local communities.

In celebration and promotion of ASEAN @50 at the ITB Berlin 2017, below is the plan of activities at the Philippines' booth, as approved by ASEAN Tourism Competitiveness Committee (ATCC) meeting held in Brunei in October 2016 (as per meeting report, paragraph 20 point 7).

Date	Particulars
09 March 2017	Targeted at media and trade. (Ideally, on Day 2 of the event)
1600-1700 hrs.	Roundtable discussion with ASEAN spokespersons and 10 key
1700-1800 hrs.	<p>selected media.</p> <p>Cocktail reception (with brief remarks on campaign announcements from ASEAN rep/Messe Berlin).</p> <p>Gathering of ASEAN NTOs, representatives, invited media, partners, and tour operators, with music and performances.(Approximately 80-100 attendees in total)</p> <p>Note: These events should take place in an appropriate space in the Philippine Stand/Booth assigned/designated/laid-out for the above purposes. (The ASEAN Secretariat will follow Philippines' suggestion on the specific space.)</p>

11-12 March 2017	Targeted at public audiences (consumer/public days)
10.00-17.00 hrs.	Cultural performances by each ASEAN Member State (AMS) rotating among AMS' booths.

The construction of the aforementioned booth aims to attain the following objectives:

1. Provide the Philippine sellers a platform to meet and strengthen partnership with European tour operators and media;
2. Generate direct sales of Philippine packages to consumers in the market;
3. Create an atmosphere that reflects the Philippines as the “premier” destination in Asia;
4. Increase tourist arrivals to the Philippines from Germany and other European source markets; and,
5. Provide a highly functional yet visually appealing area for provision of Philippine tourism information, product updates, audio-visual presentations, business transactions, tabletop meetings, and other animation activities.

III. PURPOSE:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Supplier/Company, preferably based in Europe and/or has a counterpart in Germany, who will conceptualize the design of the Philippine Stand and construct the structure with the following eligibility:

1. Must be an accredited supplier/contractor of Messe Dusseldorf GmbH, Organizer of ITBBerlin;

2. Must have a dedicated team who will focus on Design and Construction;

3. Must have the capability to invest, purchase and coordinate its shipment, to the ITBBerlin

site, the decorations, and accents needed to complete the Philippine experience in the Stand.

IV. OBJECTIVES:

1. Generate positive “name recall” of the tourism brand “It’s More Fun In the Philippines” and establish the Philippines as a preferred tourist and destination for the global tourism market;

2. Create an atmosphere that reflects the Philippines as the “premiere” destination in Asia;

3. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine stand;

4. To raise awareness on Southeast Asia/ASEAN as a single tourism destination;

5. 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 activation;

6. Highlight the featured Philippine destinations with focus on Cebu, Bohol, Palawan, Banaue and Davao, and the like; and,

7. Incorporate the use of interactive display solutions, new digital technology, and/or

augmented reality devices in presenting the Philippines experience to the European market.

V. SCOPE OF WORK/DELIVERABLES:

To be able to achieve the above-mentioned objectives, bidders shall submit a proposed design and layout for the aforementioned stand. The Tourism Promotions Board Philippines,

through the Philippine Department of Tourism-Frankfurt, requires a package of services for

the following:

A. Booth design, construction and installation strictly following the rules and regulations set

by the fair/event organizers.

Booth Details:

1. Size: 268 sq. m. with the following dimensions:

Booth #101 – 48 sq.m. (corner booth-2 sides open)

Booth #136 – 156.75 sq.m. (Main stand-3 sides open)

Booth #139 - 17.50 sq.m. (corner booth -2 sides open)

Booth #134 – 33.75 sq.m. (corner booth – 2 sides open)

2. Layout

Should provide individual counters and negotiating tables for each Philippine exhibitor located along the perimeter of the stand (approximately 25-30 exhibitors). Provision for installation of individual corporate name; Assign/designate an appropriate space in the Philippine Pavilion for the planned ASEAN activities abovementioned, to include performance area or stage with visual backdrop in the form of LED panel. This is in deference to the

Philippines' Chairmanship of ASEAN 2017 and in celebration of the ASEAN@50: GoldenCelebration. (Expected attendees of 80-100 pax in total); Note: The VIP holding area may be an elevated portion within this space.

Separate airline counter to house special visual monitor and computer with linedweb/internet access, reception cum meeting area;

A Philippine Information counter;

1 VIP Reception cum Meeting Area;

An area for video presentations equipped with the necessary LED screen and DVD player;

Storage area; and,

Kitchen cum dining area for the Philippine delegation.

3. General stand design theme: "It's More Fun in the Philippines" with focus on the

Filipino spirit, and sub-theme: Visit ASEAN@50.

Note: Bidder should be flexible in terms of incorporating inputs in the overall look of the Philippine stand and be able to provide the necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. Final set of floor plan/s, perspectives and working drawings (to include lighting, electrical, graphics and accent plans) should be approved and signed by the TPB before implementation.

4. Specific stand requirements:

Stand Construction inclusive of walls, storage, kitchen, wardrobe (with lockable lockers) and VIP area;

Printing of appropriate backdrop visuals / overhead ceiling banners / interior decor as appropriate (Direct printing on wood, sticker paper or cloth – whichever medium is more suitable to complement the over-all design), fresh plants and flowers, sufficient lighting to convey a Philippine island setting and other decorative elements following the general stand design theme, to include incorporation of the Visit ASEAN@50 campaign logo in the booth design;

Elevated carpeted flooring to conceal the electrical wiring and connections;

Philippine Information Counter should have the following: at least 2 chairs, at least 72" inch LED screen (or appropriate back-drop), power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories;

Individual work stations should have the following: 1 counter, 1 table, 3 chairs, small lockable storage cabinet, individual electric outlets and adaptors, company signage and table centrepiece;

The VIP reception area should have the following: lounge chairs, center table, 1 72" LED screen (or the like) and CD/DVD/USB player, appropriate lighting and accessories;

The reception cum meeting area should double-up as an appropriate space for the aforementioned planned ASEAN activities, to include the following amenities: roundtable, chairs, podium, adequate sound system, minimum of 2 wireless microphones (with 2 spares and batteries), and other equipment (AV, DVD player with projector and large screen (rear projection preferred) and other facilities necessary for a host-venue for the said activities. (Expected attendees of 80-100 pax in total);

Storage areas should have the following: lockable lockers, wardrobe, shelves for brochures, etc.;

Service kitchen or pantry that will double as dining area should have the following: sink with running water, hot and cold water dispenser, coffee maker, water percolator, small refrigerator, porcelain cups and saucers for VIP guests (per approximate quantity requirement), cutlery set for VIP guests (per approximate quantity requirement), glasses for VIP guests (per approximate quantity requirement), serving trays (per approximate quantity requirement), storage cabinet and shelves trash bins with ample supply of trash bags, small eating area with counters and bar stools, lockable door;

Furniture should depict a modern Philippines and conform to the recommended layout by interested/participating tending company to include counters, tables, chairs, shelves, hangers, mirror, etc.;

All exhibition venue connections (electricity and water, suspensions and permits);

Sufficient power outlets, basic lighting, and design set-up;

Other accessories needed to achieve the desired theme; and,

Daily stand cleaning – before the opening and the closing of the exhibition.

B. Other pertinent inclusions deemed necessary by both parties to improve general look

and function of the stand.

C. Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress

on the dates designated by the event organizers

VI. TIME FRAME AND SCHEDULE OF WORK

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

1. Preparatory work;
2. Set-up of Philippine booth at the ITB-Berlin Fair Grounds - five (5) days prior to event proper (8-12 March 2017) or according to official event schedule;
3. ITB-Berlin Fair (Stand maintenance); and,
4. Stand dismantling (according to official event schedule).

VII. BUDGET

Total Budget allocation for the Philippine booth is One Hundred Eight Thousand Three Hundred Thirty Three and 33/100 Euros (€166,666.67) or its Philippine Peso equivalent. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

VIII. DEADLINE FOR SUBMISSION OF PROPOSAL: 24 February 2017

Proposals to be submitted (by post or email) to:

MS. MARGARITA PATRICIA VALDES

Tourism Attaché

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And/or:

Chairperson

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