

TERMS OF REFERENCE

I. PROJECT

Title : **BOOTH DESIGN, INSTALLATION AND DISMANTLING OF THE PHILIPPINE BOOTH AT THE SEATRADE EUROPE 2023**

Exhibition Date : September 6 to 8, 2023

Exhibition Venue : Hamburg Messe und Congress GmbH, Hamburg, Germany

Location of PH Booth: Stand No. A1.521

II. BOOTH DETAILS

Booth Type : Space Only

Size : 36 square meters

No. of exhibitors : 1 DOT (Central Office and Frankfurt); 3 or more DOT Regional Offices; 3 private sector companies

III. PURPOSES / OBJECTIVES

The Philippine Department of Tourism (PDOT) is in need of the services of a well-experienced company engaged in the business of exhibition and display design, booth construction and dismantling. Preferably, the company shall have previous experience on cruise and/or tourism-related fairs and exhibitions in the Germany and/or other parts of the globe.

The set-up of the aforementioned Philippine booth is aimed at attaining the following objectives:

1. To network with major cruise line companies and cruise planners on increasing routes to the Philippines;
2. To maintain an aggressive presence and reinforce destination recall in the global cruise industry;
3. To be able to achieve the abovementioned objectives, bidders shall submit and prepare a proposed design and layout for the Philippine booth.

IV. MINIMUM REQUIREMENTS

1. Bidder must submit proposed design as part of this technical bid;
2. Bidder must either be a Germany-based with the capability to operate in the Germany under German laws;
3. Bidder must have at least three (3) years of experience in designing and setting up exhibition booths for international and local events, fairs, and exhibitions for travel, tourism or cruise-related events.

V. SCOPE OF WORK / DELIVERABLES

Following are the services required by the Philippine Department of Tourism:

A. Booth Design

The booth design should showcase the country's offerings as a fun and unique cruise destination in Asia by featuring iconic elements reflecting the Philippines. It shall highlight the Philippines' major destinations for cruising through appropriate visual designs and tools. Visuals may be provided by the contractor for approval by PDOT. Design should project the government's efforts for sustainable tourism through cruise.

B. Booth Elements/Layout Requirements

1. One (1) reception counter for PDOT that includes the following:
 - a. DOT Philippines Branding Logo
 - b. 2 adjustable chairs/bar stools
 - c. Power outlet and extension cords
 - d. Display of exhibitors' list
2. Three (3) to Four (4) individual meeting tables for each private sector participant with the following:
 - a. Lockable cabinets for each company/exhibitor, if possible
 - b. Individual company signages/logos
 - c. Three (3) chairs per table
3. Hanging, distinctive, overhead banner with Philippines logo
4. One (1) meeting area with appropriate furniture for group business meetings that can accommodate up to three (3) guests. The meeting area should not sacrifice activation area/traffic flow.
5. One (1) general storage area that will also serve as coffee/snack area with the following:
 - a. Lockable door
 - b. Working table
 - c. Chairs
 - d. Cabinet for storing stock promotional materials
 - e. Hot and cold water dispenser with ample supply of water for the duration of the event
 - f. Trash bins with ample supply of trash bags for the duration of the event
6. Other booth stand/pavilion requirements:
 - a. Large scale photo panels with full-color graphics and destination images
 - b. Philippine map showing the ports of call in the Philippines, the DOT Branding Campaign logo
 - c. One (1) TV with USB connectivity
**Placement should complement the general design*
 - d. Brochure table-top racks and/or stand type racks

- e. Furniture, fixtures, décors, and plant decorations/flower arrangements that complement the general theme
 - f. Strong lighting in general areas to highlight stand visibility
 - g. Flooring material/carpet/appropriate sheet
 - h. All exhibition venue connections and fees (ample supply of electricity, running water, suspensions and permits)
 - i. Supply, delivery, and installation of all the required materials, amenities, and supplies necessary for the set-up and installation of the booth
- C. Booth and overhead banner set-up, installation and dismantling - activities must conform with the schedule, rules and regulations set by the Seatrade Europe organizer.
- D. All labor including on-site supervision, insurance, and permits should be included in the contract.

VI. TIME FRAME AND SCHEDULE OF WORK

Deadline of submission of bids will be on September 3, 2023. The winning bid will be announced on September 4, 2023.

The contract duration for the set-up and dismantling of the booth is a period of six (6) days with the following schedule of work:

- September 4 to 5, 2023 - Booth setup/construction and turnover (or according to official event schedule)
- September 6 to 8, 2023 - Exhibition Proper (Stand maintenance)
- September 8 to 9, 2023 - Egress/Booth dismantling

VII. BUDGET AND PAYMENT PROCEDURE

Total budget allocation for the Philippine Pavilion is **EUR 36,000** or its Philippine peso equivalent. Full payment shall be made within thirty (30) days after the full completion of the Philippine booth in compliance with the Philippine Government's budget, accounting and auditing rules and regulations.

The full payment will be settled by the Philippine Department of Tourism Central Office. Invoice shall be billed to office address: 351 Sen. Gil J. Puyat Ave, Makati, 1200 Metro Manila.

VIII. EVALUATION PROCEDURE

The winning bidder shall be determined based on the following: a) booth aesthetics, b) booth functionality, c) the proponent's relevant experience, d) conformity with the rules and regulations of the organizers, e) projection of tourism sustainability, and f) financial package cost, provided that the amount of bid does not exceed the above total budget and other rules and regulations applicable per Republic Act 9184 of the Philippines. The rating should be undertaken by OPMD-Cruise and PDOT Frankfurt.

IX. CONTACT PERSONS

Germany

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Philippines

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Noted by:

DAKILA F. GONZALES

Tourism Attaché
DOT Frankfurt

Signed by Proponent:

Signature :	_____
Name:	_____
Company:	_____
Designation:	_____
Date:	_____