

**Reference No. TPB-PR-397/2014**

## **REQUEST FOR PROPOSAL**

The **Tourism Promotions Board (TPB)**, thru the Bids & Awards Committee (BAC), invites interested bidders to submit proposals for the hereunder project:

### **CREATIVE SERVICE PROVIDER for the MICE PLANNERS GUIDE 2014**

#### **TERMS OF REFERENCE**

**OBJECTIVE :** To produce a handy, user friendly reference guidebook which will contain comprehensive data on all meetings, incentive travel, conventions, exhibitions, and special events facilities and services available in the Philippines.

To publish a reference material for MICE/event planners and organizers. It will feature the MICE destinations identified by TPB to include the MICE facilities, suppliers, special places of interest and unique venues being offered by the destination especially for incentive groups.

**Target Audience :** M.I.C.E. Planners and Organizers

**Creative Treatment :** Eye catching, book type material with colorful dividers using trendy graphics

**Scope of Work :**  
A. Creative Design

Conceptualization, design and layout studies of the MICE Planners Guide to its final mechanics

B. Copywriting

The creative service provider must submit to TPB the final artwork of the abovementioned material in DVD, in various formats—PDF, Adobe Illustrator, photoshop (layered), in design and ready to print.

**Mandatory Inclusions :** DOT & TPB Logos  
It's More Fun in the Philippines Logo

Content:

**I. MICE IN THE PHILIPPINES**

- General Description
- Why the Philippines
- Fast Facts
- Philippine Map highlighting MICE destinations

**II. MICE DESTINATIONS**

**Destinations:** Laoag, Vigan, Cebu, Bohol, Iloilo, Bacolod, Boracay, Tagaytay, Davao, Baguio City, Clark Freeport Zone, Bulacan, Subic Bay, Palawan, Legaspi City, Naga City, and Metro Manila.

- General Description of the Destination
  - Convention Facilities
  - Hotels/Resorts (3-5 star, AA-AAA resorts)
  - Venues for Special Events / unique venues
  - Upcoming MICE facilities

**III. SERVICE DIRECTORY (listing only)**

- Accommodation facilities (2-1 star hotels, A-resorts, pensions, apartels)
- Transport Facilities (air, land, sea)
- PCOs/PEOs
- Travel Agencies (Inbound)
- Tourist Transport Operators
- Car Rental Companies
- Other MICE Suppliers (Entertainment, Technical, Merchandise, etc.)

**BUDGET : Php 250,000.00** (inclusive of all government taxes)

Bids exceeding the budget shall be disqualified.

Eligibility Requirements:

1. Must be Filipino owned operated and legally registered Creative Service Provider under Philippine laws.
2. Must be duly registered with the Philippine Government Electronic Procurement Systems (PhilGEPS)
3. Must have the expertise in creative graphic design with a minimum of 5 years commercial experience in the field of creative services
4. Must have both the technical skills and physical facilities to conceptualize and design based on the creative requirements of the client
5. Must possess excellent writing skills

Legal Documents:

1. SEC/DTI Registration Certificate
2. Mayor's Permit/License (updated)
3. BIR Registration / TIN
4. Company Profile/references
5. PhilGEPs Certificate (updated)
6. List of local and international clientele serviced

For particulars, please contact **Ms. Jeannie Sudario / Ms. Charisse Marie Fajardo** at telephone numbers (02) 525-1153 and 525-9318 loc 231 or 228 or email at [jeannie\\_sudario@tpb.gov.ph](mailto:jeannie_sudario@tpb.gov.ph) and [charisse\\_fajardo@tpb.gov.ph](mailto:charisse_fajardo@tpb.gov.ph)

#### **INSTRUCTION TO BIDDERS:**

Please submit your Legal Documents/Technical Eligibility Requirements and Financial Bids in sealed envelope addressed to the BAC Chairperson, to be submitted to the BAC Secretariat on August 26, 2014, 10:00 a.m. c/o Diana Sarmiento, Administrative Department, TPB, 4th Floor Legaspi Towers 300 Roxas Boulevard, Manila (tel. no. 525-9318 loc. 215/208). .

The Tourism Promotions Board assumes no obligation whatsoever to compensate or indemnify the bidders for any expense that they may incur in the preparation of their bids. The Tourism Promotions Board also reserves the right to reject any of all bids to waive any defects found therein and to accept the bid most advantageous to the government.

August 14, 2014

**SOLITA D. SORIANO**  
Chairman  
Bids & Awards Committee