

**Reference No. TPB-PR-0405/2014**

## **REQUEST FOR PROPOSAL**

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

**Project :**                   **PHILIPPINES' PARTICIPATION IN IMEX AMERICA 2014**  
  14-16 October 2014  
  Sands Expo and Convention Center, Las Vegas, U.S.A.

### **SERVICES OF PR AGENCY TERMS OF REFERENCE**

**Brief Description:** *To generate awareness, publicity and promotions on the Philippines as a suitable venue for international meetings and conventions*

#### **1. Eligibility Requirements:**

- a. Must be Filipino-owned, operated and legally registered PR, media and information communications company under Philippine law
- b. Must be accredited by the PHILGEPS
- c. Must have minimum of five (5) year experience in PR, media information and communication
- d. Must have satisfactorily completed projects of similar nature in the past three years
- e. Must have its own effective media buying capability or have linkages with local media buying agencies to ensure the best value for money

#### **2. Legal/Technical Eligibility Documents**

- a. DTI Business Registration / SEC Certificate
- b. Mayor's Permit or License to Operate
- c. BIR Registration with TIN
- d. PHILGEPS Certificate
- e. Company Profile
- f. List of events handled in the past five (5) years
- g. Statement and copies of completed contracts or similar nature in the last three (3) years
- h. Statement and copies of executed PR and Publicity plans

### 3. Scope of Services

- a. Conceptualize story lines for IMEX America 2014
- b. Prepare three articles for the following:
  - One local release / exposure
  - Two articles meant for international trade publications and online platforms
- c. Compile news clipping/s on the event
- d. Submit a signed hard copy of a Terminal report compiling the release/s
- e. The contract period will be for 1.5 months covering the period of August to October 2014

### 4. Proposal Submission

*The bidders are required to submit to TPB their proposals stating the total amount of professional fee, indicating pre, proper and post event PR charges for the Philippines' participation in IMEX America 2014.*

#### **Approved Budget for the Contract (ABC):**

Fifty Thousand (**P50,000.00**) inclusive of all applicable taxes

**Bids exceeding the budget shall be disqualified.**

For particulars please contact Ms. Raquel A. Tria at telephone numbers 525 6110.
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#### **INSTRUCTION TO BIDDERS:**

The last day of submission of **proposal/financial bid and legal eligibility documents** is not later than 10:00 a.m. of 28 August 2014, personally in a sealed envelope, subject to the Terms and Conditions attached herewith, stating the shortest time of delivery, duly signed by your representative to the General Services Division (c/o Roselle D. Romero), Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

19 August 2014

**MA. EDITHA A. PAGDANGANAN**  
Chief, General Services Division and  
OIC – Corporate Affairs