



TOURISM PROMOTIONS BOARD

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Reference No. TPB-PR-402 / 2013

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 : Creative Service Provider for the **MICE Conference (MICECON) 2014**

TERMS OF REFERENCE (TOR)

I. PROJECT TITLE:

Philippine M.I.C.E. Conference (MICECON 2014)
4 – 7 June 2014, Clark Freeport

II. **BACKGROUND**

To support and develop the Philippine M.I.C.E. industry, the Philippine government together with the private stakeholders, is again organizing the Philippine M.I.C.E. Conference (MICECON) 2014. MICECON is an integration of two major Philippine M.I.C.E. projects: the long-running Philippine Incentive Marketing Conference (Phil-Incentive) and the Philippine Asian M.I.C.E. Forum. This event will help the M.I.C.E. industry, a specialized sector of tourism, to upgrade its services and facilities to become more competitive with its ASEAN neighbors.

Components:

1. MICE Conference (two days):

The conference is the core component of MICECON which aims to promote the professional development of M.I.C.E. and tourism practitioners. It is a comprehensive educational program that features plenary sessions on industry specific topics: convention and association management, incentive travel, exhibition and events management and marketing as well as major topics affecting the M.I.C.E. industry.

2. MICE Marketplace (for the duration of the conference)

The exhibit component of MICECON where destinations, establishments and corporations can showcase their products and services

3. MICE Mart (one day)

One on one business sessions between invited foreign and local MICE buyers and Philippine suppliers of M.I.C.E. products and services

Conference Theme

For 2014, the Organizing Committee will be adapting the theme **M.I.C.E. in 4D (Driving Passions, Developing Minds, Defying Limits, Designing the Future)**

Target Audience:

1. Travel Agencies/ Tour Operators
2. Airlines and other Transport Companies
3. PCOs/ PEOs and Event Organizers
4. Academe
5. Media
6. Corporate and Association Executives
7. Hotels/ Resorts
8. Local Government Units
9. MICE Venues

II. Scope and Specification of Services:

The Tourism Promotions Board is in need of the services of a creative service provider to copywrite, develop content, conceptualize, design and layout the following materials:

1. Logo design incorporating the MICECON 2014 theme
2. Announcement flyer
3. Souvenir Programme
4. MICE Mart Appointment Schedule Booklet
5. MICE Mart Directory of Buyers and Sellers
6. Special Program for Buyers booklet (Tour Brochure)
7. Daily Appointment Schedule booklet
8. Lamppost Banners*
9. Billboard Announcements*
10. Welcome Streamers**
11. Design for the MICECON 2014 uniform (polo shirt)

Notes:

- *All collaterals must have the country brand: "Its More Fun in the Philippines"*
- *Banners and billboard announcements to be installed along main thoroughfares in Clark leading to the conference venue should include the city brand of Clark "Invest Philippines – Your Business. Our People" and all logos of the sponsors*
- *** Welcome streamers to be installed in all official hotels and displayed at the airport*

The creative service provider must submit to TPB the final artwork of the abovementioned materials in DVD/CD in various format (PDF, adobe illustrator, photoshop (layered), in design and ready to print)

III. 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 System (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

IV. Technical Eligibility Documents:

1. Company Profile
2. PhilgGEPS Registration Certificate
3. List of clientele serviced

Approved Budget for the Contract (ABC):

One Hundred Fifty Thousand Pesos (**P150,000.00**) inclusive of all applicable taxes

Bids exceeding the budget shall be disqualified.

For particulars, please contact **MS. JEANNIE M. SUDARIO** at telephone number 525-1153 and 5259318 loc 231 or email at jmsudario@dotpcvc.gov.ph

INSTRUCTION TO BIDDERS:

Please submit your proposal and legal/eligibility requirements in sealed envelope on or before **9:30 a.m. of December 10, 2013** to the BAC Secretariat c/o Ms. Diana Sarmiento, Administrative Department of Tourism Promotions Board, 4th Floor Legaspi Towers 300, Roxas Boulevard, Manila.

Proposal should be duly signed by your authorized representative and should comply with the Terms of Reference (TOR) stated above.

Please address your proposal to the undersigned.

MA. EDITHA A. PAGDANGANAN
Chief, General Services Division