

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION FOR JATA TOURISM EXPO 2014

II. BACKGROUND:

In line with its goal of boosting travel movement to the Philippines from Japan, the Tourism Promotions Board (TPB) North Asia will be participating in the JATA Tourism Expo scheduled 25-28 September 2014 at the Tokyo Big Sight in Tokyo, Japan.

The JATA Tourism Expo is both a trade fair featuring one whole day dedicated for the exhibitors to meet one-on-one with their Japanese counterparts and a consumer fair where destinations and suppliers can showcase their travel offerings and appeal directly to Japanese tourists.

Last year, attendance at the JATA Tourism Forum and Travel Showcase topped the 100,000 mark for the sixth straight year with an all-time high of 131,058 visitors and a total of 730 exhibitors from 154 countries.

III. PURPOSE/OBJECTIVES:

A. The Philippine Tourism Promotions Board is in need of the services of a Japan-based company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine space at the JATA Travel Showcase 2014.

B. The construction of the aforementioned booth is aimed at attaining the following objectives:

1. The power brand destinations should appeal to the event's visitors with a showcase of the country's power brand destinations to include: 1. (Makati, Bonifacio Global City, Ortigas/Eastwood and Manila Entertainment City), 2. Cebu, 3. Bohol, 4. Palawan and 5. Boracay.
2. The booth should create an impact that will generate a positive "name recall" of the Philippine destinations as well as create an atmosphere that reflects the "fun" image of the islands and its people, to attract/encourage consumers to visit.
3. Provide highly functional yet aesthetic booth areas that will enable private sector delegates to display their brochures and conduct business meetings between travel agents and consumers.
4. Provide for an event space for the conduct of demonstrations, cultural presentations or product seminars.
5. Provide a photo op wall for consumers to photograph themselves against an iconic destination.

IV. SCOPE OF WORK/DELIVERABLES:

The Philippine Department of Tourism requires a package of services for the following:

A. Design of the Philippine booth of 10 booth spaces or approximately 90 sqm. for the JATA Tourism Expo that strictly abides by the rules and regulations set by the event

organizers. For purposes of branding, the design may or may not be a modified version of the JATA Philippine booth 2013 or the KOTFA Philippine booth 2013.

B. Construction of Philippine booth at the JATA Tourism Expo 2014 to include the following areas:

1. Booth area (to include DOT reception area)
2. Event Area (may or may not include elevated platform) but convertible to a mini product update presentation for 6-8 pax
3. Storage Area
4. With the following requirements:

- Philippine brand and other signages:
 - a) power brand destinations
 - 1) Manila
 - 2) Makati
 - 3) BGC
 - 4) Eastwood
 - 5) Boracay
 - 6) Cebu
 - 7) Bohol
 - 8) Palawan
 - b) 10-12 company names (Private Sector)
 - c) exhibitor list
- Panels with images of power brand destinations (images in high resolution to be provided by TPB)
- 2 separate sections for airline sponsors, if possible
- 1 DOT/TPB Reception Desk with electrical outlets
- 10 separate /movable desktop counters for the private sector with electrical outlets each.
- Furniture for the counters/reception desk- foldable furniture for event space product presentation
- 2 large flat LED TVs
- Electrical outlets for sound systems at the event space
- Lounge set with tables and chairs for private sector meetings if necessary
- Adequate lighting
- Brochure display system(s) at main reception

C. Dismantling of the aforementioned booths and egress on the date designated by the event organizers.

D. Event Management - programming of periodic promotional activities to draw visitors to the Philippine booth. (Contract cost does not include prizes). Periodic activities to include raffle draws and entertainment - to be provided by TPB. Vendor to organize additional activities.

V. TIME FRAME AND SCHEDULE OF WORK:

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

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| 1. Construction/set-up of Philippine booth | 22-23 September 2014 |
| 2. Egress of Philippine booth | 28-29 September 2014 |

VI. TECHNICAL REQUIREMENT

3-years experience with design and construction in tourism fairs and exhibitions.

VII. BUDGET:

JATA Tourism Expo 2014 JPY5,400,000 or roughly PhP2,300,000 (inclusive of all applicable taxes)

VIII. PAYMENT PROCEDURE

By practice, Japanese contractors will bill the Department of Tourism Tokyo Office after the completion of the services. Contractor is required to post a performance security bond equivalent to five percent (5%) of the total contract price prior to the signing of the contract in the form of bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank payable to Tourism Promotions Board (TPB). Such performance security bond is subject to refund upon completion of the contract.

IX. EVALUATION PROCEDURE:

Direct contracting of Official Construction Company of JATA Tourism Expo.

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