

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION OF THE PHILIPPINE BOOTH AT THE MARINE DIVING FAIR 2014 IN TOKYO, JAPAN

II. BACKGROUND :

In line with its objectives to increase tourism traffic from Japan, the Tourism Promotions Board (TPB) will be participating in the Marine Diving Fair (MDF) 2014 scheduled 04-06 April at the Sunshine City Convention Center in Tokyo, Japan.

Considered among the largest dive and resort consumer fairs in Asia, MDF is a trade and consumer show organized in cooperation with Marine Arts Centre Co., publisher of Japan's four major dive magazines. Over 200 exhibitors composed of NTOs, resorts, dive operators, airlines and dive equipment suppliers participate in the event to touch base with more than 50,000 enthusiasts that visit annually.

With the Philippine's inherent advantage in marine and coastal resources, the archipelago has been receiving over 31% of Japan's fast growing dive segment estimated at 5 million. The country ranks consistently among the top five dive destinations of the market with multiple awards in MDF yearly alongside Palau and the Maldives. The previous year's attendance reached 52,314 visitors with 231 exhibitors from 49 countries.

III. PURPOSE/OBJECTIVES:

The Tourism Promotions Board requires the following package of services from a company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine participation to the Marine Diving Fair 2014:

A. Design of the Philippine booth;

B. Construction of the Philippine booth that aims to attain the following objectives:

1. The booth should appeal to the event's visitors, both trade/industry practitioners and consumers, projecting the Philippine diving destinations as a premier location for scuba divers and resort guests. It should likewise project the fun aspect of diving consistent with the current campaign "It's more fun in the Philippines."
2. The booth should create an impact that generates a positive "name recall" of the Philippine dive destinations and create an atmosphere that reflects the "fun" image of the islands and its people.
3. Provide a functional yet aesthetic booth area that will enable the conduct of tabletop business meetings between the Philippine participants and the Japanese consumers.

IV. SCOPE OF WORK/DELIVERABLES

A. DESIGN

Design of the Philippine booth constituting 6 booth spaces, approximately 54 square meters at the Marine Diving Fair 2014 that abides by the rules and regulations set by the event organizers.

B. CONSTRUCTION AND DISMANTLING

B1. Construction of the said booth that would include the following provisions:

- Exhibitors name (Philippines) incorporating the current country brand “It’s more fun in the Philippines” logo in the Japanese language (Motto Tanoshi);
- Panels with an underwater image and name of top dive destinations in the Philippines with a subheading indicating its uniqueness, fun factor or superior attributes to include:
 1. Tubattaha – World’s first UNESCO Marine Heritage Park Site
 2. Coron - Wreck Diving
 3. Malapascua – Thresher Sharks;
 4. Moalboal – Sardine run;
 5. Balicasag, Bohol – Coral atoll, Schools of jacks and barracuda; Turtles

*Digital enhancements are not included in the cost.
- Counters/Tables to accommodate about 12 participants with electrical outlets for laptops/tablets and tabletop display modules;
- About 12 chairs for the above participants;
- Philippine delegation signage;
- Events area with TV monitor/s and DVD Player/s;
- Storage area;
- Adequate lighting;

B2. Dismantling of the aforementioned booth and egress on the date designated by the event organizers.

C. EVENT MANAGEMENT

The programming of periodic/hourly promotional activities with the main purpose of drawing visitors to the Philippine booth. *Does not include prizes.

V. TIME, FRAME AND SCHEDULE OF WORK:

The contract duration is for a period of 6 calendar days with the following work schedule:

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| 1. Construction and set up of Philippine booth | 02-03 April 2013 |
| 2. Dismantling and egress | 06 April 2013 |
| 3. Design and approval of the booth | Prior to the event |

VI. TECHNICAL REQUIREMENT

Design and construction firm should be a Japanese-registered company with at least 3-years' experience in fairs and exhibitions.

VII. BUDGET:

Total budget allocation for the Philippine booth is One Million Pesos (PHP1,000,000.00) inclusive of taxes, or its equivalent in Japanese currency based on the published exchange rate prevailing on the day of bid opening.

The winning bid shall be determined based on bid with most responsive proposal to the criteria set forth by TPB and DOT and advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

VIII. PAYMENT PROCEDURE:

By practice, Japanese contractors will bill the Department of Tourism Tokyo after the completion of said services.

IX. EVALUATION PROCEDURE:

The winning bid shall be selected not solely based on the amount of bid but by the Tourism Promotions Board – Bids and Awards Committee (TPB-BAC) shall also consider the overall design of the booth based on bidding documents, provided that the amount of bid does not exceed the above total budget.

The Lowest Calculated Bid (LCB) shall be post-qualified by the TPB-BAC to determine whether the bidder concerned complies and is responsive to all the requirements and conditions as specified in these bidding documents. If determined upon post qualification that the bidder with the LCB fails, the TPB-BAC shall consider the bidder with the second LCB, and so on, to determine the Lowest Calculated Responsive Bid (LCRB) for this bidding.

In lieu of Bid Security, a Bid Security Declaration shall be submitted.

CONFORME:

(Authorized Signature)
(Name and Title of Signatory)
(Date)