

Terms of Reference

Hanatour International Travel Show (HITS) 2019
7-9 June 2019 | Seoul, Korea

Requirements: Production Company that can provide entertainment at the HITS main stage and booth

BACKGROUND:

Hana Tour is Korea's largest tour wholesaler with 1,200 HanaTour exclusive sales offices and selling 14,000 tourism products through its 7,000 partners nationwide. It established 7 regional divisions - Korea, Japan, China, Southeast Asia, Americas, South Pacific, and Europe & Africa with 3 theme divisions – Hana Free, Honeymoon, and Golf & Leisure for the travel show.

HanaTour International Travel Show (HITS) is the biggest event among travel shows and fairs in Korea in terms of number of visitors and sales volume. It is a four (4)-day travel show held annually in KINTEX. HITS provides an opportunity for HanaTour's partners and NTOs from other countries to introduce their destinations and tour products and for buyers to purchase various tour packages with more information.

In 2018, the show registered 80,000 visitors with 1,140 booths from 600 companies. It generated a total of KRW 422.3 billion (approximately USD422.3 million) revenue.

This year, Philippines is recommended to be the featured country co-marketing and promotions with HanaTour from June to July 2019 with the following online and offline activities (see attached memo and annexes):

- 1) 5 Cases of TV Channels
- 2) 36 Cases of Daily Newspapers
- 3) 315 Cases of On-line Media

A. SPECIFICATIONS:

Requirement	:	Provision of nine-member repertoire of music and dance and 1 choreographer/director
Date/Venue	:	7-9 June 2019 / Venue: Kintex, Seoul, Korea
Performance	:	Philippine booth, main stage
Length of show	:	three to four 15-30 minutes' performances per day at the main stage and Philippine booth

B. GUIDELINES:

1. The music genre should be fit for an international audience and would include Filipino culture and tradition.
2. Recommend performers who will perform during the event, for the approval of TPB.
3. Provide line up of performers
4. Recommend the best artists and performers preferably with experienced in performing abroad, as well as new, fresh regional talents who will perform during the event, for the approval of TPB.
5. 10 entertainers (1 beatboxer, 1 violinist, 2 singers and 5 dancers and 1 director).
6. Entertainers should have a ready Korean visa.
7. The production company should provide full production services that should include a full-production concept and execution of an entertainment package which will be flexible enough based on audience of the event and possible on-site adjustments as required by client.
8. The production company should also provide photo and video documentation of the performances during the event to be submitted to TPB Officers after the event.

C. ENTERTAINMENT PACKAGE INCLUSIONS:

The financial proposal of the production house should cover the following expenditures:

1. Production cost
2. Professional fees of the singers and the team/crew (US\$ 75/pax/day)
3. Pre-production preparation
4. Overall musical direction
5. Production management and on-site supervision and technical support
6. Full production and management/direction of the entire program (voice-over, program concept and flow, continuity script and intro spiels introducing the Filipino food and all other components necessary to completely execute the production concept, front act and themed performance, drama on)
7. Rehearsals, studio rental costs, production meeting costs
8. Costumes and musical materials
9. Roundtrip international economy airtickets (MNL-ICN-MNL) as approved by TPB
10. Travel insurance
11. Valid passports
12. Administrative costs
13. Miscellaneous expenses
14. Accommodation preferably at the President Hotel, Seoul (Standard Twin Deluxe Room) or hotel walking distance to President Hotel.

D. TPB DELIVERABLES:

1. Transfers/land transportation in Seoul (airport-hotel-venue-hotel-airport)
2. Technical requirements at the venue
3. Excess baggage allowance for costumes and props

E. TECHNICAL ELIGIBILITY REQUIREMENTS

1. The production company must have minimum of 3 years' experience in packaging entertainment programs in international events featuring Filipino artists and talents;
2. Must have a repertoire to include ethnic, pop, classical, jazz, etc, as well as traditional and alternative cultural groups, and should be able to negotiate preferential rates and terms;
3. Must be accredited with the Philippine Government Electronic Procurement System (PHILGEPS);
4. Must demonstrably have a good reputation in the field of corporate launches and events utilizing both entertainment and arts management components;
5. Must have the necessary skills and manpower support to implement the project.

F. TECHNICAL ELIGIBILITY DOCUMENTS

1. Company Profile
2. PhilGeps Membership/Certificate
3. Registration Certificate from Securities and Exchange Commission (SEC) or Department of
4. Trade and Industry (DTI) Business name
5. Valid and current Mayor's permit/municipal license
6. Business/Income Tax Return
7. List of large-scale local and international events organized in the past and
8. Notarized Ominibus Sworn Statement (Annex A)

The proposal shall include a) performer's profile b) music and dance ensemble c) technical rider

Bid Price Ceiling is **Php 900,000.00** inclusive of all applicable taxes. Cost of items in the bid should be broken down. The winning bid shall be determined ***through Lowest Calculated and Responsive Bid***, provided that the amount of bid does not exceed the abovementioned approved budget.

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