

TERMS OF REFERENCE

Busan International Travel Fair (BITF) 2019 05-08 September 2019 | Busan, Korea

Requirements: Production Company that can provide entertainment at the event's main stage and Philippine booth

BACKGROUND:

The 22nd Busan International Travel Fair (BITF) 2019 is organized by Busan Metropolitan City, Busan Tourism Association, and KOTFA Co., Ltd. BITF is the biggest and the only travel exhibition in Busan, the second largest source of Korean outbound travelers.

In 2018, the fair attracted 119,118 visitors with 273 registered exhibitors from 42 countries. With an estimated population of 3.7 million people, Busan generates about 16% of total air seats from South Korea to the Philippines.

Philippine participation in BITF 2019:

- The Philippines has reserved six (6) booth spaces (54 sqm.) to be shared with the Philippine private sectors, airlines and top Korean travel agents in Busan.
- Production and distribution of promotional materials, giveaways printed logos of DOT campaign to be distributed to booth visitors and VIPs
- Development of special tour packages in cooperation with the participating hotels, resorts, airlines and travel agencies for sale and distribution to the visitors at the Philippine booth
- DOT Korea to conduct consumer activities to include daily raffle draws
- Showcase the performances of Philippine Cultural presentation to promote art and culture through artistic staging of Philippine music and dances at the booth stage as well as at the main stage designated by the organizer

A. SPECIFICATIONS:

Requirement	:	Total of ten (10) performers including artistic director/choreographer with breakdown as follows: 10 performers to include 6 festival dancers, 2 beat drummers, 1 singer & 1 musical/artistic director/choreographer
Date/Venue	:	05-08 September 2019 / Venue: BEXCO, Busan, Korea
Performance	:	Philippine booth and main stage
Length of show	:	Minimum of three to four 15-30 minute 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 traditional and festival dances. Must submit the proposed repertoire that includes traditional and festival dances and pop, classical and jazz songs for the event.

2. Performers should have at least 3 years experience in performing to foreign audience, both local and international events, for the approval of TPB.
3. Must submit proposed names of entertainers based on the requirements: 6 festival dancers, 2 beat drummers, 1 singer and 1 musical/artistic director/choreographer.
4. The production company should provide an entertainment package which can accommodate impromptu requests of the audience and possible on-site adjustments as required by client.
5. 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.
6. The entertainment entourage must have a ready Korean visa.

C. ENTERTAINMENT PACKAGE INCLUSIONS:

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

1. Production cost
2. Professional fees of the singers and dancers
3. Pre-production preparation
4. Visa fee
5. Production management and on-site supervision and technical support
6. Rehearsals, studio rental costs, production meeting costs
7. Costumes, props and musical materials
8. Allowance/per diem at USD75.00/person/day of the entertainment entourage of 10 pax
9. Roundtrip international economy airtickets (Manila-Busan-Manila) including applicable taxes
10. Excess Baggage for costumes and props
11. Travel insurance
12. Valid passports
13. Administrative costs
14. Miscellaneous expenses
15. Accommodation preferably near to BEXCO or nearby hotel

D. TPB DELIVERABLES:

1. Transfers/land transportation in Busan (airport-hotel-venue-hotel-airport)
2. Technical requirements at the venue
3. Visa endorsement

E. TECHNICAL ELIGIBILITY REQUIREMENTS

1. The production company must have a minimum of 3 years' experience in corporate launches and events utilizing both entertainment and arts management components and in packaging entertainment programs in international events featuring Filipino artists and talents.
2. Must have a repertoire that includes traditional and festival dances and pop, classical and jazz songs

3. List of large-scale local and international events organized for the past 3 years

F. LEGAL DOCUMENTS

1. Company Profile
2. PhilGeps Membership/Certificate
3. Valid and current Mayor's permit/municipal license
4. Business/Income Tax Return
5. Notarized Omnibus Sworn Statement

Bid Price Ceiling is **NINE HUNDRED FIFTY THOUSAND FIVE HUNDRED PESOS (Php950,500.00)** 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.

For particulars, please contact Mr. Andy Pagaduan or Ms. Francine Roca at telephone number (02) 525-9318 loc. 269 and email address andy_pagaduan@tpb.gov.ph or francine_roca@tpb.gov.ph