

DIVING EQUIPMENT & MARKETING ASSOCIATION (DEMA) SHOW 2022

01-04 November 2022 * Orange County Convention Center
Orlando, Florida, U.S.A.

TERMS OF REFERENCE

(As of 19 July 2022)

I. BACKGROUND

The Diving Equipment and Marketing Association (DEMA) is a non-profit trade association for the recreational diving and snorkeling industries with more than 1,300 members worldwide. Its mission is to bring business and grow the diving industry worldwide.

The annual DEMA Show is the largest trade-only event in the world for companies doing business in the scuba diving, ocean water sports, and adventure/dive travel business that attracts hundreds of exhibitors and thousands of dive and travel industry professionals from around the world.

Attendance to the DEMA Show reached its peak in 2019, with total attendees of over 9,500. However, due to the Covid 19 pandemic, the 2020 in-person show was switched to a virtual event with two major components: the online education series and the virtual trade show to help the industry members stay engaged despite the pandemic.

DEMA Show organizers are optimistic that the Covid-19 situation will significantly improve by the last Quarter of 2022, resulting in much better participation of exhibitors, buyers, and attendees.

Date of event : 01-04 November 2022
Venue : Orange County Convention Center, Orlando, Florida, U.S.A.

II. OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines, through the Philippine Department of Tourism – New York (PDOT-NY) Overseas Office, needs the services of a Philippine company engaged in the business as an Event Management Company (EMC), Project Management Company (PMC), and Full Service Booth Contractor with experience in booth design and installation, event organization, and implementation that can conceptualize the design of the Philippine stand, undertake the installation, maintenance, and dismantling of the structure. Said company must have a dedicated team who will focus on the physical and technical requirements of the Philippine stand.

The design of the Philippine Stand aims to attain the following objectives:

1. Generate positive “name recall” of the Philippine tourism brand and drive dive enthusiasts from the US to visit and experience the Philippine dive destinations;
2. Attract and encourage buyers, consumers, press, and travel trade guests to visit the Philippine stand;
3. Provide a highly functional, interactive, and visually appealing area by incorporating new digital technology in the presentation of Philippine tourism information, product updates, audio-visual presentations, table-top business meetings, and other promotional activation, if any; and,
4. Highlight the featured Philippine dive destinations.

III. SCOPE OF WORK/DELIVERABLES

- a. Booth design, installation, maintenance, and dismantling strictly following the DEMA organizers' rules and regulations.

Note: Winning Bidder TO PROVIDE AT LEAST TWO (2) PROPOSED BOOTH DESIGNS subject to modifications of the selected design if warranted.

Booth Details:

- Total Exhibit Space: 1,500 sq.ft.
- Dimensions: 50ft x 30ft
- Booth No: 1537

- b. Layout:

- Island booth set-up with four sides open

- c. General stand design theme: ***Dive Philippines***

Note: Bidder should be flexible in terms of incorporating inputs in the overall look of the Philippine stand and be able to provide the necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. The final set of floor plan/s, perspectives, and working drawings (to include lighting, electricals, graphics, and accent plans) should be approved and signed by the TPB before implementation.

- d. Specific stand requirements:

- Sixteen (16) individual counter stations with the following provisions:
 - lockers, with two chairs or stools, whichever is appropriate,
 - individual electric outlet and adaptors,
 - individual trash bin
 - provision for installation of individual corporate name and logo;
- Elevated carpeted flooring to conceal the electrical wiring and connections in all of the counter stations;
- Four (4) bar-height tables with three (3) stools each that can double up as a meeting area;
- One (1) customized Philippine Information Counter (with lockable storage) strategically positioned in the booth with the following provision: 3 bar stools, electrical outlet/connection (graphics/images c/o PDOT/TPB);
- Furniture should conform to the recommended layout by the interested/participating tending company to include counters, tables, chairs, shelves, hangers/mirror (inside the storage/cloak area), etc.;
- One (1) lockable storage/cloak area (secured; with electrical outlet; to be covered with high-res Philippine destination images (graphics/images c/o PDOT/TPB);
- Two (2) 70" LED Smart TVs equipped with USB port and strategically mounted for PDOT/TPB/Philippine exhibitors to play and run videos of their destination products and services
- Provision of visuals which may be done using large format displays, including but not limited to LED Screens, backdrops/pillars with printed images;
- Incorporating new digital technology in the presentation of Philippine Dive, such as VR experience and/or touchscreen materials;
- Other furniture or accent pieces, as may be applicable;

- Provision of Hot and Cold-water dispensers (with water refills of 5 gallons) for the duration of the event;
 - All exhibition venue connections such as electricity, suspensions, and permits;
- e. Dismantling inclusive of storage/disposal of the aforementioned booth/parts and egress on the dates designated by the event organizers;
 - f. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand;
 - g. Must abide by the Organizer's show and union's rules and regulations;
 - h. Must coordinate closely with the Organizers and TPB in accomplishing the requirements to set up the booth

IV. PROJECT IMPLEMENTATION SCHEDULE

The set-up/dismantling of the Philippine booth should be in accordance with the official event schedule.

Schedule of Requirements	Activity / Milestone
Within five (5) calendar days upon receipt of the Notice to Proceed	Submit the following documents: <ul style="list-style-type: none"> • Proposed Booth Design and Concept • Implementation Timeline
At the latest, two (2) weeks before the start of the event	Preparation of the booth materials, visuals, equipment, etc.
30 to 31 October 2022	Booth installation
01 to 04 November 2022	Booth maintenance
04 November after the event	Booth dismantling

V. QUALIFICATION OF THE BIDDER

1. Must be a duly-registered Philippine company engaged in the business as an EMC, PMC, and Full Service Booth Contractor with experience in booth design and installation, event organization, and implementation.
2. Must be in operation for at least five (5) years.
3. Must have implemented or participated as a booth contractor/designer or event organizer in at least three (3) trade or consumer shows with international participation or audience.

Qualification of the Key Personnel

1. Key Personnel (at least three (3) years of relevant work experience)
 - 1 Project Manager
 - 1 Assistant Manager
 - 1 Designer
2. Support Staff (with 1 (one) year of relevant experience)
 - At least 2 Administrative/Project Staff

VI. OTHER REQUIREMENTS

1. Submit a list of groups/clients and international events participated in or handled in the last five (5) years;
2. The winning bidder shall comply with the requirements of the Event Organizer and the official contractor, the Expo Group.

VII. RATING CRITERIA FOR SHORTLISTING

	PARTICULARS	% RATING
I.	Applicable Experience of the Firm	50%
	Must be a duly-registered Philippine company engaged in the business as an EMC, PMC, and Full Service Booth Contractor with experience in booth design and installation, event organization, and implementation with at least five (5) years of experience.	
1.	Experience of the firm in handling similar nature of work in both local and international events (30%)	
	<i>More than five (5) years (30%)</i>	
	<i>Five (5) years (20%)</i>	
	<i>Below five (5) years (0%)</i>	
2.	List of implemented similar projects for the last five (5) years held both local and international (20%)	
	<i>More than five (5) projects (20%)</i>	
	<i>Four (4) to three (3) projects (10%)</i>	
	<i>Two (2) or fewer projects (0%)</i>	
II.	Qualification of Key Personnel	30%
	1. The Key Personnel should have at least three (3) years of relevant work experience and/or specialization in the conduct of similar events <ul style="list-style-type: none"> • 1 Project Manager • 1 Assistant Manager • 1 Designer 2. The Support Staff should have one (1) year of relevant experience <ul style="list-style-type: none"> • At least 2 Administrative/Project Staff 	
	<i>More than three (3) years of experience for key personnel and more than one (1) year for support staff (30%)</i>	
	<i>Three (3) years of experience for key personnel and one (1) year for support staff (20%)</i>	
	<i>Below three (3) years of experience for key personnel and less than one (1) year for support staff (0%)</i>	
III.	Current Work Load Relative to Capacity	20%
	The firm is currently handling a maximum of five (5) projects.	
	<i>Currently handling three (3) or fewer projects (20%)</i>	
	<i>Currently handling four (4) to five (5) projects (15%)</i>	
	<i>Currently handling more than five (5) projects (0%)</i>	
TOTAL		100%

The hurdle rate to be shortlisted: At least 80%

VIII. TECHNICAL RATING

	PARTICULARS	%	RATING
I.	Quality of Personnel to be assigned to the project		30%
	The assigned Project Team has experience/specialization of at least three (3) years in similar projects/events <ul style="list-style-type: none"> • 1 Project Manager • 1 Assistant Manager • 1 Designer The assigned Support Staff have relevant experience of one (1) year <ul style="list-style-type: none"> • At least 2 Administrative/Project Staff 		
II.	Experience and Capability of the Consultant		30%
	At least five (5) years in operation as an EMC, PMC, and/or Full Service Booth Contractor with experience in booth design and installation, event organization, and implementation	15%	
	Implemented or participated as a booth contractor/designer or event organizer in at least three (3) shows with international participation or audience	15%	
III.	Plan of Approach and Methodology		40%
	a. Adherence of the proposal to all the required components as mentioned in this bid	10%	
	b. Relevance of the concept and design	10%	
	c. Feasibility of the planned execution of the overall scope of work	10%	
	d. Incorporation of new digital technology in the presentation of Philippine Dive	10%	
	TOTAL		100%

The hurdle rate for Technical Proposal: At least 80%

The **Bidder declared “Compliant”** shall be required to do a 20-minute presentation of their technical proposal. The Bid shall be evaluated using the **Quality-Cost-Based Evaluation (QCBE)**. The Proposals shall have the following percentage weight: Technical (80%); Financial (20%). The passing rate for the total score (Technical and Financial) is 80%.

IX. APPROVED BUDGET FOR THE CONTRACT (ABC)

The total budget for the Philippine booth is **SIX MILLION FOUR HUNDRED THOUSAND PESOS (Php6,400,000.00) or ONE HUNDRED TWENTY-SIX THOUSAND SEVEN HUNDRED THIRTY-THREE (US\$126,733.00) US DOLLARS (@ USD1.00 to Php50.50), net of all taxes.** The bid price must include manpower, logistics, DEMA organizer’s fees, bank transfer fees, other charges, and other expenses needed to set up the booth. The financial proposal should allow for stand design and layout modifications per the needs and requirements of the end-user.

X. TERMS OF PAYMENT

PARTICULARS / MILESTONES	PAYMENT TERMS
Submission of the following documents: <ul style="list-style-type: none">• Proposed Booth Design and Concept• Implementation Timeline	1 st Tranche: 15%
Upon finalization and approval of the design by the TPB	2 nd Tranche: 30%
Upon preparation of the booth materials and implementation of other deliverables	3 rd Tranche: 45%
Upon completion of the deliverables	Final Payment: 10%

XI. CONTRACT DURATION

From the date of the receipt of the Notice to Proceed until the completion of the deliverables.

XII. CONTACT INFO

Please contact the project officer, Ms. Wendy Fajardo, through wendy_fajardo@tpb.gov.ph or telephone numbers (02) 8525 9318 to 27 local 235 for particulars.