

# ANNEX A: TERMS OF REFERENCE

Service Provider for the Concept Design, Installation, Maintenance,  
and Dismantling of the Philippine Booth in ASEAN Tourism Forum  
(ATF) 2023  
02-05 February 2023  
Yogyakarta, Indonesia

## I. BACKGROUND:

The ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. ASEAN is a melting pot of diversity – a singular economic and tourism region with 10 member states that could not be more different from one another.

For 2023, the ATF 2023 will be implemented in a fully physical set-up in Yogyakarta, Indonesia on 02-05 February 2023.

## II. PURPOSE / OBJECTIVES:

- To Provide an opportunity for the Philippine private sector to meet and network with their counterparts and also promote business and tourism to the Philippines;
- Promote the Philippines as a world-class tourism destination;
- Reinforce the presence of the Philippines as one of the most preferred tourist destinations in the Asia Pacific;
- Provide information and educate the attendees on the updated travel requirements and the measures being undertaken to ensure the health and safety of all tourists;
- To gather insight on consumers' trends and preferences;
- Generate onsite or actual sales of Philippine tour packages during the event; and
- Generate top-of-mind recall of the Philippines' branding, "It's More Fun in the Philippines".

## III. SCOPE OF WORK/DELIVERABLES:

The Tourism Promotions Board (TPB) is in need of the services of a Booth Contractor that will provide the concept design, installation, maintenance, and dismantling of the Philippine pavilion for ASEAN Tourism Forum (ATF) 2023 on 02-05 February 2023:

### A. Stand specifications

**Size:** 16 booth spaces (144) square meters

**Dimensions:** 9 m x 24 m x Height: Limit to 5m

\*Quotation must include designs for Island Stand (all sides open)

**Stand number:** TBC

**Location:** Yogyakarta, Indonesia

**General stand design theme:** Upscale Modern Filipino design using Filipino textiles and sustainable materials such as wood, bamboo, capiz, etc. The

design should highlight the “It’s more fun with you” campaign. Design proposals shall be reviewed and given recommending approval by the TPB Marcom Department.

**The consultant shall develop a Concept Design of the Philippine Booth based on the stand specifications, general stand design theme and the stand elements**

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

## **B. Stand elements and deliverables**

1. Provide fourteen (14) individual company workstations or negotiating tables with three (3) chairs for each of the Philippine exhibitor and consumer within the perimeter of the Philippine Pavilion stand to include installation and disassembling of:
  - a. One meeting (1) table which can fit three (3) persons
  - b. Three (3) cushioned seats
  - c. An appropriately sized lockable storage cabinet per exhibitor
  - d. Individually concealed electrical outlets with A or B socket (for Philippine electrical plugs/2 sockets each) for each work station / B2B table
  - e. Company identity/visible signage/ exhibitors’ logo
  - f. Table centerpiece/s, if needed
  - g. A brochure stand/rack
  - h. Provisions of Decorative Plants
  - i. Strong Wi-fi connectivity (At least 100Mbps and accessible to at least 50 pax)
  - j. Trash bin per exhibitor table
2. One (1) VIP / Meeting lounge that can comfortably accommodate 6-10 guests in one sitting and should have sofa chairs with center table/s;
3. One information counter with three (3) chairs, appropriate back-drop with a large smart TV for display of promotional video materials, power outlets with A or B socket (for Philippine electrical plugs/3 sockets each), lockable cabinets or storage, brochure racks fit to size of materials, Directory of Exhibitors and stand layout, appropriate visuals and accessories, lockable drawers with basic office supplies also to be used to keep important files.
4. Appropriate storage area/room inside the Philippine pavilion with lockable cabinets enough to accommodate personal belongings/effects of co-exhibitors. **Storage areas should have the following: (1) small lockers for bags (appropriate quantity), (3) shelves for brochures, closed shelves/cupboard for food supplies and small gift items;**
5. Service kitchen or Pantry with bar counter and bar stools, lockable door, hot and cold water dispenser, snacks (Filipinos Style: ChocoNut, BoyBawang, Dried Mangos sampler, Sugo) coffee, creamer, sugar, paper plate and cups, tissue, and tea amenities good for three (3) days);
6. Stand to include walls, storage (with lockable lockers), and VIP area/lounge, suspension/hanging brand header, flooring, electrical wiring,

etc.;

7. Lay-out and production of appropriate materials for backdrop visuals/overhead ceiling banners with trusses/interior, sufficient lighting plan and fixtures and other decorative elements and accessories highlighting the general theme for the Philippine Pavilion (in coordination with the Marketing Communications Department);
8. Carpeted floor to conceal the electrical wirings and connections;
9. Sufficient power outlets and amperes. Electric sockets per area should be recessed on the elevated floor to conceal all wires and should be with A or B socket (for Philippine electrical plugs);
10. Daily stand cleaning, sanitation and maintenance (**before and after the event, per day**);
11. Stand building and dismantling with the supervision of the main man of the contractor and availability of maintenance and cleaning personnel for the duration of the fair;
12. Delivery/transportation services for goods and materials from and to supplier storage to the venue;
13. Dismantling and disposal of the booths/parts and egress on the dates designated by the event organizers;
14. Provision of one photographer to document the Philippine Pavilions' activities during the whole duration of the event.
15. Other requirements:
  - Supervision and stand maintenance during the stand installation and dismantling and for the duration of the fair
  - Necessary personnel supply and support
  - The contractor will be in charge of getting all necessary permits, electrical connections, and health, and safety requirements and shouldering of fees as may be required by the event organizer;
  - Installation and uninstallation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers
  - Photo documentation of stand elements after completion of installation.
16. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed.

**C. OTHER DELIVERABLES**

1. The Consultant shall shoulder the management fee set by the ATF 2023 Organizers;
2. The Consultant must have a dedicated team of engineers and technical personnel who will focus on the structure and installation of the Philippine pavilion;
3. The Consultant must be able to collaborate, coordinate and cooperate with the TPB MARCOM Creatives Team for the installation of the pavilion; and
4. The Consultant must have the capability to invest, purchase, or rent (and coordinate its shipment to the site, when needed) furniture and accent

pieces needed to complete the Philippine experience through its pavilion design.

#### IV. QUALIFICATION OF THE BIDDER

1. Must be a duly-registered Philippine company engaged in the business as an Events Management Company, Project Management Company, and Full-Service Booth Contractor with experience in booth design and installation, event organization, and implementation.
2. Must be in operation for at least three (3) 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.

#### V. 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 one (1) year of relevant experience)
  - At least two (2) Administrative/Project Staff

#### VI. OTHER REQUIREMENTS

1. Submit a list of groups/clients and international events participated in or handled in the last three (3) years;
2. The winning bidder shall comply with the requirements of the Event Organizer.

#### VII. 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"> <li>• Proposed Booth Design and Concept</li> <li>• Implementation Timeline</li> </ul>
At the latest, two (2) weeks before the start of the event	Preparation of the booth materials, visuals, equipment, etc.
31 January to 01 February 2023	Booth installation
02-05 February 2023	Booth maintenance
06 February 2023 after the event	Booth dismantling

#### VIII. TERMS OF PAYMENT

PARTICULARS / MILESTONES	PAYMENT TERMS
Submission of the following documents: <ul style="list-style-type: none"> <li>• Proposed Booth Design and Concept</li> </ul>	1 <sup>st</sup> Tranche: 15%

• Implementation Timeline	
Upon finalization and approval of the design by the TPB	2 <sup>nd</sup> Tranche: 30%
Upon preparation of the booth materials and implementation of other deliverables	3 <sup>rd</sup> Tranche: 45%
Upon completion of the deliverables	Final Payment: 10%

#### IX. CONTRACT DURATION

Contract shall commence from the date of the receipt of the Notice to Proceed until the completion of the deliverables identified in the final payment.

#### X. TIME FRAME AND SCHEDULE OF WORK

The Company must be able to come up with the most feasible timeline for the installation and rendering of the Philippine pavilion and at the same time work closely with the TPB relative to the design and necessary graphical requirements.

#### XI. RATING CRITERIA FOR SHORTLISTING

	PARTICULARS	% WEIGHT
<b>I.</b>	<b>Applicable Experience of the Firm</b>	<b>50%</b>
	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 three (3) years of experience.	
1.	Experience of the firm in handling similar nature of work in both local and international events (30%)	
	<i>More than three (3) years (30%)</i>	
	<i>Three (3) years (20%)</i>	
	<i>Below three (3) years (0%)</i>	
2.	List of implemented similar projects for the last three (3) years held both local and international (20%)	
	<i>More than three (3) projects (20%)</i>	
	<i>Three (3) projects (10%)</i>	
	<i>Two (2) or fewer projects (0%)</i>	
<b>II.</b>	<b>Qualification of Key Personnel</b>	<b>30%</b>
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"> <li>• 1 Project Manager</li> <li>• 1 Assistant Manager</li> <li>• 1 Designer</li> </ul>	
2.	The Support Staff should have one (1) year of relevant experience <ul style="list-style-type: none"> <li>• At least 2 Administrative/Project Staff</li> </ul>	
	<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>	
<b>III.</b>	<b>Current Work Load Relative to Capacity</b>		<b>20%</b>
	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>	
<b>TOTAL</b>			<b>100%</b>

The passing score to be shortlisted is 85%

## XII. TECHNICAL RATING

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

The hurdle rate for Technical Proposal is 85%

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 85%.

## XIII. APPROVED BUDGET FOR THE CONTRACT

Bid Price Ceiling is **THREE MILLION THIRTY THOUSAND PESOS (PHP 3,030,000.00)** inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid

shall be determined based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the abovementioned approved budget.

#### **XIV. PROJECT OFFICER'S CONTACT INFORMATION**

1. Ms. Micaela B. Ochoa  
Acting Head, ASEAN and the Pacific Division  
Email: [micaela\\_ochoa@tpb.gov.ph](mailto:micaela_ochoa@tpb.gov.ph)
  
2. Ms. Gianna Allysa Añonuevo  
Market Specialist III, ASEAN and the Pacific Division  
Email: [gianna\\_anonuevo@tpb.gov.ph](mailto:gianna_anonuevo@tpb.gov.ph)