

ANNEX A: TERMS OF REFERENCE

Service Provider for the Concept Design, Installation, Maintenance, and Dismantling of the Philippine Pavilion in Internationale Tourismus Borse (ITB) Asia 2023

25-27 October 2023
Marina Bay Sands, Singapore, Singapore

I. BACKGROUND:

ITB Asia is an annually-held three-day B2B trade show and convention for the travel industry; it is designed to become the primary event for the Asia Pacific travel industry, much like its parent event - ITB Berlin. Now in its thirteenth year in Singapore, ITB Asia will be taking place at Marina Bay Sands. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

II. PURPOSE / OBJECTIVES:

- To Provide an opportunity for the Philippine private sector to meet and network with their counterparts and 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 into consumers' trends and preferences; and
- Generate onsite or actual sales of Philippine tour packages during the event.

III. SCOPE OF WORK/DELIVERABLES:

The Tourism Promotions Board (TPB) Philippines 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 ITB Asia 2023 on 25-27 October 2023 in Singapore:

A. Stand specifications

Size: 216 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: Marina Bay Sands Expo and Convention Centre Singapore, Singapore

General stand design theme: Upscale Modern Filipino design using Filipino textiles and sustainable materials such as wood, bamboo, capiz, rattan, etc. 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 PHILIPPINE PAVILION DESIGNS** based on the attached peg design subject to modifications of the selected design if warranted.

B. Stand elements and deliverables

1. Provide twenty-four (24) individual company workstations or negotiating tables with 4 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 4 persons
 - b. 4 cushioned seats
 - c. An appropriately sized lockable storage cabinet per exhibitor
 - d. Individually concealed electrical outlets with A or B sockets (for Philippine electrical plugs/2 sockets each) for each work station / B2B table
 - e. Company identity/visible signage/ exhibitors' logo per co-exhibitors' table
 - f. Table centerpiece/s, if needed
 - g. A brochure stand/rack
 - h. Provisions of Real Decorative Plants
 - i. Strong Wi-fi connectivity (At least 100Mbps and accessible to at least 50 pax) exclusive to the Philippine Pavilion.
 - j. Strategically placed alcohol dispenser and trash bin aligned with the booth design.
2. Area for Ice cream Kiosk
3. One (1) VIP / Meeting lounge that can comfortably accommodate 6-10 guests in one sitting and should have sofa chairs with center table/s;
4. One information counter with 2-3 chairs, appropriate back-drop with LED Display at least 2 by 3 meters and a large smart TV for display of promotional video materials outside the storage area, power outlets with A or B sockets (for Philippine electrical plugs/3 sockets each), lockable cabinets or storage, brochure racks fit to size of materials, Directory of Exhibitors/Map of the Philippine Pavilion and stand layout, appropriate visuals and accessories, lockable drawers with basic office supplies (stapler, scissors, notepad, pen, etc.) also

to be used to keep important files.

5. 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, mirrors, closed shelves/cupboards for food supplies and small gift items;**
6. Service kitchen or Pantry with bar counter and bar stools, lockable door, hot and cold-water dispenser, Filipino snacks, coffee, creamer, sugar, paper plate, disposable cutleries, cups, tissue, and tea amenities good for three (3) days);
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 sockets (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 to and from 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 official photographer to document the Philippine Pavilions' activities during the whole duration of the event.
15. Provision of a beach umbrella that can fit and align with the ice cream cart design/branding.
16. 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 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
- Photograph for documentation of stand elements after completion of installation.

17. 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 ITB Asia 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/ 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, preferably in Singapore.

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 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 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">• 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.
23 to 24 October 2023	Booth installation
25 to 27 October 2023	Booth maintenance
25 October 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">• Two (2) proposed booth designs and concept• Approved Implementation Timeline	1 st Tranche: 15%
Upon submission of the following: <ul style="list-style-type: none">• Approved booth design by TPB and copy of the third-party authorization by TPB to the Organizer• Proof of settlement of applicable fee/s by the Consultant	2 nd Tranche: 40%
Upon satisfactory completion of all the deliverables	3 rd Tranche: 45%

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
I.	Applicable Experience of the Firm	50%
	Must be a duly-registered Philippine company engaged in the business as an EMC/PMC/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 with at least one project implemented in Singapore (20%)</i>	
	<i>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 passing score to be shortlisted is 85%

XII. TECHNICAL RATING

	PARTICULARS	% WEIGHT
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 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	15%
	Implemented or participated as a booth contractor/designer or event organizer in at least three (3) shows with international participation or audience, preferably in Singapore.	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	15%
	d. Incorporation of new digital technology in the presentation of the Philippine	05%
	TOTAL	100%

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 **FOUR MILLION PESOS (PHP 4,000,000.00)** inclusive of all applicable taxes and fees. The cost of items in the bid should be broken down. The bid price must include workforce, logistics, 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 depending on the needs and requirements of the end-user.

XIV. PROJECT OFFICER'S CONTACT INFORMATION

1. Ms. Micaela B. Ochoa
Acting Head, ASEAN and The Pacific Division
Email: micaela_ochoa@tpb.gov.ph
2. Mr. Billy John Casabuena
Market Specialist II, ASEAN and The Pacific Division
Email: billy_casabuena@tpb.gov.ph