

ANNEX A: TERMS OF REFERENCE
(As of 23 May 2023)

DIVING EQUIPMENT & MARKETING ASSOCIATION (DEMA) SHOW 2023

14-17 November 2023 * Ernest N. Morial Convention Center
New Orleans, Louisiana, U.S.A.

I. BACKGROUND

The Tourism Promotions Board (TPB), in cooperation with the Philippine Department of Tourism-Los Angeles (PDOT-LA) overseas office, will again participate in the Diving Equipment and Marketing Association (DEMA) Show 2023 from 14 to 17 November 2023 at the Ernest N. Morial Convention Center in New Orleans, Louisiana, U.S.A.

The annual Diving Equipment and Marketing Association (DEMA) is a non-profit trade association for the recreational diving and snorkeling industries with more than 1,100 members worldwide and whose mission is to bring business and grow the diving industry worldwide.

For over 40 years, DEMA has produced the DEMA Show, the premier, unrivaled diving and watersports event strictly for credentialed dive professionals. Thousands of industry professionals from around the world gather at the largest trade-only event annually for companies doing business in the scuba diving, ocean water sports, and adventure/dive travel industries to discover new products, get the latest technical training, reconnect as an industry and build new partnerships.

The Philippines' participation in DEMA 2023 aims to significantly increase our market share of the American dive market, comprising the most significant number of divers worldwide. It is an ideal venue to provide the Philippines with much-needed exposure, building upon its distinction as the "World's Leading Diving Destination."

II. OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines, through the Philippine Department of Tourism – Los Angeles (PDOT-LA) 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 similar experience in design, installation, managing, construction, maintenance, event organization, and dismantling of exhibit booth stand in North America. 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, including material handling and storage.

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. (139 sqm.)
- Dimensions: 50ft x 30ft
- Booth No: 1945

- 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 TPB should approve and sign the final floor plan/s, perspectives, and working drawings (including lighting, electricals, graphics, and accent plans) 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 names and logos.
- Elevated carpeted flooring to conceal the electrical wiring and connections in all the counter stations.
- Four (4) bar-height tables with three (3) stools each that can double up as a meeting area/booth activation.
- Two (2) customized Philippine Information Counters (with lockable storage) (1 for DOT and 1 for TPB) 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, etc.
- One (1) lockable storage/cloak area (secured; with an 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 ports 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.
- Other furniture or accent pieces, as may be applicable.
- Provision of Hot and Cold-water dispensers (with water refills), coffee maker/machine (coffee, sugar and cream) for the duration of the event.
- Daily cleaning and maintenance of the area; and,
- All exhibition venue connections, such as electricity, suspensions, and permits.

- e. Dismantling includes storage/disposal of the 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.
12 to 13 November 2023	Booth installation
14 to 17 November 2023	Booth maintenance
17 November, right after the event	Booth dismantling

V. 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 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, preferably in USA.

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 three (3) projects with at least one (1) project implemented in USA (20%)</i>		
	<i>At least three (3) projects (10%)</i>		
	<i>Two (2) or fewer projects (0%)</i>		
II.	Qualification of Key Personnel	30%	
	3. 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 4. 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 Workload 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 for Eligibility Criteria is: At least 80%

VIII. TECHNICAL RATING

	PARTICULARS	%	RATING
I.	Quality of Personnel to be assigned to the project		30%
	<p>The assigned Project Team has experience/specialization of at least three (3) years in similar projects/events.</p> <ul style="list-style-type: none"> • 1 Project Manager • 1 Assistant Manager • 1 Designer <p>The assigned Support Staff have relevant experience of one (1) year.</p> <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%	
	<p>Implemented or participated as a booth contractor/designer or event organizer in at least three (3) shows with international participation or audience, preferably in USA.</p> <ul style="list-style-type: none"> • 2 or more shows in USA – 15% • At least 1 show in USA – 10% 	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 85%.

IX. APPROVED BUDGET FOR THE CONTRACT (ABC)

The total budget for the Philippine booth is **SEVEN MILLION PESOS (Php7,000,000.00), inclusive of all applicable taxes and fees**. The bid price must include workforce, 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 depending on the needs and requirements of the end user.

However, the winning Consultant shall be based on **Quality-Cost-Based Evaluation (QCBE)** provided that the bid amount does not exceed the above total budget.

X. TERMS OF PAYMENT

PARTICULARS / MILESTONES	PAYMENT TERMS
Upon submission of the following documents: <ul style="list-style-type: none">• Two (2) proposed booth design and concept• Approved Implementation Timeline	1 st Tranche: 15%
Upon submission of the following documents: <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%

XI. CONTRACT DURATION

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

XII. CONTACT INFO

Please get in touch with the project officer, Ms. Wendy Fajardo, through the email address wendy_fajardo@tpb.gov.ph or telephone numbers (02) 8525 9318 to 27 local 235 for details.