

TECHNICAL SPECIFICATIONS

SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC) FOR BOOTH DESIGN, SET-UP, MAINTENANCE, DISMANTLING, AND LOGISTICAL REQUIREMENTS OF THE DIVING EQUIPMENT & MARKETING ASSOCIATION (DEMA) SHOW 2025

11-14 November 2025 * Orange County Convention Center
Orlando, Florida, U.S.A.

I. BACKGROUND

The Tourism Promotions Board (TPB), in cooperation with the Philippine Department of Tourism-New York (PDOT-NY) overseas office, will participate in the Diving Equipment and Marketing Association (DEMA) Show from 11-14 November 2025 at the Orange County Convention Center, Orlando, Florida, U.S.A.

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

The Philippines' participation in DEMA 2025 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."

Following this, the Tourism Promotions Board (TPB) Philippines 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, set-up, maintenance, dismantling of exhibit booth stand in North America, and event organization. Said company must have a dedicated team who will focus on the physical and technical requirements of the Philippine stand.

II. SCOPE OF WORK/DELIVERABLES

The event management company shall provide the following:

A. PHILIPPINE BOOTH REQUIREMENTS

Particulars	Amount
Booth design, set-up, maintenance, and dismantling, including material handling and storage	PhP6,300,000.00

Note: Bidders TO PROVIDE AT LEAST TWO (2) PROPOSED BOOTH DESIGNS upon submission of the technical bid, subject to modifications of the selected design if warranted.

Booth Details:

- Total Exhibit Space: 1,500 sq. ft. (139 sqm.)
- Dimensions: 50 x 30
- Booth No: 1221

a. 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.

b. Layout:

- Island booth set-up with four sides open
- One (1) hanging signage with the campaign logo
- Eighteen (18) individual bar-height counter stations
- Three (3) bar-height round tables with 3 stools
- Two (2) information counters (for TPB and DOT)
- One (1) VIP Lounge area / Pantry area
- One (1) Presentation area
- One (1) Storage area

c. Specific stand requirements:

- Eighteen (18) bar-height counter stations with the following provisions:
 - ✓ two (2) chairs or stools
 - ✓ individual electric outlet
 - ✓ lockable storage cabinets
 - ✓ provision for installation of individual corporate names
- Elevated carpeted flooring to conceal the electrical wiring and connections in all the counter stations.
- Three (3) bar-height tables with three (3) stools each that can double up as a meeting area/booth activation.
- Two (2) customized lockable information counters with two (2) bar stools and electrical outlet each counter.
- Appropriate furniture for the VIP Lounge and Presentation area, such as tables and chairs.
- One (1) lockable storage area (with electrical outlet for the built-in TV screen; to be covered with high-res Philippine destination images).
- Two (2) 80" LED Smart TVs equipped with USB ports strategically mounted for presentation purposes.
- Four (4) trash bins (size: at least 10-15 Gallons)
- Other furniture or accent pieces, such as plants, etc., as may be applicable.
- Provision of Hot and Cold-water dispenser (with water refills) and coffee machine (including provision for coffee, sugar and cream, stirrer, paper cups, napkins) for the duration of the event.
- Provision of snacks (cookies, crackers, bars, nuts), mints, candies for the duration of the event.
- Daily cleaning and maintenance of the area; and,
- All exhibition venue connections, such as electricity, suspensions, and permits.
- All graphics and images to be used in the booth will be supplied by DOT/TPB.

- d. Dismantling includes storage/disposal of the booth/parts and egress on the dates designated by the event organizers.
- e. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand.
- f. Must abide by the Organizer's show and union's rules and regulations.
- g. Must coordinate closely with the Organizers and TPB in accomplishing the requirements to set up the booth.

B. PHILIPPINE BOOTH OPERATIONS

Provide services and allocate **US\$10,850.00** to cover the following deliverables:

Particulars
Honorarium for one (1) speaker (\$500.00) (invitation c/o PDOT NY) <i>Venue: Philippine booth</i>
Lunch at the Philippine Booth (\$20.00 x 45 pax x 4 days) <i>Venue: Philippine booth</i>
De-Briefing Dinner for PH Delegation (\$50 x 45 pax) <i>Venue: tba (subject to approval by TPB)</i>
Networking Happy Hour (1 day) (\$1,100.00) (drinks, nuts, chips, etc.) <i>Venue: Philippine booth</i>
Transportation (\$3,000.00) Provision of transportation services for the following: <ul style="list-style-type: none"> One (1) van transportation for PDOT/TPB promotional materials. <ul style="list-style-type: none"> 08 November 2025 – Orlando International Airport to hotel 09 November 2025 – Hotel to Orange County Convention Center 14 November 2025 – Event venue to hotel 15 November 2025 – Hotel to Orlando International Airport Note: Inclusive of licensed driver, fuel, driver's meals, applicable parking fees, toll fees and overtime fees.

C. TRAVEL AND ADMINISTRATIVE EXPENSES OF PDOT REPRESENTATIVES

Provide services and allocate **US\$5,120.00** to cover the following deliverables:

Particulars
Daily allowance of PDOT representatives (2 pax) (based on UNDP rate)
Roundtrip air tickets (2 pax)
Excess baggage (not to exceed \$120.00)
Travel insurance (2 pax)

III. 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.

09 to 10 November 2025	Booth installation
11 to 14 November 2025	Booth maintenance
14 November, right after the event	Booth dismantling

The logistical requirements will be implemented in coordination with PDOT/TPB:

Schedule of Requirements	Activity/Milestone
At least one (1) month before the event	<ul style="list-style-type: none"> Proposed menu for daily F&B at the Philippine booth Proposed F&B during the Networking Hour Proposed venue for the De-Briefing Dinner for the PH Delegation
From 08-15 November 2025	<ul style="list-style-type: none"> Rental of vehicle Honorarium of Speaker Travel expenses of PDOT representatives

IV. ELIGIBILITY REQUIREMENTS

1. Must be Filipino owned, operated and 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 have been in operation for at least five (5) years, handling similar projects.
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 the USA. Submit a list of completed projects within the last five (5) years as proof together with the technical bid.

4. Qualification of the Key Personnel*

- a. Key Personnel (at least three (3) years of relevant work experience)
 - 1 Project Manager
 - 1 Assistant Manager
 - 1 Designer

Note: CV of Key Personnel must be submitted together with technical bid.
- b. Support Staff (with at least 1 (one) year of relevant experience)
 - At least 2 Administrative/Project Staff

**Must have at least three (3) onsite personnel from the above list during the event*

V. OTHER REQUIREMENTS

1. All outputs/design/report shall be subject to TPB's approval. The said documents shall become the properties of the TPB and shall not be used for other projects without prior approval of TPB.

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The approved Budget for the Contract is **SEVEN MILLION TWO HUNDRED FORTY-TWO THOUSAND TWO HUNDRED THIRTY PESOS (Php7,242,230.00), 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 and provide the logistical requirements. The financial proposal should allow for stand design and layout modifications depending on the needs and requirements of the end user.

VII. 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">• Booth design approved by TPB and copy of the Third-Party Authorization by TPB to the Organizer• Proof of settlement of applicable fee/s by the supplier• Proposed venue for the De-Briefing Dinner• Proposed menu for the daily F&B at the Philippine booth• Proposed F&B during the Networking Hour	2 nd Tranche: 40%
Upon satisfactory completion of all the deliverables	3 rd Tranche: 45%

The terms of payment shall be on a send-bill arrangement to the Tourism Promotions Board (TPB). The bidders are encouraged to have a Landbank account. Should the winning bidder not have an account with LBP, bank charges to the preferred alternate bank will be shouldered by the bidder.

Please send your billing to the following address:

Tourism Promotions Board
6th Floor, Five E-Com Center, Harbor Drive
Mall of Asia Complex, Pasay City, 1300
c/o Ms. Carmela Joy A. Febrio
Acting Head, The Americas Division
International Promotions Department

VIII. CONTRACT DURATION

From the date of the contract execution until December 30, 2025.

IX. CONTACT INFO

Please get in touch with the project officer, Ms. Wendy Fajardo, through the email address wendy_fajardo@tpb.gov.ph for further details.