

**Technical Specifications**  
**Services of an Events Management Company (EMC) for the Arabian Travel Market (ATM) 2025**  
28 April – 01 May 2025 | Dubai World Trade Center (DWTC), Dubai, UAE

**I. BACKGROUND:**

As the leading global event for the Middle East inbound and outbound travel industry for over 30 years, the Arabian Travel Market (ATM) promotes nearly 3,000 products and destinations from around the globe annually.

In 2024, the 31st edition of Arabian Travel Market set a new show record with a year-on-year increase of 17.5% in attendees compared to 2023, it also represents a 5% increase over 2019. A total of over 47,000 attendees were at the show and more than 2,500 exhibitors and representatives from over 161 countries took part. The show grows as fast as the markets it serves, generating \$2.5 billion in deals, meaning there is no better place to unlock your business's potential.

For 2025, the Philippines aim to equal if not surpass the notable yield of the previous year by reserving a 129.5-square meter booth space and targeting 20-22 stand sharers from the private sector.

**II. OBJECTIVES**

The TPB will be participating with a 129.5-sqm booth with at least 22 private sector companies joining in to support this event.

The role of TPB is to provide destination information as well as to provide an opportunity for the Philippine private sector to create and/or strengthen business relationships with international buyers. Part of the Philippines' participation is an opening ceremony program at the Philippine Pavilion showcase the Filipino culture and talent with a strong impact to the international buyers, sellers, exhibitors, government tourism stakeholders and media.

The Philippines will also host a happy hour / networking cocktail hour at the booth in order to maximize the opportunities for interaction between international delegates and the Philippine seller delegates.

In view of the above, TPB Philippines is in need of the services of an EMC that will execute the Opening Ceremony, the happy hour / networking cocktails at the Philippine Pavilion on 28 April 2025, provide transportation requirements, arrange a debriefing meeting with the Philippine delegation, and provide administrative services for the TPB for the ATM 2025.

**III. SCOPE OF WORK / DELIVERABLES**

**FULL PRODUCTION FOR THE OPENING CEREMONY AND NETWORKING COCKTAILS AT THE PHILIPPINE BOOTH**

- A. Provision of live modern and / or cultural performances during the following events on 28 April 2025:
  - 1. Opening Ceremony
  - 2. Networking Cocktails
- B. Assist TPB in the planning, management, and implementation of the Event Entertainment Repertoire Plan for the Opening Ceremony and Networking Cocktails.

Indicative Program for Opening Ceremony	
TIME	ACTIVITY

10:30AM	Opening Production Number / Opening Spiel / Voice Over to introduce TPB COO Maria Margarita Montemayor Nograles
10:32-10:37AM (5mins)	Welcome Remarks by the TPB COO Maria Margarita Montemayor Nograles
10:38-10:43AM (5mins)	Opening Remarks by PH Ambassador to UAE
10:44-10:51AM (7mins)	Keynote Speech and Toast by the DOT Secretary Ma. Esperanza Christina Garcia Frasco
10:52-11:00AM	Cultural Performance Ribbon Cutting Ceremony Photo opportunity Closing Spiel / Start of B2B Meetings

Indicative Schedule of Activities for Networking Cocktails	
TIME	ACTIVITY
04:00PM	VO Spiel to invite delegates to visit the booth at 04:30PM for cocktail hour
04:30PM	<ul style="list-style-type: none"> <li>- Start of cocktail hour (serving of canapes, food, and beverages)</li> <li>- Background entertainment / activation (fashion show/tableau of models wearing Filipino textile ensemble)</li> </ul>
04:45PM	Contract Signing between the Department of Tourism and Emirates Airlines (detailed program TBD)
06:00PM	End of networking cocktails

**\*\* Program subject to change**

- C. Recommend to TPB and provide the artists and performers using local talents preferably who have experience in performing in front of an international audience as a contracted performer during an international event. Performers should include but not limited to choir groups, singer/s, dancer/s or festival dancers, etc. The EMC shall execute a conforme / contract with all talents involved in the implementation of the performances during the Arabian Travel Market (ATM) 2025.
- D. Create an Event Management Team (EMT), with a minimum experience of three (3) years, who shall coordinate, oversee the light, sound, audio-visual, scenery, technical requirements, staging, choreography and other elements and requirements of the overall show.
- E. The EMC shall source the appropriate artists, technical practitioners, etc. required to implement the overall program scenario for the opening ceremony and networking cocktails which should include, but not limited to the following:
  1. Event Coordinator;
  2. Event Director;
  3. Technical Director/Production Manager;
  4. Event Photographer and / or Videographer;
  5. Emcee; and
  6. Others as may be necessary

**Note: CV of personnel A-C must be submitted together with the technical bid**
- F. Provide the following requirements for the event and coordinate with the technical team of the venue for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
  1. Audio-Visual and Lighting System (with at least 3 Wireless Microphones, speakers, etc.)
  2. Laptop/s with appropriate connectors
  3. Presentation Clicker/Laser Pointer
  4. Appropriate cables and video adapters (VGA, HDMI, etc.)

5. Other Technical requirements of the Secretary for her speech (e.g. rostrum, Easel Sheets and easel stand, etc.)
- G. Prepare the program scenario and script to include the spiel of the emcee/voice-over per event component;
- H. Produce and execute the shooting and pre-recording of performances (as needed);
- I. Coordinate with the TPB officers to secure recordings of the messages of key officials or other speakers' messages should the need arise;
- J. Provide the following for the live performances during the events (if applicable/necessary):
  1. Audio-Visual and Lighting System (with at least 3 Wireless Microphones, speakers, LED screen/projectors etc.)
  2. Special effects (3D, video mapping, hologram, etc.)
  3. Close circuit cameras for documentation purposes
  4. Generator Set
  5. Signages/graphics within the booth if needed
  6. Costumes of entertainers and necessary props, ribbon for ribbon cutting (preferably Filipino textile or weave)

**PROVISION OF FOOD & BEVERAGE FOR THE 4-DAY B2B EVENT AND CATERING SERVICES FOR THE HAPPY HOUR / NETWORKING COCKTAILS AT THE PHILIPPINE BOOTH**

- A. Happy Hour / Networking Cocktails at the Philippine booth on 28 April 2025 – F&B / Catering services with a curated Filipino-fusion menu in coordination with the DWTC (to include provision of Filipino delicacies and beverages for sampling / pass-around) good for 80 pax
- B. Daily lunch for the Philippine delegation and staff, coffee & tea service, snacks, drinking water, F&B staff and waste management for 4 days (28 April – 01 May 2025)
- C. The EMC shall also coordinate with the official venue on a curated menu to feature a fusion of Filipino flavors, as approved by TPB, and take the lead in the management of catering services particularly for the networking cocktails.
- D. Free-flowing refreshments (coffee, tea, hot and cold-water dispenser, and snacks) throughout the event;
- E. Lunch packs for the Philippine delegation (of around 50 pax) for four (4) days at approximately PhP600.00 per meal, preferably gourmet sandwiches. Menu for approval of the TPB; and
- F. Management of all necessary conforme / contracts, permits and registrations required by the venue and organizers.

**PRINTING, PRODUCTION, AND DELIVERY OF MARKETING AND PROMOTIONAL MATERIALS (LAYOUTS TO BE PROVIDED BY TPB AROUND MARCH)**

- A. 25 pieces of Philippine map pads of ordinary paper containing 100 sheets each;
- B. 500 pieces each of 5 kinds of Philippine and destination brochures.
- C. 1,000 pieces of Philippine postcards in at least 5 different prints with QR code containing Philippine brochures;

**Note:** *Delivery of Philippine collateral materials must be managed depending on the size of the Philippine stand storage area starting on 27 April 2025. Excess materials shall either be couriered to the Philippine Consulate Office in Dubai or the TPB office in Manila.*

**PROVISION OF GIVEAWAYS FOR DISTRIBUTION AT THE PHILIPPINE BOOTH OR IN OFFICIAL FUNCTIONS**

Quantity	Category	Suggested Budget
20 sets	VIP giveaways in boxes	PhP60,000.00
500 sets	Mass giveaways (must have branded tote bags)	PhP200,000.00
80 pieces	Philippines-branded lanyards. <i>Only logo to be provided. Design should be presented for approval of the TPB</i>	PhP4,000.00
100 pieces	Travel trade giveaways	PhP50,000.00

**Note:** *Bidders must recommend at least three (3) options with photo per category subject to TPB's approval. Bidders must submit photos of the proposed giveaways per category as part*

**of the technical bid.**

**A. Administrative Services**

1. Shipping cost of the giveaways to Dubai, UAE and shipping of remaining giveaways from Dubai, UAE to the Philippines.
2. Assistance on other related matters that may not have been included in this document but deemed necessary by either party.

**B. Transportation Requirements**

1. Provision of two (2) vans, maximum of 6 passengers each for the TPB delegation from 25 April 2025 until 02 May 2025;
2. Transportation must be 2020 model or newer;
3. Transportation to and from the airport as well as to and from official venue; and
4. Inclusive of a licensed driver, fuel, driver's meals, applicable parking fees, toll fees, and overtime fees (as needed).

**Indicative schedule of activities:**

<b>Date</b>	<b>Activity</b>
25 April 2025	1 van – airport / hotel transfers
26 April 2025	Inspection of venue for the Philippine debriefing
27 April 2025	Van #1 AM-PM – TPB & EMC coordination meeting and inspection of Philippine booth  Van #2 PM – airport / hotel transfers for head of delegation
28 April 2025	Whole day: 1 Van – meeting and exhibition venues, logistic runs (errands), airport / hotel transfers
29 April 2025	Van #1 AM: hotel to exhibition venue PM: exhibition to other possible meeting venues to the hotel  Van #2 AM: hotel to exhibition venue PM: exhibition to other possible meeting venues and to the hotel
30 April 2025	Van #1 AM: hotel to exhibition venue PM: exhibition to other possible meeting venues to the hotel  Van #2 AM: hotel to exhibition venue PM: - exhibition to other possible meeting venues and to the hotel - hotel to airport
01 May 2025	Van #1 AM: hotel to exhibition venue PM: exhibition to other possible meeting venues to the hotel
02 May 2025	Van #1 AM: hotel to exhibition venue PM: airport transfers

**PHILIPPINE DEBRIEFING DINNER ON 30 APRIL 2025 (indicative date / TBC)**

**A. Venue requirements**

1. Source and book a venue for the dinner function for approx. 60 pax, preferably a restaurant featuring authentic local cuisine, subject to the approval of TPB.

## OTHER DELIVERABLES

- A. Document in video and photo formats all events and show presentation for submission to TPB saved in an external hard drive;
- B. Final dry run/technical check of the program scenario to be presented for final approval of TPB before the event;
- C. Submit end reports, recordings of the activities, videos, and final cut (2-3 minute AVP, as needed) to TPB after the event.
- D. The TPB shall have full ownership of all the data gathered and presented (both in hard and soft copy files) from the event;
- E. All records are regarded as confidential and therefore will not be divulged to any third party without prior written approval of TPB. The TPB has the right to request sight of, and copies of any and all records kept, on the provision that the company is given reasonable notice of such a request;
- F. Ensure the privacy and security of any and all confidential, privileged personal information, and/or sensitive personal information that they may have access to, and shall store, use, process and dispose of the said privileged personal information and/or sensitive personal information in accordance with Republic Act No. 10173, otherwise known as the Data Privacy Act of 2012 and its Implementing Rules and Regulations.
- G. The EMC shall bear the cost of the following:
  - 1. Professional fees of all the production team and performers for the duration of the travel dates
  - 2. Professional fees of the full catering service and wait staff, as needed
  - 3. Rehearsals, studio rental costs, production meeting costs
  - 4. Costumes and musical instruments, including its shipment to and from Dubai, UAE
  - 5. Travel, accommodation, and meal expenses of the performers and production crew including domestic and international air tickets, visa fees, and baggage allowance (production team, performers, and staff)
  - 6. Comprehensive travel insurance for the duration of the production team's stay in Dubai, UAE
  - 7. Piped in music material (if applicable)
  - 8. Administrative costs including necessary work permits
- H. Miscellaneous expenses in the amount of One Hundred Thousand Pesos (PHP100,000.00) which includes communication fees, taxes, Antigen tests, if necessary, Filipino ingredients or beverages, and excess baggage, etc., subject to approval by the TPB and billing must be based on actual cost and supported with official receipts or its equivalent
- I. Any deviation/changes to be made/implemented in the deliverables listed in the scope of services will be subject to the approval of TPB as long as it is within the ABC
- J. **Bidders will also be required to include a hard copy of their complete Planned Approach in their technical documents submission.**
- K. The EMC shall shoulder any management fees set by the organizers, venue, and Dubai / UAE government, relative to the Philippines' participation in ATM 2025;

## 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 EMC with experience in event organization, and implementation, preferably with a counterpart in Dubai;
- 2. Must be in operation for at least three (3) years.
- 3. Must have implemented or participated as an EMC or event organizer in at least three (3) trade or consumer shows with international participation or audience, preferably in Dubai. **The bidder must submit a list of implemented and completed similar projects within the three (3) years supported with a Certificate of Satisfactory project completion and acceptance or its equivalent together with the technical bid envelope.**

4. For suppliers with implemented projects with TPB, bidders must not have had a below-satisfactory rating (through External Providers Performance Evaluation) in the last 12 months at the time of opening of bids.

## **V. PROJECT IMPLEMENTATION SCHEDULE**

**PROJECT NAME:** Arabian Travel Market (ATM) 2025

**VENUE:** Dubai World Trade Center, Dubai, UAE

**DATES:** 26 April – 02 May 2025 (including total travel time)

## **VI. CONTRACT DURATION**

The 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.

## **VII. TERMS OF PAYMENT**

<b>PARTICULARS / MILESTONES</b>	<b>PAYMENT TERMS</b>
Upon approval of the Program Plan, final list of performers, official itinerary and submission of copy of the issued air tickets of the group	1 <sup>st</sup> Tranche: 50%
Upon satisfactory completion of all deliverables and submission of the Project completion report and documentation	2 <sup>nd</sup> Tranche: 50%

The supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

Send the bill to the **TOURISM PROMOTIONS BOARD** addressed to **COO MARIA MARGARITA MONTEMAYOR NOGRALES – ATTN: MS. MARIVIC M. SEVILLA** after the completion of services and submission of required supporting documents to facilitate payment.

## **VIII. APPROVED BUDGET FOR THE CONTRACT**

The Approved Budget for the Contract (ABC) is **FIVE MILLION THREE HUNDRED SIXTY THOUSAND PESOS ONLY (PHP5,360,000.00)** inclusive of all applicable taxes and fees.

## **IX. EVALUATION PROCEDURE**

The winning bid shall be determined using the Lowest Calculated and Responsive Bid, provided that the bid does not exceed the Approved Budget for the Contract.

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

**Ms. Micaela B. Ochoa**

Acting Head, ASEAN and The Pacific Division

Email: [micaela\\_ochoa@tpb.gov.ph](mailto:micaela_ochoa@tpb.gov.ph)

**Ms. Micka Anjella D. Calzado**

Acting Head, North Asia Division

Email: [anjella\\_calzado@tpb.gov.ph](mailto:anjella_calzado@tpb.gov.ph)