

## **TECHNICAL SPECIFICATIONS**

### **SERVICES OF A BOOTH CONTRACTOR FOR THE BOOTH DESIGN, SET-UP, MAINTENANCE, AND DISMANTLING OF THE PHILIPPINE PAVILION FOR WORLD TRAVEL MARKET 2025**

04-06 November 2025

ExCel London, United Kingdom

*(As of 11 August 2025)*

#### **I. BACKGROUND**

The World Travel Market (WTM) London is the world's most influential travel and tourism event. It brings together the global leisure travel community, helping drive a travel industry valued at more than US\$ 9.6 Trillion. This year, the must-attend exhibition for the worldwide travel and tourism industry will be held on 04-06 November 2025 at the Excel London, United Kingdom.

Year-on-year, the WTM allows tourism businesses from around the globe to showcase their brand and exhibit at the show along with the biggest names in accommodation and hospitality, renowned tourism destinations and attractions, innovative travel technology providers, and airlines. The event helps NTOs and international travel providers do business with world-class travel buyers and showcase their services to the international press.

For the Philippines' participation at WTM this year, the "Love The Philippines" brand will continue to take center stage. The 330-sqm booth will also highlight the country's award-winning islands and destinations, showcasing its rich biodiversity, vibrant culture, indigenous communities, unique delicacies, and time-honored traditions. Visitors will gain insights into the Philippines' diverse, purposeful, and experiential travel opportunities.

#### **II. PURPOSE/OBJECTIVES**

The Tourism Promotions Board (TPB) Philippines needs the services of a Booth Contractor who has the capability to implement the design of the Philippine Pavilion into a most feasible structural form that will conform to the exhibit guidelines of the venue.

The design of the Philippine pavilion aims to attain the following objectives:

1. Generate positive name recall of the Philippine tourism brand and strengthen the Philippines' claim to be a preferred tourist destination for the European market;
2. Create an atmosphere that reflects a modern Philippines claiming its position as one of the "premiere" destinations in Asia;
3. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine Pavilion;

4. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, tabletop business meetings, and other promotional activations;
5. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting Philippines to the European market; and
6. The design should incorporate Philippine architecture or traditional Filipino design that uniquely identifies the Philippines.

### III. SCOPE OF SERVICES/DELIVERABLES

#### A. Booth Design and Layout

- **Booth Specifications:**

- Area: Total: 330 sqm  
11m (W) x 33m (L)
- Island Booth (4 sides open)

- **Open Design Concept:**

The booth must be fully open on all four sides, encouraging maximum visitor flow and high visibility from all angles. The design focuses on creating an engaging and seamless movement for visitors, allowing them to explore the diverse offerings of the Philippines all while facilitating effective B2B interactions around the perimeter.

- **Design Theme:**

**Love The Philippines: Breathe. Heal. Discover.**

Tagline: *Breathe deeply. Heal wholly. Discover endlessly.*

*The Philippine booth invites visitors into a sensory and emotional journey: to pause, breathe deeply, and heal through meaningful wellness experiences, and discover the many layers of the Philippines' natural and cultural richness.*

*Beyond simply presenting the country's stunning landscapes, the booth will embody the spirit of renewal, authentic connection, and transformative travel that await every visitor to the Philippines.*

**Key Messages:**

- Breathe the purest tropical air across lush rainforests and hidden beaches.
- Heal your mind, body, and spirit through wellness retreats, organic cuisine, and slow island living.
- Discover vibrant local cultures, hidden natural wonders, and immersive traditions that inspire lasting connections.

**Storyline:**

Imagine a place where your every breath feels like a fresh beginning. In the Philippines, you are invited to pause, to heal in nature's gentle care, and to discover a world of endless wonders. Let each sunrise renew you, each encounter uplift you, and each journey awaken a love for life's most beautiful moments.

Beyond the postcard-perfect shores and lush islands lies a deeper invitation: to reconnect with your true self. In the Philippines, wellness isn't just a service — it's woven into the way we live, share, and love. Travel here isn't just an escape; it's a journey within, where you find new meaning in every sunset, every shared smile, and every quiet moment.

- **Natural Flow:** The layout should guide guests naturally from entry to business areas, booth activation zones, and service areas without obstructing pathways.
  - **Visibility:** Minimize use of solid perimeter walls or use transparent or semi-transparent partitions, cultural elements, or plant features to subtly define spaces.
  - **Branding:** Prominent use of "Love the Philippines" campaign visuals, elevated hanging signage, and LED displays for enhanced visibility.
  - **Sustainability:** Prioritize reusable, recyclable, and locally sourced (if applicable) materials for booth construction, avoid single-use plastics, and use energy-efficient lighting and appliances.
- B. Design Consultant:** Provision of Professional fees for the creative design of the mood board and sketch-up plan of the Philippine booth in the amount of Two Million One Hundred Sixty-One Thousand Five Hundred Philippine Pesos (PhP2,161,500.00).
- C. Booth Construction, Set-up, Maintenance, and Dismantling**
- 1. Construction & Set-up:**
    - i. The pavilion must be fully installed at least one (1) day before the event opening.
    - ii. Coordination with event organizers for compliance with venue regulations.
  - 2. On-Site Management:**
    - i. Technical team on stand-by for physical and technical booth maintenance during the event.
    - ii. Quick-response support for any booth-related issues.
  - 3. Dismantling & Disposal:**
    - i. Complete booth removal within the official breakdown period.
    - ii. Proper disposal/recycling of materials following venue guidelines.

## **D. Philippine Pavilion Requirements**

### **1. Business to Business (B2B) Area**

B2B Workstations:

- Minimum thirty (30) individual company work stations/ negotiating areas for Philippine private sector companies along the perimeter of the booth; and
- Minimum two (2) workstations/ negotiating areas for government sector representatives
- Each B2B workstation must have:
  - One (1) table
  - Four (4) chairs
  - Small lockable storage cabinet with shelves
  - Individual electric outlets (should be concealed and bolted to the B2B table/structure) and adaptors
  - Co-exhibitor name / signage
  - 1 small garbage bin per table (concealed if possible)

### **2. VIP Lounge:**

One (1) semi-enclosed VIP Lounge that can comfortably accommodate 6-8 officials/guests and should have the following:

- Lounge chairs
- Center and side tables
- Interior décor and styling with appropriate furniture, furnishings, and accents / accessories
- Furniture and fixtures should depict a modern Philippines and conform to the general theme, “Love The Philippines”

### **3. Information Counters:**

Minimum of two (2) Information counters with the following

- Minimum two (2) chairs per counter
- Concealed power outlets
- Lockable cabinets (preferably sliding door) with shelves and drawers
- Promo Materials counter: provision of either brochure racks, calling card holders /racks or LED screens or interactive tablets
- Appropriate visuals, and other accessories to display the following:
  - Schedule of activities / announcements/activities during the event
  - QR code for the travel app and website
  - Schedule of activities at the activation zones sponsored by the Philippines (at least 4)
  - QR code for the Directory of the Philippine Exhibitors;

### **4. Storage Area/ Cloak Room:**

Appropriate storage area with individual lockers enough to accommodate personal belongings/effects of the Philippine delegation. Area should have the following:

- Lockable lockers (maximum 60)
- Wardrobe/coat hangers
- Mirror
- Shelves for promo materials, gifts, and cleaning supplies
- A mini office area for the color printer with ink, bond paper, etc

#### 5. **Pantry/Dining area (for the Philippine delegation)**

should have the following items and appropriate storage:

- Two (2) sinks (separate hand washing and food washing) with running water
- Hot and cold water dispenser
- Espresso Machine
- Refrigerator with freezer
- Microwave
- Fire blankets/extinguisher
- Storage cabinets and shelves
- Trash bins with ample supply of trash bags
- Small dining area with table/s and bench/ stools
- Lockable door

#### 6. **Booth Activations Area:**

*Provision of required furniture and fixtures for activities*

- a) **Love Wellness:** Showcase Filipino healing and relaxation practices rooted in regional traditions
  - b) **Love Flavors: Taste of the Islands**
    - Interactive tasting table featuring Philippine coffee and delicacies
  - c) **Love Leisure: Sustainable Journeys**
    - Backlit/led backdrop where visitors can pose in Philippine sceneries with traditional or modern-filipiniana outfits using sustainable local fabric
- General requirements:
    1. Podium (removable)
    2. Flexible seating (benches or stools)

#### 7. **Lighting and Multimedia**

- **General Lighting:** LED lighting for ambient and task-specific use
- **Accent Lighting:** Focused lights on branding, artwork, or cultural displays
- **Multimedia:**
  - LED screens (*tbc; will depend on design and costs*)
  - Smaller displays at info counters and activation area
  - One (1) mixer
  - Four (4) active speakers with speaker stands
  - Minimum two (2) condenser microphones
  - Minimum two (2) wireless microphones

## 8. Utilities & Infrastructure

- **Power:** Adequate distribution of electrical outlets in all zones
- **Internet:** Secure and dedicated high-speed Wi-Fi internet connectivity for Philippine booth
- **Flooring:** Durable, anti-slip material; must conceal electrical wirings and connections; branding and color themes optional
- **Waste Management:** Eco bins in pantry and public zones for recycling; ensure compliance of waste management system of venue and/or organizers
- **General:** Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed

### Notes:

- 1) TPB reserves the right to modify the booth design prior to final approval.
- 2) The contractor must ensure that all materials and construction complies to the event organizer's regulations for safety, sustainability, and accessibility.

## IV. QUALIFICATIONS OF THE BIDDER

- 1) Be a legally registered company authorized to operate in Europe. Must submit a valid business permit or its equivalent.
- 2) Have at least five (5) years of experience in exhibition booth design and construction for large-scale events, preferably in tourism travel trade fairs/exhibitions. Must submit Company profile and track record in exhibition booth construction.
- 3) Have completed at least three (3) similar projects in international trade fairs. (at least 300 sqm pavilion/booth design); Must submit a portfolio of previous international trade fair projects.
- 4) Have a dedicated team who will focus on the set-up, construction, maintenance, and dismantling of the Philippine Booth; must submit profile of key personnel involved in the project:
  - i. Project Coordinator
  - ii. Technical Engineer

*Note: Curriculum vitae (CV) of the above-mentioned personnel must be submitted together with the technical bid proposal. No personnel shall be performing more than one role specific to this project. Bidders may recommend additional personnel deemed fit for the team.*

## V. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **TWENTY-TWO MILLION PHILIPPINE PESOS (PhP 22,000,000.00)**. The financial proposal should allow for at least 2-3 modifications in the stand layout and design in accordance with the needs and requirements of the

end user. Bidders are required to submit a detailed breakdown of its cost component of the project.

**The amount of bid shall be based on the Bangko Sentral ng Pilipinas (Central Bank of the Philippines) effective exchange rate at the time of the opening bids. Bids received in excess of the ABC shall be automatically rejected at the bid opening.**

## VI. TERMS OF PAYMENT

TRANCHE	PAYMENT TERMS	MILESTONES
1 <sup>ST</sup> Tranche	50% Initial Payment	Upon submission of proof of accreditation, certification, and all necessary permits from the event organizer and/or the venue to build during the event; and  Upon approval of final design and graphics and signing of contract.
2 <sup>nd</sup> Tranche	50% Final Payment	Upon completion of delivery of services, setup, dismantling and disposal of booth;  Upon submission of other supporting documents; and  Upon issuance of the certificate of project completion by the TPB

Send-bill of actual expenses to the TOURISM PROMOTIONS BOARD PHILIPPINES addressed to:

**MARIA MARGARITA MONTEMAYOR NOGRALES**  
**Chief Operating Officer**

- Processing of payment shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements accompanied by supporting documents by the supplier.
- 30 days upon receipt of SOA/billing
- Full payment will be on the send-bill arrangement statement to the TOURISM PROMOTIONS BOARD PHILIPPINES after the completion of services and submission of applicable and appropriate liquidation report.

## VII. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

## VIII. PROJECT OFFICERS' INFORMATION

Contact Persons:

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