

TERMS OF REFERENCE

I. PROJECT TITLE: DESIGN, SET-UP AND DISMANTLING PHILIPPINE BOOTH AT THE RIYADH TRAVEL FAIR (RTF) 2018

II. BACKGROUND:

The Riyadh Travel Fair (RTF) is the biggest travel and tourism event in the Kingdom of Saudi Arabia (KSA). This year, the RTF be held from April 10-13, 2018 at the Al Faisaliah Tower Hotel in Riyadh, KSA.

Rationale:

- 2017 arrivals from the Middle East reached 89,932. 2017 arrivals from the KSA, the Philippines' largest source market out of the region reached 54,716.

This year, the Philippines will be putting up a **72-square-meter booth** and in order to facilitate business negotiations between private sector representatives and with their counterparts from the Middle East and Saudi consumers, the booth will have several display counters and tables and chairs to accommodate the number of private sector companies and consumers visiting the Philippine booth. Attached is the venue layout and location of the Philippine booth.

III. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a company based or has an affiliate in the Kingdom of Saudi Arabia (KSA) or United Arab Emirates (UAE) engaged in the business of designing, setting-up and dismantling of booths for travel and consumer companies participating in the RTF 2018.

The Philippine booth should:

- a) Generate positive name recall of the Philippine brand as a "more fun destination" for the Saudi Arabian market;
- b) Generate an atmosphere that supports the promotion of the country's branding campaign, "It's More Fun in the Philippines".
- c) Attract and encourage consumer and travel trade guests to visit the Philippine booth; and
- d) Provide a highly functional yet aesthetic booth that will enable the conduct of tabletop business meetings between Philippine delegates and their KSA counterparts as well as possible interviews for DOT and its partners at the Philippine booth in the event.

To be able to achieve the above-mentioned objectives, bidders shall prepare a proposed design and layout for the aforementioned booth.

IV. SCOPE OF WORK/DELIVERABLES

The Philippine Department of Tourism requires a package of services for the following:

- A. Booth design strictly adhering to the rules and regulations set by ASAS Exhibitions, the event organizers and the event venue:
 1. Philippine booth at the Riyadh Travel Fair (RTF) 2018 measuring 72 square meters; three (3) sides open; island type)

2. Layout

- Should provide five (5) individual counters with negotiating tables for each Philippine exhibitor located along the perimeter of, and within, the stand with own charging areas and lockable cabinets;
- 1 VIP reception area featuring authentic Filipino furniture, decoration and accessories and fresh plants and flowers at the center of the booth;
- Two (2) Philippine Information counters with storage areas and two bar stools (per counter) on opposite sides of the booth, containing “It’s More Fun in the Philippines” brand
- Storage area for the Philippine delegation
- Philippine destination images (3 to 4 meters in height floor to ceiling / depending on the venue height) at the side wall of the storage area (Manila and Bohol)
- Destination images (large-scale printed) as backdrop image of storage area (Cebu, Palawan and Davao)
- “PHILIPPINES” cut out letters mounted on top of the destinations backdrop / wall
- Two (2) 50-inch LED TVs and CD/DVD/USB video players mounted on the walls of the storage area and one (1) 50-inch player and CD/DVD/USB video players at the VIP area to feature It’s More Fun and destination videos

3. General stand design stand theme: **“IT’S MORE FUN IN THE PHILIPPINES” using the standard destination images, new fonts and brand colors**

4. Specific booth requirements

- Booth design and set-up inclusive of backlit walls, storage bins-cum-lockable cabinets, and VIP area
- Printing of appropriate backdrop visuals, interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting and other decorative elements following the general theme of “Its’ More Fun in the Philippines”
- Elevated carpeted flooring to cover the electrical wirings and connections
- Philippine Information counters should have the following: It’s More Fun in the Philippines new logo at least 2 bar stools, power outlet, lockable cabinets, brochure racks, appropriate visuals and accessories
- Negotiating tables should have the following: one small glass table, 3 chairs, small lockable cabinet, individual electric outlets and adaptors, company (exhibitor) logo and names in front of the counters
- Storage area-cum-dining area should have the following inside:
 - Brochure shelves, working table, mirror, lockable doors
 - hot and cold water dispenser with ample supply of water for the duration of the event, coffee maker with ample supply of coffee and paper filters, medium-sized refrigerator, cups and saucers, serving trays and glasses for VIP guests (per approximate quantity requirement), storage cabinet and shelves, trash bins with ample supply of trash bags, eating area with counters and bar stools, lockable doors;
- General and VIP reception areas should have the following: corporate furniture: four (4) lounge chairs, one (1) center sofa, one (1) glass center table, Two (2) 50-inch LED TVs and CD / DVD / USB player, appropriate lighting and accessories; fresh flowers (centrepiece) and fresh plants and flowers around
- Furniture should fit the “It’s More Fun in the Philippines” setting and conform to the recommended layout by bidding company to include counters, tables, chairs, shelves, hangers, mirror, etc.

- All exhibition venue connections (electricity and permits)
- Sufficient power outlets (with adaptors for flat plugs) and lighting
- Other accessories needed to achieve the desired theme
- Daily stand cleaning – before the opening and the closing of the Philippine stand
- Booth set-up and dismantling supervision and booth maintenance for the duration of the fair
- 6 individual internet connection and WiFi at the booth (accessible to the Philippine delegation members only) for April 10 to 13, 2018
- Other accessories to achieve the desired theme

4.1 Included in the deliverables of the supplier as part of the ABC but are on loan basis only:

- Chairs, tables, bar stools
- brochure racks, hangers, mirrors
- LED TV sets, CD/DVD/USB video players, sound system
- Hot and cold water dispenser, coffee maker, refrigerator,
- Porcelain cups and saucers, cutlery sets, glasses and serving trays

B. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair / event organizer

C. Dismantling inclusive of storage / disposal of the aforementioned booths / parts and egress on the date designated by the event organizers.

V. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of one (1) week with the following schedule of work:

April 9-10	:	Set-up of Philippine booth
April 10-13	:	Riyadh Travel Fair 2018 proper
April 14 (5:00pm)	:	Dismantling of Philippine booth

VI. BUDGET

Total Budget allocation for the booth is **US Dollar US\$ 37,000.00** inclusive of taxes (or its equivalent in Philippine Peso).

VII. PAYMENT PROCEDURE

Following is the payment procedure:

- 50% upon submission of the approved final booth design
- 50% within 45 days upon dismantling of Philippine booth, submission of invoice and satisfactory delivery of services specified in the contract

CONFORME:

[Authorized Signature]
 [Name and Title of Signatory]
 [Date]