

## TERMS OF REFERENCE

- I. **PROJECT NAME** : Procurement of Services of an Events Management Company for the ASTINDO Travel Fair 2023 Booth Installation and Activations
- II. **PROJECT DATE** : August 31 to September 3, 2023
- III. **VENUE** : PIK Avenue Mall, Jakarta, Indonesia

### IV. OBJECTIVES

The setup and installation of the Philippine booth and activations is aimed at attaining the following objectives:

1. Generate brand recall of the Philippines with the end to promote the country's highlight destinations;
2. Provide venue for DOT officials to meet with industry players and conduct business when appropriate; and
3. Provide functional space to allow sufficient interaction space with the visitor traffic with provisions for display of tourism collaterals.

### V. MINIMUM REQUIREMENTS

- A. Must have capacity to operate in Jakarta to enable coordination with suppliers, ASTINDO National Board, ASTINDO Philippine booth installation contractor, and cultural entertainment group director
- B. Must have minimum of five (5) years' experience in planning, implementing and managing similar travel trade projects in ASEAN and has the capacity to engage the services of relevant contractors for the implementation of the event and produce the marketing and promotional material for the events
- C. Must have experience in dealing with National Tourism Organizations preferably the PDOT.
- D. Must be willing to do advance payment to relevant suppliers within the cost parameter set by the PDOT and approval of the project component
- E. Manpower complement: 1 Event Manager and 1 dedicated staff member
- F. Provision of a terminal report with photos and highlights of the event.

### VI. SCOPE OF WORK AND DELIVERABLES

#### A. Installation of 24 sq.m. PDOT booth

Design to follow the mood elements of the new brand and include minimum the following:

1. Philippine Brand "Love the Philippines" in an aesthetically acceptable location deemed appropriate to the overall design.
2. "PHILIPPINES" overhead signage visible from all angles
3. One (1) information counter with the provision for countertop brochure display with the following:
  - a) 3 chairs/bar stools
  - b) Power outlet
  - c) Lockable storage space underneath the counter
4. A General Storage area with lockable door to store entertainers' paraphernalia, if feasible
5. Graphic/backdrop visuals and other appropriate elements to achieve the Philippine campaign theme
6. Appropriate sound system allowable under the Exhibition Rules and space allocation for a singer and instrument player
7. Other Booth requirements such as:
  - a) 1 LED TV/monitor screen at least 55" screen size w/ USB playback and HDMI cable for AVP showing or a laptop playback system with an appropriate sound system. The placement should aesthetically support the design.

- b) Furniture that complement the general theme and serve as a common meeting area
- c) Brochure rack (stand type)
- d) Water dispenser (hot/cold) with paper cups for the duration of the fair
- e) Carpet and appropriate sheet
- f) 1 waste bin

**B. ASTINDO Travel Fair 2023 Booth Activations**

1. Secure Game Host, ushers, and part-time interpreters to assist in booth activations
2. Development of in-booth games and activities and execute on approval of DOT
3. Engage with supplier on the production of the following marketing materials approved by the PDOT:
  - a) Roll-up Banners with visuals for printing to be provided by PDOT (4 pcs)
  - b) Giveaways for booth visitors and game prizes with new brand logo:
    - i. Travel pouch (250 pcs)
    - ii. Tumbler/collapsible cup (160 pcs)
    - iii. Powerbank (90 pcs)
  - c) Filipino snacks for booth visitors (for 450 pax daily x 4 days)

**VII. BUDGET**

Total budget allocation for the project is **NINE HUNDRED EIGHTY-NINE THOUSAND EIGHT HUNDRED TEN PESOS (PHP 989,810.00)** inclusive of taxes and other applicable fees. Financial proposal should allow modifications in schedules according to the needs and requirements of the end user.

The winning bid however shall be determined based on the proposal with the most advantageous financial and design package cost, provided that the bid amount does not exceed the above total budget.

**VIII. PAYMENT TERMS**

Send bill arrangement and a 60-day payment period upon submission of complete billing and supporting documents. Bill must be addressed to the Department of Tourism.

**IX. CONTACT PERSON**

Project Officer : Micah Maria Anne P. Sales  
 Office of Product and Market Development  
 Address : 5/F, The New DOT Building  
 351 Sen. Gil Puyat Avenue, Makati City  
 Brgy. Bel Air, 1200 Makati City  
 Contact Number : +632 8459 5200 local 524 / Viber (+639)17 633 4346  
 Email Address : msales@tourism.gov.ph

**APPROVED BY:**

  
**PAULO BENITO S. TUGBANG, M.D.**  
 Director  
 Office of Product and Market Development