

TECHNICAL SPECIFICATIONS

- I. **PROJECT TITLE** : **Booth Installation of the Philippine Booth at the 17th International Travel Expo Ho Chi Minh City (ITE HCMC) 2023**
- II. **PROJECT DATE** : **September 4 to 10, 2023**

III. **BACKGROUND**

International Travel Expo Ho Chi Minh City (ITE HCMC) is the largest and most established travel event in Vietnam, and this year's edition - the 17th ITE HCMC 2023 will be held under the theme "Growing Forward Together", endorsed by Ho Chi Minh City People's Committee, Ministry of Culture, Sports and Tourism.

The event is an annual international travel event that enhances exchanges, tourism promotion and business opportunities for domestic and foreign tourism companies. Moreover, ITE HCMC 2023 will be held in a hybrid format, a combination of physical booths and online events such as 2D Online Booths, and Online Appointment Schedules between international buyers and sellers.

IV. **OBJECTIVES**

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

1. Generate brand recall of the Philippines with the end to promote the country's highlight destination;
2. Attract consumer interest through display of visual that project the country brand and choice of highlight destinations; and
3. Provide functional space to allow sufficient interaction space for the booth participants with the visitor traffic with provisions for display of tourism collaterals.

V. **MINIMUM REQUIREMENTS**

- Must have experience in rendering booth installation services at international exhibitions;
- Must have handled similar projects/requirements in the past, particularly expo or exhibitions in ASEAN;
- Must have experience in dealing with National Tourism Organizations (NTO) preferably the Philippine Department of Tourism;
- Must have the capability to operate in Ho Chi Minh City, Vietnam;
- Must handle and coordinate with the Organizer the Damage Insurance Fee;
- Must have a dedicated team who will focus on the design and set-up of the Philippine booth;
- Must have the capability to invest, coordinate shipment to organizers and install audio-visual (AV) equipment and furniture accent pieces for the Philippine booth;
- Must be registered with the Philippine Government Electronic Procurement System (PHILGEPS).

VI. **SCOPE OF WORK AND DELIVERABLES**

1. Set up, install, furnish and decorate the Philippine Booth
2. Supply, deliver and install all the require materials, amenities and supplies necessary for the set up and installation of booth to include the following:
 - A. DOT Logo and/or Philippine brand "Love the Philippines" in an aesthetically acceptable location deemed appropriate to the overall design.
 - B. "PHILIPPINES" overhead signage visible from all angles
 - C. One (1) information counter with the provision for countertop brochure display with the following:
 - 3 chairs/bar stools
 - Power outlet
 - Lockable storage space underneath the counter

- D. Booth Stand – 6 Exhibitor counter with printed company signage, lockable cupboard with top laminate and bottom emulsion paint finish
 - E. A general storage area with lockable door to store entertainers' paraphernalia, if feasible
 - F. Graphic/backdrop visuals and other appropriate elements to achieve the Philippine campaign theme
 - G. Appropriate sound system allowable under the exhibition rules and space allocation for a singer and instrument player
 - H. Other Booth requirements such as:
 - 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.
 - Furniture that complement the general theme and serve as a common meeting area.
 - Brochure rack (stand type)
 - Water dispenser (hot/cold) with paper cups for the duration of the fair
 - Carpet and appropriate sheet
 - 1 waste bin
3. All exhibition venue connections and fees (ample supply of electricity, running water, suspensions, and permits)
 4. Must have a dedicated team who will focus on set up, and installation
 5. Must provide stand-by technical audio visual manpower for the duration of the fair to assist in the stage program requirements able to communicate in simpler English to coordinate with DOT officer
 6. Repair or replace defective materials not conforming to the specifications without cost to DOT
 7. Provide daily stand cleaning service of the booth during exhibit tours
 8. Dismantle the booth décor after exhibit, egress on the fixed date and handle disposal of booth parts. All materials used for the booth set up are considered as waste materials after the event unless otherwise advised by PDOT before start of construction.
 9. Process and facilitate payment for the appropriate insurance permits related to the installation and operations in the booth.

BOOTH DETAILS

Booth type : Backwall exhibit (Booth Nos. 399-404)
 Venue : Saigon Exhibition & Convention Center (SECC)
 Booth Size : 54 sq.m. (9.00 x 6.00 m)

VII. TIME FRAME AND SCHEDULE OF WORK

| Activity | Date* |
|--|-------------------------|
| Set up of the Philippine booth (ingress) | September 4 to 6, 2023 |
| ITE proper (stand maintenance) | September 7 to 9, 2023 |
| Stand dismantling (egress) | September 9 to 10, 2023 |

**Based on the ITE HCMC 2023 Exhibitor's Manual*

VIII. BUDGET

Total Budget allocation for the Philippine Booth is at ONE MILLION PESOS (PHP 1,000,000.00) inclusive of taxes and other applicable fees. Financial proposal should allow modifications in stand and layout 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.


IX. PAYMENT TERMS

Send-bill arrangement, government terms

X. 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