

TERMS OF REFERENCE

- I. Project Title : Events Management Company for Central Philippines Tourism Expo 2024**
- II. Theme : The Center for Philippine Tourism Sustainability and Conservation**
- III. Date : July 19 - 21, 2024**
- IV. Service : Events Management Company**
- V. Location : SM City Puerto Princesa**

VI. Background and Rationale

The Central Philippines Tourism Expo is a collaborative effort of the Department of Tourism Central Philippines Regional Offices (CALABARZON, MIMAROPA, Bicol Region, Western Visayas, Central Visayas, and Eastern Visayas) in line with the Department of Tourism's 7-point agenda of Equalization of Tourism Product Development and Promotion, Maximization of Domestic Tourism, and Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders.

The 2nd CPTEEx, with the theme "The Center for Philippine Tourism Sustainability and Conservation" will be held from July 19 – 21, 2024 at SM City Puerto Princesa, Palawan. The event is in partnership with Palawan Tourism Council and with the support of the Provincial Government of Palawan and City Government of Puerto Princesa City. This event aims to showcase the rich culture, natural wonders, and tourism assets of each region through a 3-day travel trade exposition. Aside from the expo, there will be pocket product presentations and talks on tourism conservation and sustainability on the main stage.

VII. Objectives

1. To market and promote the Philippine Regions in the Central Philippines to domestic and international tourists.
2. Showcase tourism destinations, products, facilities, and services of the Philippine regions.
3. Create networking opportunities among DOT Accredited tourism stakeholders in the Central Philippines to other regions.
4. Enhance equitable distribution of income through the identification of potential or existing local products for development.
5. Boost tourism attractions and activities through the travel and trade expo.

VIII. Scope of Service

The service provider should be able to provide the rental of stage, LED walls, lights and sounds, meals for performers and other manpower, technical marketing and documentation, physical set-up, professional fees and other technical support for the 3-day event.

IX. General Requirements

Must be a Philippine organization capable of providing the following services:

- Special events conceptualization and management;
- Logistical requirements;

- Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- Must be willing to provide services on send-bill arrangement;
- Must have at least 3-year experience in organizing medium/large scale events and must be based in the MIMAROPA Region;
- Must have a team member knowledgeable about Palawan, to ensure that the proposed components are in line with the event objectives;
- Must submit list of team members;
- Must have experience and expertise in conceptualizing, implementing, and managing major local or international related events of similar magnitude;
- Must submit a project implementation plan and creative proposal;
- Must present a detailed concept plan for all the technical set-up identified

X. Documentary Requirements

- Mayor's/Business Permit
- Proof of PhilGEPS Registration
- Omnibus Sworn Statement
- SEC/DTI Permit
- Proposed Layouts per site/attraction

Note: All documentary requirements and proposal shall be sent via email at dot4b.bacsecretariat@gmail.com

XI. Specific Requirements

A. Main Stage Set-Up at SM City Puerto Princesa "The Event Center" (Mall Hours Rental) with Professional Sound System, Lights & Effects and LED Wall Rental

- Overall supplier/technician for sounds and lights to coordinate requirements with DOT MIMAROPA staff
- Technician to handle sound mixing
- Technician to handle lighting control
- Two units power follow spotlights
- 10 units wired microphones, 3 units wireless mics for the Emcees
- At least 24 pcs par 64 spotlights or LED lights
- Rain lights and live feed
- Dimming/ control board for the lighting equipment
- 8 units moving heads for special effects
- 4 units large house speakers
- 4 units stage monitor speakers
- Scaffolding/stands for lighting and speakers
- Mixing boards/ consoles/ equalizers/processors/ effects
- System cables and interface materials
- Communication system for production staff
- One unit teleprompter (at least 40 inches) set for the Emcees with connections for playback scripts, lyrics
- Stage Set-up: 7x15ft LED Wall, Elevated Stage, rostrum/podium with DOT Logo (Acrylic), flowers and plants, 2 professional emcees for the event, etc.
- Stage design aligned with the theme

B. Basic Set-Up at SM City Puerto Princesa on 2 strategic locations (Mall Hours Rental) with Professional Sound System, Lights & Effects and LED Wall Rental

Each of the two (2) locations must have the following set-up:

B.1. One (1) piece LED Wall

- 5ft (Width) x 6ft (Height)
- 256*768 = 196608 pixels
- Frame Rate = 150 frame/s
- Brightness 1200cd/sqm
- Operation System – Window Series
- Formats – jpg, gif, avi, mp4, mpeg, etc.
- Live feed viewing from the main stage

B.2. Lights and Sounds

- 2 Powered Speakers
- 2 Wireless Microphones
- 1 Wired Microphone
- 1 Audio Mixer
- 1 Laptop Audio Source
- 1 DJ Controller
- 1 Sound Tech
- 4 PAR LED Lights for Backdrop
- 1 DMX Controller
- 1 Light Tech
- Local Flowers and plant decorations

C. Technical Marketing and Documentation

- Evaluate the goals and objectives of the event and prepare / draft a 2-month Digital Marketing Plan for the event that will be presented to the Regional Office for approval, where all photos and videos shall be provided by the Regional Office. The following are the desired contents of the CPTEx Marketing Plan. The Service Provider may add other efforts to improve the strategy:
 - Create social media marketing campaign proposals & marketing analysis
 - Create, host, update, and monitor posts on Facebook to boost online presence solely for marketing and promotions
 - Set target views, likes and followers from Audience Analysis
 - Organize and schedule up-to-date content sharing in accordance with communication strategies in digital platforms:
 - *3-5 posts per week for Facebook page
 - *3-5 stories per week for Facebook page
 - *2-4 reels per month for Facebook page, increasing in quantity as the date of the event approaches.
 - *Social media boosting and advertisement to attract more users
- Create, host, update, and monitor the CPTEx 2024 event website
- Create layouts for vector icons, logo animation, and infographics that represents the CPTEx 2024 event
- Create graphics and video edits that represents the CPTEx 2024 event
- Create event brand manual containing all layouts that represents the CPTEx 2024 event
- Development of logo animations for the CPTEx and MIMAROPA

- Monitor and measure campaign/content performance and provide recommendations for better enablement and execution
- Submission of Terminal Report on the results of the Digital Marketing Plan's execution, studies and assessment
- Execution of the Digital Marketing Plan must show at least 10% increase in People Reach and Engagement for every posting week. The data basis for People Reach and Engagement shall be from the previous posting week. If not reached, redesigning and improvements must be done to provide a solution and accomplish the target reach without additional cost.
- Notify the Regional Office of any unauthorized use of the marketing collateral of which it becomes aware and assist the office in enforcement of its rights in the materials
- Protect the involved Regional offices' confidential and proprietary information and intellectual property
- Provide other technical support as may be required by the event host.

D. Photo and Video Documentation

- Hiring of services of professional photography and video editors for the 3-day program. Portfolio subject for approval;
- Must be able to cover and produce high resolution photos and videos with drone shots per day of the program subject for approval;
- Must be able to produce one (1) 5-minute promotional AVPs/videos of the 3-day event and three (3) 1.5-minute same day video edit subject for approval by the end-user;
- All outputs of photo and video coverage should be all original clips and photos and must be in the property of the DOT MIMAROPA Regional Office after approval of the said outputs
- Must submit all photos and videos thru a hard drive and a google drive link

E. Other Physical Set-Up

E.1. Ten (10) pieces Horizontal Cloth Poster

- Size: 2 meters (Width) x .8 meters (Height)
- Printing Method/s: Direct-to-garment Printing, Screen Printing, Dye sublimation printing, or HTV printing
- Full color printing
- Installation within the venue and other identified locations
- Layout (See Annex A)

E.2. Center Display

- Proposal and construction of Center Display for the opening ceremony
- Must be creative and in line with the theme
- Must be movable
- Must be decorated in the event center
- With Confetti Cannons during the opening ceremony

E.3. Welcome Arch

- 15ft (Width) x 7ft (Height)
- Proposal and construction of two (2) welcome arches for the event located in 2 strategic locations
- Must be creative and in line with the theme

E.4. 3D Logo Standee

- Size: 1 meters (Width) x 1 meters (Height)
- Construction of two (2) logo standees for the event located in 2 strategic locations
- Must be movable

E.5. Backdrop and Photo Wall

- Size: 10ft (Width) x 7ft (Height)
- Construction of two (2) full colored photo wall for the event located in 2 strategic locations
- Must be movable

F. Professional Fees

- Event Host
- Choreographer and Additional Performers for pocket presentations
- Resource Persons

XII. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract is **EIGHT HUNDRED TWENTY THOUSAND PESOS ONLY (PHP 820,000.00)** inclusive of all government taxes and charges in accordance with existing government accounting rules and regulations.

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

XIII. PAYMENT SCHEMES

Terms of payment to the winning bidder shall be in accordance with the government procedure (send bill arrangement). Failure to comply with the terms and conditions of the contract will result in the payment of corresponding penalties and liquidated damages in the amount equal to ten percent (10%) of the contract price by the winning bidder.

XIV. CONTACT PERSON

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