



## REQUEST FOR PROPOSALS

The Philippine Department of Tourism in New York requests interested service providers to submit proposals for **EVENTS MANAGEMENT COMPANY FOR BOOTH INSTALLATION, DISMANTLING AND OTHER ACTIVITIES FOR THE PHILIPPINE BOOTH AT SEATRADE CRUISE GLOBAL (SCG) 2025** .

Attached for your guidance is the detailed Terms of Reference.

Please submit your quotations to [pdot.newyork@outlook.com](mailto:pdot.newyork@outlook.com) on or before **March 11, 2025 (12 noon EST)** .

Thank you.

March 4, 2025

A handwritten signature in blue ink, appearing to read "Francisco Hilario M. Lardizabal", is enclosed in a thin black rectangular box.

**FRANCISCO HILARIO M. LARDIZABAL**  
Tourism Attaché  
Philippine Department of Tourism-New York



## TERMS OF REFERENCE

### I. PROJECT

Title	:	<b>Events Management Company for Booth Installation, Dismantling and Other Activities for the Philippine Booth at Seatrade Cruise Global (SCG) 2025</b>
Exhibition Date	:	April 7 to 10, 2025
Exhibition Venue	:	Miami Beach Convention Center Miami Beach, Florida, USA
Booth Details	:	Booth #618 Size: 30 x 30 feet (900 sq. feet) Exhibitors: Philippine Department of Tourism (PDOT) Central Office, Regional Offices and PDOT New York, Cruise Philippines Stakeholders, Government Agencies involved in Cruise Tourism Operations

### II. PURPOSE / OBJECTIVES

The set-up and installation of the aforementioned Philippine booth and activities is aimed at attaining the following objectives:

- To provide a functional space for the Philippine Department of Tourism (PDOT) and Philippine Cruise Tourism Stakeholders to conduct networking meetings with major cruise line companies, itinerary planners, National Tourism Organizations, and other international cruise industry players;
- To provide a functional area to allow sufficient interactive space with visitor traffic through appropriate activations;
- To generate brand recall of the new “Love the Philippines” campaign and to sustain recall of the Philippines as a top-of-mind cruise destination in the international cruise scene.

### III. MINIMUM REQUIREMENTS

1. Bidder must submit proposed design as part of this technical bid;
2. Bidder must be a US-based/company;
3. Bidder must have at least three (3) years of experience in designing and setting up exhibition booths for international and local events, fairs, and exhibitions for travel, tourism or cruise-related events;
4. Must have experience in dealing with National Tourism Organizations (NTO) preferably the Philippine Department of Tourism (PDOT);
5. Must have a dedicated team who will focus on the design and set-up of the Philippine booth;
6. Must have the capability to invest, coordinate requirements and delivery of all required stand elements with organizers for the event, assemble and install various stand elements, audio-visual (AV) and other technical equipment, and furniture accent pieces for the Philippine Booth; and
7. Must be able to submit the proposed design of the Philippine Booth on the deadline of the submission of bids. The quality of the submitted proposal will be taken into consideration before awarding the winning bid.
8. Bidder must be willing to provide services on send-bill arrangement

#### IV. SCOPE OF WORK / DELIVERABLES

##### 1. Booth Design

- a. Booth design to be presented, consulted, and discussed with the end user
- b. Booth design should showcase the country's offerings as a cruising destination with elements commonly found in shore excursion activities which may include – Philippine beaches/Shorex Destinations (white sand beaches, huts, coconut trees) and Filipino culture (food, Filipino furniture, cultural designs).
- c. Booth shall highlight the Philippines' major destinations for cruising through appropriate visual designs and tools (visuals / graphics subject for approval by PDOT)
- d. All graphic designs featuring destinations, products or activities should have proper geo-tagging and application of *Love the Philippines* branding, following the DOT's branding guidelines
- e. Booth shall feature the *Love the Philippines* logo and branding, following the PDOT's branding guidelines
- f. As much as possible, the booth design and its core elements should adhere to/support the show's Better Stands vision which encourages use of sustainable or reusable materials/elements.
- g. Interest bidders may contact the PDOT for any specific design pegs and elements that may guide in the preparation of the booth design
- h. Winning bidder must allow the end-user to request for revisions until the design is approved, while staying within the approved financial proposal

##### 2. Booth Elements / Layout Requirements

- a. Overhead/hanging *Philippines* banner with back-to-back print
- b. One (1) main reception/information counter for PDOT that includes the following:
  - i. *Love the Philippines* logo
  - ii. Two (2) adjustable bar stools
  - iii. Two (2) brochure racks
  - iv. Power outlets
  - v. Cabinets/shelves with lockable doors for storage of information and promotional materials
  - vi. Display of exhibitor's list (free-standing)
  - vii. Interactive screen/monitor (free-standing)
  - viii. Located at the most strategic side of the stand
  - ix. Fresh plant/flowers
- c. Nine (9) to Ten (10) individual information desks/meeting areas for each Philippine Co-exhibitor (private sector, government agencies, and PDOT Regional Offices) with the following:
  - i. Counters/Table-top desks with comfortable height for the conduct of business transactions / meetings within the perimeter of the Philippine Booth
  - ii. With cabinets/shelves with lockable doors for storage of Co-exhibitor's information and promotional materials for each information desk
  - iii. Three (3) chairs for each information desk/meeting area
  - iv. Electrical Outlets with at least two (2) sockets for charging for each information desk/meeting area
  - v. Company name and other branding or design elements (to be placed in visible and appropriate location)
  - vi. Size of each counter/meeting area should be appropriate to the booth size to allow enough space between counters/meeting areas and to avoid a crowded look or set-up
  - vii. Due to the location of the booth, it should be noted that no Co-Exhibitors should be located on the left side of the booth (the side facing the Asia Cruise Services Network).

- d. One (1) VIP Reception Area / Lounge featuring Philippine-inspired furniture and décor that can comfortably accommodate 4 to 6 guests for high-level meetings, VIP meet and greets, interviews and photo opportunities; should have electrical outlets
  - e. One (1) general storage/pantry area that will also serve as a coffee/snack area with the following
    - i. Lockable door
    - ii. Cabinet and shelves for storing information and promotional materials and personal belongings
    - iii. Hot and cold water dispenser with ample supply of water for the duration of the event
    - iv. Free-flowing coffee / tea / sweets / biscuits with condiments with ample supply for the duration of the event
    - v. Preferably with a small refrigerator/cooler
    - vi. Trash bins with ample supply of trash bags for the duration of the event
  - f. Other booth requirements
    - i. One (1) led wall or LED television unit or screen (size as appropriate) to play videos of cruise destinations, other promotional videos of Philippine Tourism or presentations
    - ii. Area for product presentations with screen and seating
    - iii. Furniture, fixtures, décor, live plant decorations that complement the general theme
    - iv. Flooring material and color that complement/achieve the general theme
    - v. Moveable counter for use during daily Philippines Hour/presentations/activities (to serve snack items / showcase displays/ demonstrations)
    - vi. Strong lighting in general areas to highlight stand visibility;
    - vii. Appropriate lighting for walls and dividers to showcase key visuals / imagery, such as backlights, spotlight, up lights, etc.
    - viii. All exhibition venue connections and fees (i.e. ample supply of electricity, suspensions and permits)
    - ix. Supply and delivery of all the required materials, amenities, and supplies necessary for the set-up and installation of the booth
    - x. Event insurance which includes, damage, event cancellation coverage and event/public liability coverage should be included in the final quote
3. Booth and overhead signage set-up, installation, maintenance and dismantling
- a. Must conform with the schedule, rules, regulations and guidelines set up by the SCG organizers.
  - b. Dismantling inclusive of storage/disposal of the aforementioned booth parts and egress on the date designated by the event organizer
  - c. Daily booth cleaning and disinfection will be done before the opening, closing, and as needed.
  - d. All labor, including on-site supervisions, insurance, and permits should be included in the contract
  - e. Provide at least one project manager to plan, coordinate, manage and oversee the set up and dismantling of the Philippine booth and act as main point of contact with the company and PDOT.
4. Stand Activation (Animators / Brand Ambassadors / Immersive Activity at the Stand)
- a. Must provide a package for the above-mentioned event with minimum of two (2) brand ambassadors / animators (May be performers, dancers, singers, demonstrators, artist, showcasing traditional Filipino culture - e.g. dances, songs, weaving, etc.)
  - b. The package should include all-inclusive production costs (speakers and sound system, mini stage, as needed), professional fees and meals of performers, costumes and/or props.

- c. Package should also include travel expenses of animators to include travel insurance, accommodation, allowance, roundtrip airfare with excess baggage as needed, and if applicable, to provide the corresponding entry requirements for the crew such as COVID testing
- d. Details of Stand Activation to be discussed and decided with the Philippine Department of Tourism (PDOT)

## **V. BUDGET AND PAYMENT PROCEDURE**

Total budget allocation for the project is **USD 64,986.85**, 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 bidder shall be determined based on the following: a) booth aesthetics, b) booth functionality, c) the proponent's relevant experience, d) conformity with the rules and regulations of the organizers, e) projection of tourism sustainability, and f) financial package cost, provided that the amount of bid does not exceed the above total budget and other rules and regulations applicable per Republic Act 9184 of the Philippines. The rating should be undertaken by OPD-Cruise and PDOT New York.

## **VI. PAYMENT PROCEDURE**

Payment terms to be agreed upon between PDOT and the winning bidder, subject to delivery of milestones/deliverables during the course of project implementation and upon submission of required supporting documents for payment. Bill must be addressed to the Philippine Department of Tourism (PDOT).

## **VII. CONTACT PERSONS**

### **USA**

#### **Mr. Francisco Lardizabal**

*Tourism Director/Attaché*

#### **Ms. Katherine Alcantara**

*Senior Tourism Operations Officer*

Philippine Department of Tourism New York

Philippine Consulate General

556 5<sup>th</sup> Avenue #1M, New York, NY10036 USA

Mobile: (1) 9173023531

Email address: [pdot.newyork@outlook.com](mailto:pdot.newyork@outlook.com) and [kaalcantara@tourism.gov.ph](mailto:kaalcantara@tourism.gov.ph)

### **Philippines**

#### **Ms. Micah Sales**

*Tourism Operations Officer II*

Office of Product Development - Cruise

Philippine Department of Tourism

351 Senator Gil Puyat Avenue, Makati, 1200 Philippines

Telephone: (632) 84595200 local 508

Email address: [msales@tourism.gov.ph](mailto:msales@tourism.gov.ph)