

## TERMS OF REFERENCE

**PROJECT TITLE: BOOTH DESIGN, SET-UP AND DISMANTLING OF THE PHILIPPINE BOOTH AT  
CAMBODIA TRAVEL MART**

**October 11 – 13, 2018 Diamond Island Convention Center, Phnom Pehn, Cambodia**

### I. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism requires the services of **Cambo Advertising Co. Ltd.**, the official and exclusive booth contractor, to do the designing and installing booths for travel and consumer fairs for the Philippine Stand at the Cambodia Travel Mart 2018

The installation of the aforementioned booth aims to attain the following objectives:

- A. Generate positive "name recall" of the Philippines and promote the country's tourist destinations ;
- B. Create an atmosphere that highlights the country's "It's More Fun in the Philippines" brand;
- C. Attract and encourage key tourism stakeholders and consumers to visit the Philippine booth;
- D. Provide a highly functional yet visually appealing area for provision of Philippine tourism information, product updates, audio visual presentations, and tabletop business meetings.

### II. BACKGROUND:

The CTM 2018 is the largest international tourism exhibition to be held in Cambodia. It will serve as a venue for local and international suppliers, trade professionals and media partners to network and discuss the latest tourism developments in Cambodia.

The three-day event includes business-to-business (B2B) sessions, trade seminars, and a travel exhibition area. More than 250 international and local sellers and 150 international buyers are expected to participate in the B2B sessions.

### III. SCOPE OF WORK/DELIVERABLES

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

- A. Booth design that strictly follows the rules and regulations set by the event organizers including dimensional drawings showing the front, side and back perspectives, elevations, floor layouts of the stand and details of materials being used to construct the stand.

#### Booth Details

1. Size 18 sq. meters/island stand or 3 sides open (corner)
  - Layout – materials for rental only
  - Four (4) individual meeting tables with at least 2 chairs each.
  - One (1) Philippine Information Counter with It's More Fun logo
3. Booth graphics: **IT'S MORE FUN IN THE PHILIPPINES** destination photos
4. Specific stand requirements
  - Stand installation inclusive of appropriate lighting, storage cabinets/lockers for personal belonging.
  - Appropriate backdrop visuals/overhead ceiling banners/interior décor as appropriate, sufficient lighting to convey a tropical island setting
  - Sufficient power outlets and lighting.
  - Stand construction and dismantling supervision
  - All exhibition venue connections and fees (ample supply of electricity, running water, suspensions and permits)
  - Sufficient power outlets and lighting.

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- Other accessories needed to achieve the desired theme.
  - Daily stand cleaning – before the opening, during the closing of the Philippine stand.
  - Stand and construction and dismantling supervision and stand maintenance for the duration of the fair.
- B. Coordination with other service providers that is needed in the construction of the booth (Ancillary services etc.)
- C. Storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.
- D. All materials used for the booth set up are considered as waste materials after the event.

#### IV. TIME FRAME AND SCHEDULE OF WORK

The contract duration is a period of four (4) days with the following schedule of work:

1. October 10                      Build-up Philippine booth (or according to official event schedule)
2. October 11-13                Stand maintenance
3. October 13                      Stand Dismantling (or according to official event schedule)

Note: Booth design should be submitted with the proposal.

#### V. BUDGET

Total Budget allocation for the Philippine booth is **USD 8,500 (Eight Thousand Five Hundred US Dollars only) or its peso equivalent of PHP 467,500 (Four Hundred Sixty Seven Thousand Five Hundred Pesos)** inclusive of taxes. Financial proposal should allow for modifications in stand and layout and design according to the needs and requirements of the end user.

**The Official and Exclusive contractor of the Cambodia Travel Mart 2018, which is Cambo Advertising Co. Ltd. shall implement and comply to the abovementioned deliverables.**

#### VI. PROJECT OFFICER

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