

TERMS OF REFERENCE

I. **Project Title** : Design, Set-up, and Dismantling of Philippine Booth at the Middle East Dive & Fish Expo (MEDFE) 2019

II. **Background:**

The MEDFE is the largest consumer exhibition of its kind in the region and is a platform for diving and fishing enthusiasts as well as professionals and business owners, to meet and gather amongst the latest brands and innovations on the market.

Strategically located at the Dubai World Trade Center, the expo attracts over 6,000 general, business, and media visitors from the UAE and neighboring countries.

The show provides diving and fishing manufacturers, dealers, and distributors an easily accessible platform to meet businesses and consumers from the GCC (Gulf Cooperation Area) and Africa. It contributes to the growth of the regional diving and fishing markets as well as facilitates the entrance of international brands from Europe, Africa, and Asia yet to penetrate the lucrative dive markets of the Middle East and North Africa.

III. **Purpose and Objectives:**

The Philippine Department of Tourism is in need of the services of a company based or has an affiliate in the United Arab Emirates engaged in the business of designing, setting-up, and dismantling of booths for the Philippine booth at the Middle East Dive & Fish Expo 2019.

The Philippine booth should:

- Generate positive name recall of the **Dive Philippines** brand as a “more fun” scuba, underwater photography, technical diving, and freediving destination for the Middle East market;
- Generate an atmosphere that supports the promotion of the country as a world class diving destination in Asia;
- Attract and encourage consumer and travel trade guests to visit the Philippine booth, engage business, and generate warm bodies; and
- Provide a highly functional yet aesthetic booth that will enable the conduct of tabletop business meetings between Philippine delegates and their Middle East counterparts and interviews for DOT and its partners at the Philippine booth in the MEDFE 2019.

To be able to achieve the above-mentioned objectives, bidders shall prepare a proposed design and layout for the aforementioned booth.

IV. **Capability Requirements**

- Must have [at least one year experience](#) in rendering services at international exhibitions
- Must be United Arab Emirates (UAE)-based [or have an affiliated company partner in the UAE](#)
- Must have the [capability to operate in the Dubai World Trade Center, UAE](#)
- 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 of the dive show, and assemble and install AV equipment and furniture accent pieces for the Philippine booth

V. Scope of Work / Deliverables

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

1. Booth design strictly adhering to the rules and regulations set by Never Before Events, the organizer of MEDFE and Dubai World Trade Center:
 - a. Philippine booth at the MEDFE 2019 measuring 6 meters x 3 meters
(Total : 18 square meters; three (3) sides open; split island type)
 - b. Layout:
 - Should provide individual negotiating tables for each Philippine exhibitor located along the perimeter of the stand (*tentatively for 4 exhibitors*)
 - 1 VIP reception/Lounge area
 - A Philippine Information counter
 - Storage area/dining area for the Philippine delegation
 - c. General stand design stand theme:
 - Underwater theme incorporating “IT’S MORE FUN IN THE PHILIPPINES” and “DIVE PHILIPPINES” logos using the standard fonts and brand colors
 - d. Specific booth requirements:
 - Booth design and set-up inclusive of storage bins-cum-lockable lockers, kitchen, information counters (with lockable cabinets) and VIP area
 - Printing of appropriate backdrop visuals, interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting and other decorative elements following the general theme of “Its’ More Fun in the Philippines” and “Dive Philippines”
 - Carpeted flooring to cover the electrical wirings and connections
 - Philippine Information Counter should have the following: at least 2 high chairs / bar stools, 2 x 3 meters LED Video wall, power outlet, lockable cabinets, brochure racks, fish bowl for business cards, and appropriate visuals and accessories.
 - Individual exhibitor work areas should have the following: appropriate table/counter with lockable cabinet size enough to fit two representatives sitting side by side, 2 high-chairs, individual electric outlets and adaptors, appropriate company branding, large-scale printed underwater photo/s to cover the table’s side
 - Storage area should have the following inside:
 - **Storage shelves**
 - Hot and cold water dispenser with ample supply of water for the duration of the event, coffee maker or Nespresso machine with ample supply of coffee and paper filters, small refrigerator, trash bins with ample supply of trash bags
 - General and VIP reception areas should have the following:
 - Lounge chairs, sofa, center table, appropriate lighting and accessories, electrical sockets
 - All exhibition venue connections (electricity and water, suspensions and permits)
 - Sufficient power outlets (with adaptors for flat plugs) and lighting
 - Daily stand cleaning – before the opening and the closing of the Philippine stand
 - Booth set-up and dismantling supervision and booth maintenance for the duration of the fair
 - Dedicated internet connection and WiFi at the booth (accessible to the Philippine delegation members only) from January 11-12, 2019.
 - Other accessories to achieve the desired theme

- e. Included in the deliverables of the supplier as part of the ABC but are on loan basis only:
 - Chairs, tables, bar stools
 - Brochure racks
 - TV sets, CD/DVD/USB video players, sound system
 - Hot and cold water dispenser, coffee maker or Nespresso machine, mini-refrigerator
2. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair / event organizer
3. Dismantling inclusive of storage / disposal of the aforementioned booths / parts and egress on the date designated by the event organizers.

VI. Time Frame and Schedule of Work

The contract duration is for a period of one (1) week with the following schedule of work:

- January 9-10, 2019 : Ingress
- January 11-12, 2019 : Expo proper
- January 13, 2019 : Egress

VII. Budget

Total budget allocation for the booth is **Twenty Thousand Six Hundred Seventy-Six Dollars and Sixty Nine Cents (USD 20,676.69) or its Philippine Peso Equivalent**

VIII. Contact Person

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