

## **TERMS OF REFERENCE**

### **I. PROJECT TITLE**

Setting up of the Philippine booth at the Diving and Resort Travel (DRT) Expo Philippines 2017 (DRT Show Philippines 2017) on September 8 to 10, 2017 at the Megatrade Hall, SM Megamall

### **II. BACKGROUND**

The DRT-Philippines is the country's biggest international dive event that will gather under one roof dive industry stakeholders (i.e., international and local dive tour operators, dive resorts, dive training schools, underwater photographers, and marine conservation organizations, among others), airlines, and international dive media especially in Asia and Oceania.

The event is unique from other international dive shows as it will incorporate in its program other travel trade activities such as business-to-business (B2B) meetings between foreign buyers and sellers, plus a 5-day post tour for buyers. A marine conservation aspect will be added to the line up of events distinct to the Philippines show.

With the overriding theme of "It's more fun to dive in the Philippines," elements of "fun" and "festivity" will be infused into each component of the event, amidst a setting of the Philippines as the center of marine biodiversity in the world.

In relation to this, the DOT will set up a 270-square meter Philippine booth at the DRT Philippines Show 2017 at the Megatrade Hall, SM Megamall, to be shared by Philippine private sector. Several gimmicks/activities will be undertaken at the Philippine booth to create a festive atmosphere at the booth and attract more visitors to come to the booth.

### **III. OBJECTIVES**

The DOT is in need of a well-experienced professional company engaged in the business of professional exhibition booth design, set-up and dismantling, and booth parts rental. The company must have previous experience in handling Department of Tourism projects and events.

The DRT Show Philippines is aimed at attaining the following objectives:

- a. To provide a venue for foreign buyers of dive travel products to discuss business with Philippine dive tourism suppliers
- b. To position the Philippines as the premier diving and business hub in Asia
- c. To sustain global awareness of the Philippines as having the richest marine biodiversity in the world

In addition, the set-up of the Philippine booth is expected to:

- a. Create an atmosphere that reflects the Philippines as the premier dive destination in Asia and evokes the theme "It's More Fun to Dive in the Philippines"
- b. Attract and encourage dive enthusiasts, dive professionals, dive media, and dive travel trade visitors to visit the Philippine booth
- c. Provide a functional and aesthetic area as venue for the conduct of table top business meetings, speaker meet and greet/book signing, cultural presentations, product presentations and updates, audio visual presentations, and other interactive activities.

To achieve the abovementioned objectives, bidders shall prepare and submit a proposed design and layout for the Philippine booth.

### **IV. MINIMUM REQUIREMENTS**

- Must be a Philippine-based organization capable of exhibition booth construction

- Must have at least 3-5 years of experience in construction of exhibition booths for international and local events
- Preferably accredited by the Megatrade Hall
- Must be registered with the Philippine Government Electronic Procurement System (PhilGEPS)
- Must be willing to provide services on send-bill arrangement

## **V. SCOPE OF WORK/DELIVERABLES**

Below are the services required by the Philippine Department of Tourism:

### **A. BOOTH DESIGN**

Design of the Philippine booth constituting thirty (30) standard booth spaces (approximately 270 square meters) at the Diving and Resort Travel (DRT) Show Philippines 2017 that abides by the rules and regulations set by the venue and event organizers.

### **B. BOOTH DETAILS**

Size: 270 square meters raw booth space(Refer to attached floorplan for booth location and configuration.)

Set-up of the said booth must include the following provisions:

- One (1) Philippine information counter on strategic side of the stand with back lit graphic work in appropriate high print quality, at least two (2) chairs, electrical outlets for laptops/tablets, one (1) brochure rack, and one (1) business card fishbowl. Counter must also be equipped with lockable storage intended for promotional and information materials;
- A maximum of fifty-five (55) information tables for each private sector participant with company signage/logo, at least two (2) chairs, one (1) brochure rack, electrical outlets for laptops/tablets, and lockable storage intended for exhibitors' promotional and information materials and personal belongings;
- One (1) VIP Reception Area/lounge that can comfortably accommodate 3-5 guests for high-level meetings and VIP meet and greets;
- Area for audio-visual presentation equipped with technical facilities (i.e., sound system, LED wall);
- One (1) Video/LED wall with advance audio-video capability;
- One (1) area to allow booth visitors to experience the Philippines' acclaimed dive sites through virtual reality technology;
- Panels with underwater photos (in appropriate high print quality) taken in key and emerging dive destinations in the Philippines featuring diverse marine life (Photos to be provided by the DOT Dive-MDG);
- Storage room with shelves for storing stock promotional and information materials;
- Well-equipped kitchenette to serve coffee and finger food to guests/staff. Equipment to include: refrigerator, microwave oven, hot/cold water dispenser (with daily supply of potable water), coffee and tea facilities, tableware, and trash bins (with ample supply of trash bag);
- Elevated carpeted platform/floor to conceal the electrical wirings and connections;

- Fast & reliable wifi internet access; and
- Strong lighting in general areas to highlight stand visibility.

All furniture and fixtures must reflect a modern Philippines and adhere to the “It’s More Fun in the Philippines” campaign.

All materials rented and used for the booth shall be considered waste materials after the event.

**C. SET-UP AND DISMANTLING**

Set-up, installation, and dismantling of the Philippine booth must conform to the schedule, rules, and regulations set by the exhibition organizers.

**V. TIME FRAME AND SCHEDULE**

All interested parties must submit working design drawings and cost schedules within six (6) days upon receipt of document.

1. Design and approval of the booth	Prior to the event
2. Booth Set-up and Turnover	September 7-8
3. Exhibition Proper/Stand Maintenance	September 9-11
4. Booth Dismantling	September 11

**VI. BUDGET**

Total budget allocation for the Philippine Booth is P3,200,000.00. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

**VII. EVALUATION PROCEDURE**

The winning bid, however, shall be determined based on aesthetic and functionality of the booth design, its conformity with the rules and regulations of the organizers, adoption of the “It’s More Fun in the Philippines” brand, and financial package cost, provided that the amount of bid does not exceed the above total budget.

**VIII. PAYMENT PROCEDURE**

- 30% upon delivery of the final booth design
- 40% upon completion of stand construction
- 30% upon dismantling of the Philippine booth and satisfactory delivery of services specified in Section V of this terms of reference.

**IX. CONTACT PERSON**

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