

TERMS OF REFERENCE

**I. PROJECT TITLE : DESIGN AND CONSTRUCTION OF THE PHILIPPINE STAND AT THE BIRMINGHAM DIVE SHOW
Birmingham, United Kingdom**

II. DATE : 22 – 23 October, 2016

III. BACKGROUND :

Organised for more than 25 years by DIVER, Britain's best-selling diving magazine, The Birmingham Dive Show attracts hundreds of exhibitors offering the latest diving holidays, training courses, and dive gear - on display and to buy - and is visited by thousands of experienced and aspiring divers from the UK, Europe and beyond.

The Philippines will be participating in this event with eight to 10 dive travel trade partners from the UK and the Philippines.

IV. PURPOSE/OBJECTIVES:

The construction of the aforementioned stand aims to attain the following objectives:

- A. Create an atmosphere that reflects the Philippines as “the diving” destination in Asia, a place for diving enthusiast, as well as keeping the layout and theme of shows attended by the Department around the world;
- B. Attract and encourage consumer, press and travel trade guests to visit the Philippine stand, inquire and get inspiration to travel from the stand features and images;
- C. Highlight the Philippines’ top dive destinations and underwater species through powerful and striking imagery, text design, colors and styling;
- D. Provide a highly functional, interactive yet visually appealing areas for B2B and B2C activities for the members of the Philippine delegation, and other as well as animation and customer activation.

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

V. SCOPE OF WORK/DELIVERABLES

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

A. A stand design complete with details and in conformity with the Head Office directions and specifications

B. Stand Specifications

Size: **64** sq. m. (island stand; 4 sides open)

Dimensions: **8 metres (front/back) x 8 metres (sides), Stand Number 440**

Theme: The Philippines: A Place for Diving Enthusiasts

C. Layout

The stand should have the following basic functional areas:

- 2 general reception area/counters (front)
- 10 individual selling/presentation areas private sector exhibitors located along the perimeter of the stand
- Area for PDOT-London meetings
- Storage/service area
- Experiential / Interactive feature/s
- iPad stations

D. Design

- Should reflect the elements of the brand in terms of design and color schemes
- Brand logo and imagery of various dive destinations and their iconic underwater images should likewise be dominant in the booth whether using static or digital.
- Should have a feature/features that are interactive / experiential for stand visitors

E. Deliverables

- Stand design and construction of all elements specified in the lay-out and design sections
- Design, production and supply of appropriate backdrop visuals, decor as appropriate, fresh plants and flowers, sufficient lighting and other elements to convey the messages and objectives
- Elevated carpeted flooring to cover the electrical wiring and connections
- General reception counters should have the following: at least 2 chairs, with one having a video wall (size and specifications as appropriate), internet connection, power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories, small rubbish bin
- Branding on iPad stands, power source for iPads
- Meeting area should have comfortable lounge style set up and small table
- Individual work stations should have the following: Working/selling counter with lockable storage space, individual electric outlets and adaptors, company branding, company signage, table centerpiece, screen, and internet access.
- Storage areas should have the following: lockers, coat hanger, hot and cold water dispenser, small refrigerator, small coffee machine, small mirror, shelves for brochures and materials

- Furniture should fit the brand and conform to the recommended concept and layout by bidding company
- All exhibition venue connections (electricity and water, suspensions and permits)
- Internet connection
- Sufficient power outlets and lighting
- Other accessories needed to achieve the desired theme
- Daily stand cleaning – before the opening and the closing of the Philippine stand
- Stand construction and dismantling supervision and stand maintenance for the duration of the fair
- The contractor will be in charge of filling/accomplishing the necessary electrical connections and health and safety requirements
- Construction and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers
- Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.

VI. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for the period indicated with the following schedule of work:

September 30 :	Submission of bids, including design, floorplan, perspectives with costings based on TOR and mandatory legal company documents
October 05:	Approval of design and awarding of contract by TPB
October 06:	Coordination and finalization of the design and its details
October 20 to 21	Set-up of Philippine booth at the NEC Birmingham , UK or according to official event schedule
October 22 to 23	Stand maintenance
October 24	Stand dismantling (or according to official event schedule)

VII. BUDGET

Total Budget allocation for the Philippine booth is: **GBP18,137.00 or approximately PHP1,178,905.00 (@ GBP1 = Php65)** 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 winning bid however shall be determined by the Tourism Promotions Board based on the proposal with most acceptable design and advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

VIII. DOCUMENTARY REQUIREMENTS

1. Signed Terms of Reference (all pages should be initialled)
2. Company Registration Documents and appropriate licences
3. Latest Tax Clearance
4. Company portfolio containing previous projects that are relevant to this project

IX. PAYMENT PROCEDURE

100% upon dismantling of Philippine booth and satisfactory delivery of services specified in Section V of this Terms of Reference.

Signed by Proponent:

Signature: _____
Name: _____
Company: _____
Company Designation: _____
Date: _____