



TERMS OF REFERENCE

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

II. DATE : 27 – 28 October, 2018

III. BACKGROUND :

Organized 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 a maximum of 10 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: **66**sq. m. (island stand; 4 sides open)

Dimensions:



Stand Number 350

Theme: Dive Philippines

C. Layout

The stand should have the following basic functional areas:

- 2 general reception areas/counters (front and back)
- 10 individual selling/presentation areas private sector exhibitors located along the perimeter of the stand; each counter to have a secure cabinet, plug and monitor
- Area for PDOT-London meetings with tables, chairs and lounge seat
- Stands for iPads for consumer game registration
- Space or counter for flair bartending animation at the stand
- Big television screen / video wall
- Storage/service area
- Experiential zone: destination photo selfie panel and virtual reality
- Presentation area within the stand

D. Design

- Should reflect the design elements and texture representing the Philippines (i.e. Abaca fibres, Philippine textile, etc.) and Philippine diving
- Imagery of various dive destinations and its unique underwater scenes should likewise be dominant in the overall booth design whether using static or digital.
- Should include an experiential zone/area for the visitors to get a taste of the diving spots in the Philippines

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 sound equipment and other elements to convey the message and objective
- Presentation area within the stand
- Backlit photo panels and tower name of the Philippines
- Elevated flooring to conceal the electrical wiring and connections; floor may be carpeted or covered with 3D floor design (part or whole)
- General reception information counter should have the following: at least 2 chairs, 90" inch HD screen (with USB and other standard A/Vports) or video wall, power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories, small rubbish bins
- Floor should be properly covered using appropriate materials, if possible some / all areas can be 3D flooring to reflect water, sand, underwater imagery to create the illusion of diving / diving environment
- VIP Lounge should have comfortable lounge style set up using Philippine furniture and accents (or Philippine inspired finishings) and small table
- Individual work stations should have the following: Working/selling counter with lockable storage space, individual electric outlets and adaptors, company signage, table centerpiece 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
- Main furniture and accents/ accessories should showcase Philippine materials that will complement the recommended concept and layout by bidding company
- All exhibition venue connections (electricity and water, suspensions and permits)
- Strong exclusive WIFI or internet connections throughout the booth
- Sufficient power outlets, lighting and sound equipment
- 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 28: Submission of bids, including design, floorplan, perspectives with costings based on TOR and mandatory legal company documents

September 28-October1 : Approval of design and awarding of contract by TPB

October 2 onwards:	Coordination and finalization of the design and its details
October 25 to 26	Set-up of Philippine booth at the NEC Birmingham , UK or according to official event schedule
October 27 to 28	Stand maintenance
October 28 to 29	Stand dismantling (or according to official event schedule)

VII. BUDGET

Total Budget allocation for the Philippine booth is: **PHP 1,203,988.00** inclusive of taxes, or approximately **GBP16,250** 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. Business permits
5. Company portfolio containing previous projects that are relevant to this project
6. Other documents deemed needed

IX. PAYMENT PROCEDURE

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

X. TECHNICAL ELIGIBILITY REQUIREMENTS

1. Philippine bidders must have a counterpart based in UK to execute the construction and dismantling of the booth;
2. Team members must have minimum of 3 years- experience in designing and constructing of booth in travel trade fairs;
3. Must submit list of similar local events handled in the past and list of current ongoing/forthcoming projects;
4. Must have the necessary skills and manpower support to implement the project;
5. Must be accredited by the organizers, if needed.

For particulars, please contact Mr. Michael Malonda, Project Officer, International Promotions Department via email address: michael_malonda@tpb.gov.ph or at telephone numbers: 00632 525-9318 local 265 and 263; 525-7320 or Ms. Katherine Alcantara, PDOT London Officer via email address: kat@itsmorefuninthephilippines.co.uk or telephone number +44 207 321 0668.