

TERMS OF REFERENCE

I. PROJECT TITLE: DESIGN AND SET-UP OF THE PHILIPPINE PAVILION FOR WORLD TRAVEL MARKET 2022

EVENT : WORLD TRAVEL MARKET 2022
VENUE : LONDON, UNITED KINGDOM
DATE : 07 – 09 NOVEMBER 2022

II. BACKGROUND:

With over 50,000 international travel industry professionals, and more than 9,000 qualified buyers, the World Travel Market (WTM) is the leading global event for the travel industry players to meet industry professionals and conduct business deals. Through its industry networks and unrivalled global reach, WTM creates personal and business opportunities which provides customers with quality contracts, content and communities.

The event has provided a venue for the tourism establishments/co-exhibitors to conduct business-to-business meetings and to establish and renew linkages with industry counterparts in Europe and other key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines.

III. PURPOSE/OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines through the Department of Tourism – London Office is in need of the services of a Booth Contractor who has the capability to implement the design of the Philippine Pavilion into a most feasible structural form that will conform to the exhibit guidelines of the venue.

1. The Company must be an accredited contractor of the Reed Exhibitions, organizer of the WTM 2022;
2. The Company must have a dedicated team who will focus on Set-up;
3. The Company must have a minimum of five (5) years of experience in the business of setting up of special booths for large-scale events,

preferably in tourism travel trade fairs/exhibitions; and,

4. The Company must have the capability to invest, purchase, and coordinate its shipment, to the WTM site, of Philippine-made decorations and accent pieces needed to complete the Philippine experience through its pavilion design.

The concept for the Philippine Pavilion should have a total design approach – being able to integrate Filipino creativity & artistry, interior design, furniture, home accessories and space planning while showing how to strike a balance between business opportunities and social responsibilities. The design must be environmentally sustainably created featuring practices of the principles of ecological sustainability. The Filipino brand must also be included as part of the holistically and highlight the wellness tourism product of the country.

5. The design team must have at least 2 years experience in designing similar projects that showcase the modern, progressive Philippines in the international arena, aligned with the Philippine country brand and overarching directions of the DOT management on responsible and sustainable tourism;
6. The design team must have at least 2 years experience in collaborating, coordinating and supervising the construction of the Philippine booths/pavilions/stands in the international scene with foreign contractors, and be able to do so for the World Travel Market (WTM);
7. The design team's company must have capability to curate, recommend and negotiate with them for the lease and/or purchase of furniture and accent pieces (at cost purchase) needed to complete the Philippine experience through its pavilion design.

The design of the Philippine pavilion aims to attain the following objectives:

1. Generate positive “name recall” of the Philippine tourism brand and strengthen the Philippines’ claim to be a preferred tourist destination for the European market;
2. Create an atmosphere that reflects a modern Philippines claiming its

position as one of the “premiere” destinations in Asia;

3. Showcase cross-promotion of Philippine tourism and trade products (Philippine textiles, food/culinary, furniture, architecture, and the likes);
4. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine Pavilion;
5. Feature Filipino brand in tourism and wellness tourism product offerings through senses that can bring a feeling of warmth and immediately connect them to the country;
6. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, table top business meetings, and other promotional activations;
7. Highlight the featured Philippines destinations with focus on tourism and trade products;
8. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting Philippines to the European market; and,
9. The design should incorporate Philippine architecture or traditional Filipino design that uniquely identifies the Philippines.

IV. SCOPE OF WORK/DELIVERABLES

1. A functional design template for the Philippine Pavilion that will showcase the country’s iconic products and offerings as one of the premiere travel and leisure destinations in Asia, taking into consideration the rules and regulations set forth by the WTM organizers.

Note: Bidder should be flexible in terms of incorporating inputs of TPB in the overall look of the Philippine pavilion and be able to provide necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. Final set of floor plan/s, perspectives

and working drawings (to include lighting, electrical, graphics and accent plans) should be approved and signed by the TPB before implementation.

2. Philippine Pavilion Details:

Size: 300 sq.m. located at ExCel (Asia Hall) - Island Pavilion
See Exhibit floorplan for reference

3. Provide individual company work stations or negotiating tables with 3 chairs for each Philippine private sector exhibitor **located along the perimeter of the stand** (maximum of 19 co-exhibitors), to include installation of the following:

- One (1) table
- Three (3) cushioned seats
- Small lockable storage cabinet
- Individual electric outlets (should be concealed or bolted on an elevated platform) and adaptors
- Co-exhibitor name / signage
- Table centerpiece, if needed
- A brochure stand/rack (per table)
- Strong Wi-fi connectivity

4. A dedicated area, strategically located in front of the booth (facing the entrance hall) that can serve as animator's area and should be equipped with LED Wall (minimum of 206 cm by 365 cm and big enough to serve as the back drop of the activation/stage area) that can play videos, DVD Player and other necessary technical riders (lights and sounds system for minimum of four wireless microphones with stand); should be multi-directional and strategically positioned that can double up for video presentations, live performance/s, media briefs/announcements;

- Provision of at least 18 sqm space to accommodate the flair performance of the Barista;
- Rostrum;
- 10 to 20 chairs for the audience;
- Printed Visuals/graphics on wall panel/s; and,
- Table/s and stand racks for display of products.

5. One (1) enclosed VIP Reception Area and/or Lounge that can comfortably accommodate 8-10 officials/guests and should have the following:
 - Lounge chairs
 - Center and side tables
 - Round/square/rectangular meeting table (conference style) that can seat 6 people
 - 1 huge LCD screen and DVD player and/or USB port
 - Strong WI-FI / internet access
 - Appropriate accessories
 - Console tables with lockable cabinets
 - Furniture and fixtures should depict a modern Philippines and conform to the general theme, “It’s More Fun in the Philippines”;

Note: Furniture and accent pieces in the VIP Reception area should be authentic (Philippine-made), as recommended by TPB.

6. VIP Reception area must be positioned in the center of the pavilion with the work stations/ negotiating tables surrounding the reception area;
7. Maximum of two (2) Information counters with at least 2 chairs per counter, concealed power outlets, lockable cabinets or drawers, brochure racks, appropriate visuals and accessories as well as easel stands for the following:
 - announcements/activities during the event
 - QR code for the travel app and website
 - Schedule of activities at the wellness zone sponsored by the Philippines (at least 4)
 - Directory of the Philippine Exhibitors;
8. Cocktail bar as station of the Flair Bartender during the daily networking cocktails at the Philippine Stand;
9. Appropriate storage area with individual lockers (maximum of 60) enough to accommodate personal belongings/effects of Philippine sellers/ reps, storage areas should have the following: lockable lockers wardrobe/coat hangers, mirror, shelves for brochures to include a mini office area for the color printer with ink, bond paper, etc;

10. Space for the Service kitchen cum dining area (for the Philippine delegation) which should have the following items and appropriate storage: sink for washing up and food washing with running water, hot and cold water dispenser, coffee maker or percolator, refrigerator, freezer, microwave, griddle, fire blankets/extinguisher, storage cabinets and shelves, trash bins with ample supply of trash bags, small dining area with counters and bar stools, lockable door;
11. Letter cut-outs “PHILIPPINES” visible enough to see in different angles from afar. The letter cut-outs should be in 3D form, preferably LEDs so the colors can be easily changed;
12. General stand design theme should be the refreshed;
13. Set-up of stand to include fabrication of walls, storage, kitchen, wardrobe (with lockable lockers) and VIP area, suspension/hanging brand header, flooring, electrical wiring, lighting etc.;
14. Digital printing, using appropriate materials, for backdrop visuals/overhead ceiling banners with trusses/interior decor as needed, fresh plants and flowers, sufficient lighting plan and fixtures and other decorative elements and accessories;
15. Elevated carpeted platform/floor to conceal the electrical wirings and connections;
16. Furniture and fixtures should depict a modern Philippines and complementing the over-all Philippine experience;
17. Additional furniture and fixtures to augment in the wellness zone sponsored by the Philippines;
18. Increase sensory appeal of the Philippines booth through scents and sounds that evoke the identity of the country;
19. Ensure getting all exhibition venue requirements for a strong WI-FI / internet connection;
20. Sufficient power outlets and amperes;

21. Daily stand cleaning – before the opening and the closing of the exhibition;
22. Stand set-up and dismantling with supervision and maintenance for the duration of the fair;
23. Assignment of a stand-by technical manpower for the duration of the fair for on-site problems, and to supervise the ingress/egress, booth set-up and installation, maintenance and dismantling;
24. The contractor will be in charge of filling/accomplishing the necessary electrical connections, health and safety requirements and other forms needed by the organizers;
25. Secure/order 24-hour power circuit for the refrigerator and freezer as need be;
26. Set-up and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers;
27. The rental or purchasing (Preferred), shipping, hauling and storage (if needed) of Philippine made furniture and accessories must be shouldered by the supplier;
28. Delivery/transportation services for goods and materials from DOT office/airport/storage to London ExCeL;
29. Dismantling, inclusive of shipment back to Manila/UK/Frankfurt, storage and/or disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers; and,
30. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed.

V. TIME FRAME AND SCHEDULE OF WORK

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

<i>DATE</i>	<i>ACTIVITY</i>
September 15 - 19:	Submission and selection of design and floorplan perspectives with costings based on TOR
September 20:	Approval and finalization of booth design Revision of booth design Presentation of materials to be used Preparation of artworks/graphic designs
September 21 onwards:	Coordination and finalization of the design and its details
November 05 - 06:	Set-up of Philippine booth at the ExCel London, UK or according to official event schedule
November 07 - 09:	World Travel Market 2022 - Stand maintenance
November 09 or 10:	Stand dismantling (or according to official event schedule)

VI. BUDGET

Total Budget allocation for the Philippine booth is **TWO HUNDRED THOUSAND POUNDS** (GBP 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.

The financial proposal should allow for at least two to three modifications in the stand layout and design, without additional costs, in case of needed adjustments or corrections in accordance with the needs and requirements of the end user. Bidders are required to submit detailed breakdown of its cost component of the project.

Note: The qualified consultants are required to make a presentation of the bid during the opening of the financial proposal

VII. PAYMENT PROCEDURE

OUTPUT	%
Upon satisfactory delivery of services, set-up and dismantling of booth	100%
Total:	100%

XI. CRITERIA FOR EVALUATION

1. Consultant must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

CRITERIA	WEIGHT
Quality	
<ul style="list-style-type: none"> ● Experience in the design and set-up of booth for large-scale and international events, including years of experience and number of projects handled; 	35%
<ul style="list-style-type: none"> ● Expertise in the design, concept and theme based on the submitted previous work including adherence of those designs and concept to some specified and proposed booth elements and layout of the Philippine Pavilion for WTM 2022; 	35%
<ul style="list-style-type: none"> ● Plan of approach and methodology with emphasis on the clarity, feasibility, innovativeness and comprehensiveness of the plan approach, and the quality of interpretation of project problems, risks and suggested solutions; 	20%
<ul style="list-style-type: none"> ● Quality of personnel to be assigned to the project which covers suitability of key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff. 	10%
Total:	100%

2. Evaluation Procedure. Pursuant to RA 9184 and its Revised IRR, the proposals shall be evaluated using Quality-Cost Based Evaluation (QBE).

XII. DEADLINE FOR SUBMISSION OF PROPOSAL

PROPOSAL TO BE SUBMITTED (By post or e-mail) TO:

Contact Persons:

Ms. Gina Marie Liberty Esmaña

Philippine Department of Tourism – London Office

jing@itsmorefuninthephilippines.co.uk