



TERMS OF REFERENCE

PROJECT TITLE	: DESIGN AND SET-UP OF THE PHILIPPINE STAND FOR ARNDALE MANCHESTER CONSUMER ACTIVATION
EVENT	: MANCHESTER CONSUMER ACTIVATION
VENUE	: ARNDALE MALL, MANCHESTER
DATE	: 16 - 17 NOVEMBER 2019

I. BACKGROUND

To support the marketing and promotions activities of the Philippine Department of Tourism and Tourism Promotions Board in the United Kingdom, a consumer activation will be implemented in Manchester Arndale Shopping Center.

Manchester Arndale is one of the largest shopping centers in the UK with a retail floorspace of just under 1,400,000 square ft making it Europe's third largest city-centre shopping mall. About 41 million visitors go to Arndale annually, ahead of the Trafford Centre which attracts 35 million. The venue generates 800,000 weekly footfalls in which 61% are female. and has a large experiential space of 15 m x 7.5 m.

Following the very successful consumer activation at Westfield London, we are aiming to bring the Philippines' brand of fun this time Manchester.

II. PURPOSE/OBJECTIVES

The Tourism Promotions Board (TPB) Philippines is in need of the services of an event management company based in the UK who has the capability to respond to the requirements for the Manchester Arndale Consumer Activation.

1. The Company must be a contractor with previous experience with Intu Properties Plc;
2. The Company must have a dedicated team who will focus on project;
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,

The Consumer Activation aims to attain the following objectives:

1. Generate awareness and positive "name recall" of the Philippine tourism brand "It's More Fun in the Philippines";
2. Create an experiential atmosphere will educate and inspire potential travelers to the Philippines by highlighting destinations and activities
3. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, and other promotional activations;
4. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devises in presenting Philippines to the UK market

III. SCOPE OF WORK/DELIVERABLES

1. General stand design theme: “It’s More Fun in the Philippines”;
2. A functional design template for the Philippine experiential zone that will showcase the country’s iconic products and offerings as one of the premiere travel and leisure destinations in Asia,

Philippine Stand Details:

Size: 15m x 7.5m x 2.1m located at Manchester Arndale L3 & L4. See Mall floorplan for reference

3. An area, located strategically in the booth (facing the entrance hall) and will serve as animator’s area that should be equipped with LED Wall (size of the LED wall, 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);
4. Appropriate storage area with enough to accommodate personal belongings/effects of animators, storage areas should have the following: lockable lockers, top cover with branding, shelves for brochures, power outlet/supply and appropriate lighting; hi-res graphics on outer walls and top cover
5. Letter cut-outs “PHILIPPINES” in Barabara font 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;
6. Build of level platforms for materials to be provided by PDOT London (details to be provided);
7. 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;
8. Stand set-up and dismantling with supervision, cleaning and maintenance for the duration of the fair;
9. 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;
10. The contractor will be in charge of filling/accomplishing the necessary electrical connections, health and safety requirements and other forms needed by the organizers;
11. Set-up and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers;
12. Shipping and installation of materials to be supplied by PDOT London; and
13. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed.

IV. TIME FRAME AND SCHEDULE OF WORK

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

<u>DATE</u>	<u>ACTIVITY</u>
October 15:	Submission of proposal
October 16:	Evaluation and selection of winning proposal

- October 17 onwards: Coordination and finalization of the design and its details
- November 14 – 15: Set-up of Philippine stand at the Manchester Arndale or according to official event schedule
- November 16 – 17: Manchester Arndale Activation - Stand maintenance
- November 17 - 19: Stand dismantling (or according to official event schedule)
Submission of post-event report

V. BUDGET

Total Budget allocation for the Philippine booth is **THIRTY-FIVE THOUSAND POUNDS** (GBP 35,000.00) **VAT not applicable**. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user. The amount does not include rent of space.

The financial proposal should allow for at least two to three modifications in the 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.

The winning bid shall be determined 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.

VI. PAYMENT PROCEDURE

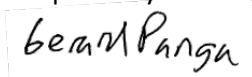
One hundred percent (100%) payment upon satisfactory delivery of services specified in Section IV of this Terms of Reference and submission of required supporting documents for payment.

VII. PROJECT OFFICER / CONTACT PERSON

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Prepared by:



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 Philippine Department of Tourism-London

CONFORME:

Signature
Printed Name
Title
Company Name