

## TERMS OF REFERENCE

Project Title	:	European Dive (EUDI) Show 2019
Job Specification	:	Design, Set-up, Maintenance and Dismantling of Philippine Stand
Date	:	March 1 to 3, 2019 (event proper)
Venue	:	Bologna Fiere Bologna, Italy
Location	:	Stand A06 - B05 (see attached floorplan)
Booth size	:	32 sqm

### A. BACKGROUND:

The EUDI Show is an annual three-day exhibition considered to be one of the most important dive events in Europe, and the largest dive industry show in Italy dedicated to all segments of diving. Latest estimates peg the Italian dive population at 200,000, with 90,000 new certifications recorded in the last four (4) years, making Italy one of the most important markets for dive in Europe.

### B. PURPOSE / OBJECTIVES

The Philippine Department of Tourism is in need of the services of a company based in Europe engaged in the business of designing and setting up of booths for travel and consumer fairs for the Philippine Stand at European Dive (EUDI) Show 2019.

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

- Generate a positive name recall of the DIVE Philippines brand and boost the visit of dive enthusiasts to Philippine dive destinations
- Create an atmosphere that reflects the Philippines as the global center of marine diversity;
- Create a highly functional, interactive and visually appealing area for the provision of Philippine tourism information, product updates, audio-visual presentations, table-top business meetings, and other promotional activities;
- Highlight the features of Philippine dive destinations, with focus on major dive destinations such as Tubbataha Reef, Batangas (Anilao), Cebu (Malapascua/Moalboal), Coron and Southern Leyte.

### C. Capability Requirements

- Must have experience rendering services in international exhibitions
- Must have the capability to operate in Italy
- Must have a dedicated team who will focus on the design and set-up of the Philippine booth
- Must have the capability to invest, assemble and install AV equipment, and furniture accent pieces for the Philippine booth
- Must submit at least 2 proposed designs with provision for revisions

### D. Scope of Work / Deliverables

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

1. General stand design theme: **DIVE PHILIPPINES**
2. Philippine booth design – a functional booth that will accommodate at least four exhibitors and showcase the Philippines' top dive destinations, incorporating design pegs to be supplied by the DOT
3. Design and construct space that will accommodate the following:

- Hanging backlit Dive Philippines banner
- 51" LED TV with USB port or built in video player that will project Philippine tourism videos and images
- Four (4) Philippine exhibitors
- Information counter
- VIP Reception area
- Storage area/kitchen equipped with coat rack
- Bar counter

## **E. Specific Stand Requirements**

1. Provide individual company negotiating tables with two (2) chairs for each Philippine exhibitor. Each station must have the following:
  - One table
  - Lockable storage cabinet (may be part of the design of the table)
  - Individual electric outlets (3 sockets each)
  - Company name and logo
  
2. VIP reception area which can comfortably accommodate six (6) guests at a time and should have the following:
  - Furniture and fixtures, featuring modern and contemporary designs
  - Appropriate backdrop visuals
  - Brochure rack
  - Fresh plants and flowers
  - Electrical outlet on both sides
  - Lockable storage cabinet
  
3. One information counter which can accommodate 2 persons at a time and should have the following:
  - Appropriate visuals (backlit) and accessories
  - Electrical outlet
  - Brochure rack
  - 2 chairs
  - Exhibitor directory
  
4. Storage room where PHL delegation can keep their materials and should have the following:
  - Storage shelves
  - Lockers (at least 4-6 lockers)
  - Coat hangers
  - Small dining area
  - Half-length mirror
  - Colored printer with ink and bond paper
  - Kitchen utensils and appliances (coffee-maker, refrigerator, hot & cold water dispenser, cups and saucer, serving trays, cutlery set, drinking glasses, trash bins, ample supply of trash bags etc.)
  
5. Bar counter/Area
  - A mobile counter equipped with shelves
  - Provision of sound system (microphone/s, loud speakers, technical rider, etc.)
  - Power outlets

6. Provision of one area that will allow booth visitors to view 360° underwater video (VR)
7. Backlighting hanging banners of Dive Philippines (size will depend on the booth)
8. Elevated carpet platform / floor to conceal the electrical wiring and connections.
9. Fast and reliable Internet connection for the whole Philippine delegation.
10. Sufficient lighting that will create a dramatic effect, complementing the design of the booth.
11. All exhibition connections and fees (ample supply of electricity, running water, suspensions and permits)
12. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the event organizer.
13. Dismantling inclusive of storage/disposal of the aforementioned booth parts and egress on the date designated by the event organizer.

#### **F. Staff complement**

In order to meet the objectives and carry out the activities for this project, bidders shall submit the recommended staff complement.

1. Person who will supervise the stand set-up, maintenance and dismantling
2. Available maintenance personnel for the duration of the fair

#### **G. Time Frame and Schedule of Work**

- Initial booth design should be enclosed upon submission of bid indicating load requirements and layout for the electricity and plumbing
- Booth set-up and dismantling: Should follow the official event schedule as prescribed by the event organizer.

#### **H. Budget**

- The total budget allocation is **PhP 1,020,510.00 or EUR 17,000.00** inclusive of taxes and other fees. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

#### **I. Evaluation Procedure**

- The winning bidder shall be selected not solely based on the amount of bid but the overall design of the booth based on this Terms of Reference (TOR) shall also be considered.
- The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the above total budget.