

TERMS OF REFERENCE

I. PROJECT TITLE: DESIGN AND CONSTRUCTION OF THE PHILIPPINE PAVILION FOR WORLD TRAVEL MARKET 2016

EVENT : WORLD TRAVEL MARKET 2016
 VENUE : LONDON, UNITED KINGDOM
 DATE : 7-9 NOVEMBER 2016

II. BACKGROUND:

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, providing customers with quality contracts, content and communities.

With over 50,000 international travel industry professionals and more than 9,000 qualified buyers, the WTM give exhibitors, more than just having a country stand/pavilion but rather extend any exhibiting country's industry reach by taking advantage of all promotion and marketing initiatives the moment one enters WTM.

The Philippines' participation at WTM 2016 provides a venue for the tourism establishments/co-exhibitors to conduct business to business meetings 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.

For 2016, the Philippine Stand will have a similar area of 336 sqm. situated at AS 500 and strategically located between the S9 and S10 entrances of the Asia Pacific Hall to give our co-exhibitors the maximum visibility for marketing their products and services.

III. PURPOSE/OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Company who will conceptualize the design of the Philippine Pavilion for WTM 2016 and at the same time build and construct the structure with the following eligibility:

1. The Company must be an accredited contractor of the Reed Exhibitions, organizer of the WTM 2016.
2. The Company must have a dedicated team who will focus on Design and Construction;
3. 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 design of the Philippine pavilion aims to attain the following objectives:

1. Generate positive “name recall” of the Philippine tourism brand “It’s More Fun in the Philippines” 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 (furnishings, food/culinary, artifacts, architecture, and the likes)
4. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine Pavilion;
5. 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;
6. Highlight the featured Philippines destinations with focus on tourism and trade products.
7. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting Philippines to the European market.

8. 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: 366 sq.m. located at ExCel (Asian section) - 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 30 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 centrepiece, if needed
 - A brochure stand/rack (per table)
 - Strong Wi-fi connectivity
 - TV screens with DVD player, if needed

4. Provide a space for demonstration of a Filipino animator:
 - Maximum size of 9-12 sqm space
 - Lockable storage
 - A table with 10 bean bag chairs for the audience
 - Printed Visuals/graphics on wall panel/s;
 - Table/s and stand racks for display of products; and,
 - A LED wall/panel or minimum of 52" LED TV with player for AVP
5. An 18 sqm booth space for Philippine Airlines. Booth design must conform to overall design of Philippine booth yet still reflect company's brand presence and increase visibility with big company names and logos with the following inclusions:
 - info counter
 - lounge/meeting areas (to seat 6 people at one time) using Philippine-made furniture, fixtures and accents
 - workstations (with table/s and chairs, small lockable cabinets, individual electric outlets and adaptors, and table centerpieces and other ornamentals like plants and flower arrangement/s)
 - minimum of 52" LED screen with DVD player
 - Company name
 - brochure rack/s
 - Strong WI-FI / internet access
 - Storage space
6. 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; furnitures 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.

7. VIP Reception area must be positioned in the center of the pavilion with the work stations/ negotiating tables surrounding the reception area;
8. Maximum of two (2) Information counters with at least 2 chairs per counter, concealed power outlets, lockable cabinets or drawers, brochure racks, **Directory of Exhibitors and stand layout**, appropriate visuals and accessories;
9. An separate area, located strategically within the booth, equipped with LED Wall (size of the LED wall should be 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) that can double up for video presentations, live performance/s, media briefs/announcements;
10. Appropriate storage area with individual lockers 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;
11. Service kitchen cum dining area (for the Philippine delegation) which should have the following: sink with running water, hot and cold water dispenser, coffee maker or percolator, refrigerator, storage cabinets and shelves, trash bins with ample supply of trash bags, small dining area with counters and bar stools, lockable door;
12. General stand design theme: "It's More Fun in the Philippines";
13. Construction 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. Furnitures and fixtures should depict a modern Philippines and complementing the over-all Philippine experience;
17. Ensure getting all exhibition venue requirements for a strong WI-FI / internet connection;
18. Sufficient power outlets and amperes;
19. Daily stand cleaning – before the opening and the closing of the exhibition;
20. Stand construction and dismantling with supervision and maintenance for the duration of the fair;
21. The contractor will be in charge of filling/accomplishing the necessary electrical connections and health and safety requirements needed by the organizers;
22. Construction and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers;
23. The rental or purchasing (Preferred), shipping, hauling and storage (if needed) of Philippine made furniture and accessories must be shouldered by the supplier;
24. Delivery/transportation services for goods and materials from DOT office/airport/storage to London ExCeL;
25. Dismantling, inclusive of shipment back to Manila or Frankfurt, storage and/or disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers; and,
26. 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:

DATE	ACTIVITY
OCTOBER 12:	Submission of bids, including design, floorplan perspectives with costings based on TOR and mandatory legal company documents
OCTOBER 31:	Approval of design and awarding of contract by TPB
OCTOBER 31 ONWARDS:	Coordination and finalization of the design and its details
NOVEMBER 05:	Set-up of Philippine booth at the ExCel London, UK or according to official event schedule
NOVEMBER 07 - 09:	Stand maintenance
NOVEMBER 09 OR 10:	Stand dismantling (or according to official event schedule)

VI. BUDGET

Total Budget allocation for the Philippine booth is GBP 105,000.00 **or its Peso equivalent inclusive of taxes**. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

The winning bid however shall be determined based on the proposal with most advantageous financial package cost and provided that the amount of bid does not exceed the above total budget.

VII. DEADLINE FOR SUBMISSION OF PROPOSAL

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

Contact Persons:

Bids and Award Committee Secretariat
Tourism Promotions Board-Philippines
4/F Legaspi Towers 300 Roxas Blvd. Manila
Philippines

TEL : +63 (2) 5259318 / 5251255

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