

## TERMS OF REFERENCE

**I. PROJECT TITLE: DESIGN, SET-UP, MANAGEMENT AND DISMANTLING OF THE PHILIPPINE STAND AT FITUR 2020**

**II. BACKGROUND:**

In line with its goal of boosting travel movement to the Philippines from Spain, DOT will again be participating in the FITUR 2020 to be held at Feria de Madrid, Madrid, Spain from January 22 to 26, 2020.

The Philippines will be putting up a 112 square meter booth. In order to facilitate tabletop business negotiations between Philippine government and private sector representatives with their counterparts from Spain, the booth will have tables and chairs to accommodate the target number of 12 co-exhibitors.

**III. PURPOSE/OBJECTIVES:**

The Philippine Department of Tourism is in need of the services of a Europe-based company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine booth at the FITUR 2020.

The Philippine booth should:

- a) Generate positive name recall of the Philippine brand as a “more fun destination” for the Spanish market;
- b) To project a tropical feel, highlighting our different islands and colorful culture, sustainability, plus a festive atmosphere that reflects the country’s brand “It’s More Fun in the Philippines”;
- c) Attract and encourage consumer and travel trade guests to visit the Philippine booth; and
- d) Provide a highly functional yet aesthetic booth that will enable the conduct of tabletop business meetings between Philippine delegates, estimated at ten companies, and their Spanish counterparts at the Philippine booth of the FITUR.

To be able to achieve the above-mentioned objectives, bidders shall prepare a proposed design and layout for the aforementioned booth.

**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 FITUR organizers.

Note: Bidder should be flexible in terms of incorporating inputs of DOT 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 DOT. 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 DOT before implementation.

2. Philippine Pavilion Details:

Size: 112 sq.m. located at IFEMA Feria de Madrid - 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 14 co-exhibitor work stations), to include installation of the following:

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

4. One (1) enclosed VIP Reception Area and/or Lounge that can comfortably accommodate 4 to 8 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 LED smart screen with USB port, HDMI, Bluetooth, etc. connectivity
- Strong WI-FI / internet access
- Appropriate accessories
- Console tables with lockable cabinets
- Furnitures and fixtures should depict a modern Philippines and sustainable tourism 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).*

5. VIP Reception area must be positioned in the center of the pavilion with the work stations/ negotiating tables surrounding the reception area;

6. Maximum of two (2) Information counters with at least 2 chairs per counter, concealed power outlets, lockable cabinets or drawers, brochure racks, wireless printer with ink (on one counter), **Directory of Exhibitors and stand layout totem on each end of the stand**, appropriate visuals and accessories as well as easel stands for announcements/activities during the event/QR code for the competitions, other announcements onsite, if any;

7. A separate area, located strategically in front of the booth (facing the entrance hall), equipped with LED Wall (size of the LED wall should be minimum of 3 meters high and 4 meters wide, 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 two wireless microphones with stand) should be multi-directional and strategically positioned that can double up for video presentations, live performance/s, media briefs/announcements and should have a small dressing room (with body mirror and clothes rack and chairs) for 4-5 performers;
8. A separate area, located strategically (away from exhibitor counters/work stations) for bar service and flair bartending performances with appropriate audio equipment for music, ice box, appropriate shelving (combination of open and lockable). Can be a branded bar counter with wheels for easy transfer.
9. Appropriate storage area with individual lockers enough to accommodate personal belongings/effects of Philippine sellers, storage areas should have the following: lockable lockers wardrobe/coat hangers, body mirror, shelves for brochures to include a mini office area for the wireless color printer with ink, bond paper, etc;
10. Service kitchen cum dining area (for the Philippine delegation) which should have the following and should comply with the organisers' requirements: sink with running water, hot and cold water dispenser, coffee machine, electric kettle, refrigerator, microwave, storage cabinets and shelves, trash bins with ample supply of trash bags, small dining area with counters and bar stools, lockable door
11. Overhead "Philippines" LED signage, which must be visible on all angles;
12. General stand design theme: "It's More Fun in the Philippines" and "Sustainable Tourism";
13. Set-up of stand to include fabrication of walls, storage, kitchen, wardrobe (with lockable lockers), individual work stations, VIP area, suspension/hanging brand header, flooring, electrical wiring, lighting, technical equipment for presentations, 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. Provision of a Filipino-style ice cream cart;
16. Provision of a coffee station and/or cooking demonstration station and/or traditional weaving demonstration area (complete with necessary equipment);
17. Elevated carpeted platform/floor to conceal the electrical wirings and connections;
18. Furnitures and fixtures should depict a modern Philippines and complementing th over-all Philippine experience;
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. Strong WI-FI / internet access, exclusive to the Philippine booth
23. Stand set-up and dismantling with supervision and maintenance for the duration of the fair;
24. 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;
25. The contractor will be in charge of filling/accomplishing the necessary electrical connections, health and safety requirements and other forms needed by the organizers;
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. Dismantling, inclusive of shipment back to source, storage and/or disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers; and,
29. 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 winning bidder will have the following schedule of work:

Before January 20, 2020:	Planning and preparations
January 20-21, 2020:	Set-up of Philippine booth or as prescribed by IFEMA
January 22-26, 2020:	FITUR 2020
January 26-27, 2020:	Egress/Dismantling of Philippine booth at FITUR 2020 or as prescribed by IFEMA

## **VI. BUDGET**

Total Budget allocation for the booth is Euro54,600 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 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.

## **VII. PAYMENT PROCEDURE**


Full payment after delivery of services.

## **VIII. DOCUMENTARY REQUIREMENTS**

All proponents are required to submit the following together with their proposal:

1. Business Registration
2. VAT Registration / Latest Tax Certificate
3. Company Profile and Sample of Work

### **PREPARED BY:**



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### **CONFORME:**

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[Authorized Signature]  
[Name and Title of Signatory]  
[Date]