

## TERMS OF REFERENCE

**I. PROJECT TITLE : DESIGN, BUILD AND DISMANTLING OF THE PHILIPPINE STAND AT THE BIRMINGHAM DIVE SHOW  
Birmingham, United Kingdom**

**II. DATE : 26 - 27 October, 2019**

**III. BACKGROUND :**

Dive Birmingham is staged annually by DIVER magazine, leading dive magazine in Britain. It is an event where thousands of experienced and aspiring divers from Europe and around the globe gather to plan and book their diving holidays. This event also has an educational component, offering a programme of free presentations from the world's top diving speakers.

The two-day event attracts 60,000 visitors and exhibitors comprising, mainly, of diving industry travel operators, dive clubs and dive resorts & destinations, professional and leisure divers as well as suppliers of dive equipment and gears. It is also open to dive and water sports enthusiasts who want to get more information and onsite sale of dive tour programs and diving lessons, and other related sporting and adventure travel products.

The Philippines will be participating in this event with a maximum of 10 Co-exhibiting sellers from the UK and the Philippines.

**IV. PURPOSE/OBJECTIVES:**

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

- A. Create an atmosphere that reflects the Philippines as “the diving” destination in Asia, a place for diving enthusiast, and in keeping with the theme, booth design and layout of Philippine Stands in previous trade fairs participated-in by the Department worldwide;
- B. Attract and encourage consumer, press and travel trade guests to visit the Philippine Stand as well as inquire and get inspiration to travel from the stand features and images;
- C. Highlight the Philippines’ top dive destinations and underwater species through powerful and striking imagery, text design, colors and styling;
- D. Provide a highly functional, interactive yet visually appealing areas for B2B and B2C activities for the members of the Philippine delegation, and others as well as animation and customer activation.

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

## V. SCOPE OF WORK/DELIVERABLES

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

- A. A stand design complete with details and in conformity with the Head Office directions and specifications
- B. Stand Specifications  
Size: **84** sq. m. ( island stand; 4 sides open)  
Dimensions: **14 metres (front/back) x 6 metres (sides), Stand Number 742**  
Theme: The Philippines: Asia's Diving Capital
- C. Layout  
The stand should have the following basic functional areas:
  - 1 general reception area/counter (front)
  - 10 individual selling/presentation areas private sector exhibitors located along the perimeter of the stand; each counter to have a secure cabinet, plug and monitor
  - Area for meetings with tables, chairs and lounge seat
  - Stands for iPads for consumer game registration
  - Space or counter for flair bartending animation at the stand
  - Big screen television on front and back sides of the booth
  - Storage/service area
  - Experiential zone: VR and 3D photo wall with props
- D. Design
  - Should reflect the design elements and texture representating the Philippine arts, history, culture and destinations.
  - Imagery of various dive destinations and its unique underwater scenes should likewise be dominant in the overall booth design whether static or digital.
  - Should include an experiential zone/area for the visitors to get a taste of the diving spots in the Philippines
- E. Deliverables
  - Stand design and construction of all elements specified in the lay-out and design sections
  - Design, production and supply of appropriate backdrop visuals, decor as appropriate, fresh plants and flowers, sufficient lighting and sound equipment and other elements to convey the message and objective
  - Presentation area within the stand
  - Backlit photo panels and tower name of the Philippines
  - Elevated carpeted flooring to conceal the electrical wiring and connections
  - General reception information counter should have the following: at least 2 chairs, 90" inch HD screen (with USB and other standard A/Vports), power outlet, lockable cabinets, brochure racks, conference bag rack/holder/stand, exhibitor directory and stand layout, appropriate visuals and accessories, small rubbish bin

- Meeting area should have comfortable lounge style set up featuring Philippine furniture accents and small table
- Individual work stations should have the following: Working/selling counter with lockable storage space, individual electric outlets and adaptors, company signage, table centerpiece and internet access.
- Storage areas should have the following: lockers, coat hanger, hot and cold water dispenser, small refrigerator, small coffee machine, small mirror, shelves for brochures and materials
- Furniture should showcase Philippine materials and conform to the recommended concept and layout by bidding company
- All exhibition venue connections (electricity and water, suspensions and permits)
- Strong / Exclusive WIFI or internet connections throughout the booth
- Sufficient power outlets, lighting and sound equipment
- Other accessories needed to achieve the desired theme
- Daily stand cleaning – before the opening and the closing of the Philippine stand
- Stand construction and dismantling supervision and stand maintenance for the duration of the fair
- The contractor will be in charge of filling/accomplishing the necessary electrical connections and health and safety requirements
- Construction and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers
- Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.

## VI. TIME FRAME AND SCHEDULE OF WORK

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

|                       |  |
|-----------------------|--|
| September 16:         | Submission of bids, including design, floorplan, perspectives with costings based on TOR and mandatory legal company documents |
| September 20:         | Approval of design and awarding of contract  |
| September 21 onwards: | Coordination and finalization of the design and its details  |
| October 24 to 25      | Set-up of Philippine booth at the NEC Birmingham , UK or according to official event schedule                                  |
| October 26 to 27      | Stand maintenance  |
| October 28            | Stand dismantling (or according to official event schedule)  |

## VII. BUDGET

Total Budget allocation for the Philippine booth is: **GBP 20,800.00** inclusive of taxes. Financial proposal should allow for modifications in stand and layout and design according to the needs and requirements of the end user.

**The winning bid however shall be determined by the Tourism Promotions Board 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.**

#### **VIII. DOCUMENTARY REQUIREMENTS**

1. Signed Terms of Reference (all pages should be initialled)
2. Company Registration Documents and appropriate licences
3. Latest Tax Clearance
4. Business permits
5. Company portfolio containing previous projects that are relevant to this project
6. Other documents deemed needed

#### **IX. PAYMENT PROCEDURE**

100% upon dismantling of Philippine booth and satisfactory delivery of services specified in Section V of this Terms of Reference.

#### **X. TECHNICAL ELIGIBILITY REQUIREMENTS**

1. Philippine bidders must have a counterpart based in UK to execute the construction and dismantling of the booth;
2. Team members must have minimum of 3 years- experience in designing and constructing booth in travel trade fairs;
3. Must submit list of similar local events handled in the past and list of current ongoing/forthcoming projects;
4. Must have the necessary skills and manpower support to implement the project;
5. Must be accredited by the organizers, if needed.

For particulars, please contact Ms. Nerissa Jean Cruz, Project Officer, International Promotions Department via email address: neri\_cruz@tpb.gov.ph or at telephone numbers: 00632 525-9318 local 243 and 263; 525-7320 or Ms. Katherine Alcantara, PDOT London Officer via email address: kat@itsmorefuninthephilippines.co.uk or telephone number +44 207 321 0668.