

## TERMS OF REFERENCE

- I. PROJECT TITLE:** DESIGN AND SET-UP OF THE PHILIPPINE PAVILION FOR WORLD TRAVEL MARKET 2018
- EVENT : WORLD TRAVEL MARKET 2018  
VENUE : LONDON, UNITED KINGDOM  
DATE : 05 - 07 NOVEMBER 2018

**II. BACKGROUND:**

The World Travel Market 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, exhibiting in London will give exhibitors more than just a stand as it extends the country's reach by taking advantage of all promotion and marketing initiative once an exhibitor joins the WTM.

The Philippines' participation in the WTM 2018 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.

**III. PURPOSE/OBJECTIVES:**

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Company, *preferably with a counterpart in UK*, who will conceptualize the design of the Philippine Pavilion for WTM 2018 and at the same time set-up the structure with the following eligibility:

1. The Company must be an accredited contractor of the Reed Exhibitions, organizer of the WTM 2018;
2. The Company must have a dedicated team who will focus on Design and Set-up;
3. The Company must have a minimum of three (3) years of experience in the business of designing and set of special booths for large-scale events, preferably in tourism travel trade fairs/exhibitions; and,
4. 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; and,
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: 370 sq.m. located at ExCel (Asia Hall) - 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 35 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, as appropriate
  - A brochure stand/rack (per table)
  - Strong Wi-fi connectivity
  - TV screens with DVD player, if needed
  
4. Provide a space that will serve as media presentation & conference:
  - Maximum size of 12 sqm space
  - Rostrum with small microphone
  - 10 to 20 chairs for the audience
  - Printed Visuals/graphics on wall panel/s; and,
  - Table/s and stand racks for display of products
  - Audiovisual equipment for presentations
  
5. 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.*

6. VIP Reception area must be positioned in the center of the pavilion with the work stations/ negotiating tables surrounding the reception area;
  
7. 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 as well as easel stands for announcements/activities during the event/QR code for the OTT site;

8. An 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 206 cm by 365 cm, 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) should be multi-directional and strategically positioned that can double up for video presentations, live performance/s, media briefs/announcements;
9. 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;
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 maker, 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" signage, which must be visible on all angles;
12. General stand design theme: "It's More Fun in the Philippines";
13. Set-up 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. Strong WI-FI / internet access, exclusive to the Philippine booth

21. Stand set-up and dismantling with supervision and maintenance for the duration of the fair;
22. 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;
23. The contractor will be in charge of filling/accomplishing the necessary electrical connections, health and safety requirements and other forms needed by the organizers;
24. Set-up and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers;
25. The rental or purchasing (Preferred), shipping, hauling and storage (if needed) of Philippine made furniture and accessories must be shouldered by the supplier;
26. Delivery/transportation services for goods and materials from DOT office/airport/storage to London ExCeL;
27. 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,
28. 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:

<b>DATE</b>	<b>ACTIVITY</b>
September 25 – 03:	Submission and selection of design and floorplan perspectives with costings based on TOR
October 04 – 20:	Approval and finalization of booth design Revision of booth design Presentation of materials to be used Preparation of artworks/graphic designs
October 23 onwards:	Coordination and finalization of the design and its details
November 03 – 04:	Set-up of Philippine booth at the ExCel London, UK or according to official event schedule
November 05 – 07:	World Travel Market 2018 - Stand maintenance
November 08 or 09:	Stand dismantling (or according to official event schedule)

## VI. BUDGET

Total Budget allocation for the Philippine booth is **GBP90,800.00 inclusive of VAT**. 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.

***Note: The qualified consultants are required to make a presentation of the bid during the opening of the financial proposal***

## VII. PAYMENT PROCEDURE

OUTPUT	%
Upon satisfactory delivery of services, set-up and dismantling of booth	100%
<b>Total:</b>	<b>100%</b>

## XI. CRITERIA FOR EVALUATION

1. Consultant must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

CRITERIA	WEIGHT
Quality	
<ul style="list-style-type: none"><li>• Experience in the design and set-up of booth for large-scale and international events, including years of experience and number of projects handled;</li></ul>	35%
<ul style="list-style-type: none"><li>• Expertise in the design, concept and theme based on the submitted previous work including adherence of those designs and concept to some specified and proposed booth elements and layout of the Philippine Pavilion for WTM 2017;</li></ul>	35%
<ul style="list-style-type: none"><li>• Plan of approach and methodology with emphasis on the clarity, feasibility, innovativeness and comprehensiveness of the plan approach, and the quality of interpretation of project problems, risks and suggested solutions;</li></ul>	20%
<ul style="list-style-type: none"><li>• Quality of personnel to be assigned to the project which covers suitability of key staff to perform the duties of the particular assignments and general</li></ul>	10%

qualifications and competence including education and training of the key staff.	
Total:	100%

2. Evaluation Procedure. Pursuant to RA 9184 and its Revised IRR, the proposals shall be evaluated using Quality-Cost Based Evaluation (QBE).

**XII. DEADLINE FOR SUBMISSION OF PROPOSAL**

PROPOSAL TO BE SUBMITTED (By post AND e-mail) ON OR BEFORE OCTOBER 3, 2018.

TO: PHILIPPINE DEPARTMENT OF TOURISM – LONDON  
2<sup>nd</sup> Floor, 10 Suffolk St., London, SW1Y 4HG

Contact Persons: **MR. GERARD O. PANGA**  
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