

## TERMS OF REFERENCE

I. PROJECT TITLE: ***DESIGN AND SET-UP OF THE PHILIPPINE STAND AT MADRID FUSION 2017***

II. BACKGROUND:

In line with the attendance promotion for Madrid Fusion Manila 2017 the Department will again be participating in the Madrid Fusion in Madrid, Spain from January 23-25, 2017.

The Philippines will be putting up a 12 square meter stand. In order to facilitate food tasting and product display, the booth will have a kitchen with counter for cooking demo and tasting, as well as lounge area for the guests.

III. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a European based company engaged in the business of designing and setting-up of stands for Madrid Fusion 2017.

The Philippine booth should:

- a) Generate positive name recall of the Philippine brand as a “center of gastronomy” in Southeast Asia;
- b) Project Madrid Fusion Manila 2017 event
- c) Attract and encourage chefs, buyers, exhibitors and guests to visit the Philippine booth; and
- d) Provide a highly functional yet aesthetic stand that will provide areas for food and beverage preparation and demonstration; display of food and beverage items as well as ingredients; food and beverage tasting and animation; and information counter
- e) Be a venue to promote the Madrid Fusion Manila 2017

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

IV. SCOPE OF WORK/DELIVERABLES

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

A. Booth design strictly adhering to the rules and regulations set by the event organizer:

1. Philippine booth at the MADRID FUSION measuring 12 sqm
2. Layout
  - 1 General Reception Area
  - 1 Philippine Information counter

- Special area for live animation
  - Storage area and cabinets
  - Kitchen / tasting area
3. General stand design stand theme: MADRID FUSION MANILA 2017 “Towards Sustainable Gastronomic Planet”
4. Specific stand requirements
- Stand set-up inclusive of backlit walls, storage, kitchen, and lockable lockers
  - Printing of appropriate backdrop visuals / overhead ceiling banners /interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey the theme “Towards Sustainable Gastronomic Planet”
  - Elevated carpeted flooring to cover the electrical wirings and connections
  - Philippine Information Counter should have the following: at least 2 chairs, 72” inch LED smart TV or screen with CD/movie player, power outlet, lockable cabinets, brochure racks, , appropriate visuals and accessories
  - Storage areas should have the following: lockable lockers, shelves for brochures, working table /counter (with color printer with ink, bond paper), mirror, lockable doors.
  - Service kitchen and tasting area should have the following: hot and cold water dispenser, coffee maker, water percolator, refrigerator with freezer, porcelain cups and saucers for VIP guests (12 sets), cutlery set for VIP guests (12 sets), glasses for VIP guests (12 sets), serving trays (2 pieces), storage cabinet and shelves trash bins with ample supply of trash bags, small eating area with counters and bar stools, lockable door, microwave oven, stove/hob with oven, sink with running water, counters for food display and tasting
  - General and VIP reception areas should have the following: lounge chairs, center table, one 51” LED TV or screen with CD/ DVD / USB player, appropriate lighting and accessories
  - Live animation area should have the following: AV and public system, appropriate lighting, furnishing and accessories,
  - Furniture should fit the “Madrid Fusion Manila 2016” setting and conform to the recommended layout by bidding company
  - All exhibition venue connections (electricity and water, suspensions and permits)
  - Sufficient power outlets and lighting
  - Other accessories needed to achieve the desired theme
  - Daily stand cleaning including as well before the opening and the closing of the Philippine stand
  - Stand construction and dismantling supervision and stand maintenance for the duration of the fair
  - Internet connection at the stand (accessible to the Philippine delegation members)
- B. Final design and lay-out for execution shall be coordinated with the concerned PDOT officer before implementation.

- C. Set-up and installation of the of the aforementioned booth while strictly following the rules and regulations set by the fair / event organizer
- D. Dismantling inclusive of storage / disposal of the aforementioned booths / parts and egress on the date designated by the event organizers.

**V. DOCUMENTARY REQUIREMENTS**

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

**VI. TIME FRAME AND SCHEDULE OF WORK**

The contract duration is for a period of one (1) month with the following schedule of work:

- January 21/22 : Set-up of Philippine stand
- January 23-25 : Holding of MADRID FUSION 2016
- January 25/26 : Egress/Dismantling of Philippine booth at MADRID FUSION 2017

**VII. BUDGET**

Total Budget allocation for the booth is **Php 530,000.00** or its Euro equivalent (€10,000.00) inclusive of taxes based on current exchange rate of Euro 1= Php 53.

**VII. PAYMENT PROCEDURE**

Following is the payment procedure:

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

**CONFORME:**

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