

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION OF THE PHILIPPINE BOOTH AT THE MARINE DIVING FAIR 2020 IN TOKYO, JAPAN

II. BACKGROUND :

In line with its objectives to increase tourism traffic from Japan, the Tourism Promotions Board (TPB) will be participating in the Marine Diving Fair (MDF) scheduled 03-05 April 2020 at the Sunshine City Convention Center in Tokyo, Japan.

The MDF is the top diving and beach resort convention for the Japanese travel trade, diving community and holiday-seekers. Over 200 national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments from over 65 countries join the fair yearly.

On the average, each year, MDF Fair has around 50,000 visitors of which 82% percent are divers who have spending power to travel for diving and stay in resorts.

III. PURPOSE/OBJECTIVES:

The Tourism Promotions Board requires the following package of services from a company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine participation to the Marine Diving Fair 2020

A. Design of the Philippine booth;

B. Construction of the Philippine booth that aims to attain the following objectives:

1. The booth should appeal to the event's visitors, projecting the Philippine diving destinations as a premier location for scuba divers and resort guests. It should likewise project the fun aspect of diving consistent with the current campaign "It's more fun in the Philippines."
2. Provide a functional yet aesthetic booth area that will enable the conduct of tabletop business meetings between the Philippine participants and the Japanese consumers.

IV. SCOPE OF WORK/DELIVERABLES

A. DESIGN

Design of the Philippine booth constituting six booth spaces (approximately 54 square meters) at the Marine Diving Fair 2020 that abides by the rules and regulations set by the MDF Organizers.

- Create an atmosphere that supports the country's branding campaign, "It's More Fun in the Philippines"

B. CONSTRUCTION AND DISMANTLING

B1. *Construction of the said booth that would include the following provisions:*

- Philippine brand "It's more fun in the Philippines" logo in the Japanese language (Motto Tanoshi)

- Panels with underwater images to be provided by DOT Tokyo. Cost of enhancement or conversion of the photos to large images as determined by DOT Tokyo will be partly the contractors cost.
- Philippine dive map (Highlight Philippines' top dive destinations)
- Ten (10) counters with lockable cabinets to accommodate ten (10) participants and two (2) info counters with electrical outlets for laptops/tablets and tabletop display modules;
- A total of twenty-two (22) chairs for the above participants;
- Participating company name signages (Note: Must be securely fastened);
- Events area with TV monitor/s and DVD Player/s;
- Appropriate design and stylish display brochure rack for each participating company;
- Carpeted flooring to cover the electrical wiring and connections;
- Storage area;
- Wi-Fi for the booth (can accommodate 10 gadgets at one time)
- Adequate lighting;
- Coffee and water dispenser;
- Daily stand maintenance and cleaning for the duration of the event
- Repair or replace defective materials not conforming to the specifications or approved booth design, without cost to DOT Tokyo

B2. Dismantling of the aforementioned booth and egress on the date designated by the event organizers.

C. FACILITATION / SUPERVISION / PLAN OF GAMES / ACTIVITIES IN THE PHILIPPINE BOOTH

The proposal shall include special activities to entice more participants to visit the Philippine Booth. There should be a facilitator and/or an MC who will manage the activities in the booth to include distribution of gifts and goods to the guests

Provision of costumes, stuff toys and cut –outs for the photo wall.

(Note: Giveaways and / or kits will be provided by DOT Tokyo/ TPB or its participating partners.)

D. OTHERS

- Preparation and distribution of materials at the Seminar and Event in the Philippine booth (Time and schedule to be provided by DOT Tokyo)
- Documentation of the event (Video coverage highlights including the B2B and Reception, digital photos, 2 and 5 minutes video edit, provision of one group copy of photo to all members)
- Speakers' honorarium
- Bilingual booth attendants (five persons per day for three days) (Note: The part timers will also take instructions from designated DOT Tokyo officers and staff)
- Arrangement and direction for the use of stage (Provision of technical person to operate presentation and arrange décor)
- Shelf / rack at the storage area for bags and valuables
- Facilitation of meetings with agents (approximately for 35 persons / day for three days)
- Provision of disinfectants (eg alcohol and wipes)

V. TIME FRAME AND SCHEDULE OF WORK:

The contract duration is for a period of 6 calendar days with the following work schedule:

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| 1. Pre-bid conference | 28 February 2020 |
| 2. Submission of financial proposal/ SEC Registration
past projects | 02 March 2020 |
| 3. Submission of designs and plans | 06 March 2020 |
| 4. Notice and award | 12 March 2020 |
| 5. Construction and set up of Philippine booth | 03 April 2020 |
| 6. Dismantling and egress | 05 April 2020 |
| 7. Design and approval of the booth | Prior to the event |

VI. TECHNICAL AND ELIGIBILITY REQUIREMENT

Design and construction firm should be a Japanese-registered company with 20 years minimum experience in the business of booth construction and 20 years extensive experience as official booth contractor of the Marine Diving Fair. Preference will be given to the official and accredited contractor of the Marine Diving Fair to implement the requirements of the Philippine Booth to facilitate approval of design and for ease in compliance with the technical and operational requirements of the Organizer.

VII. BUDGET:

Total budget allocation for the Philippine booth must not exceed **JPY 4,205,000 (Four Million Two Hundred Five Thousand Yen)** inclusive of taxes.

The proposal must be responsive to the criteria set forth in this terms of reference and that the amount of bid does not exceed the above total budget.

VIII. PENALTY CLAUSE

Inspection will be conducted by DOT Tokyo with the supplier against the Terms of Reference. Each undelivered item will carry a penalty of JPY 50,000 deducted from the contract price.

IX. PAYMENT PROCEDURE:

Billing upon successful execution and completion of the project. Contractor is required to post a five percent (5%) of the contract price as performance bond subject to refund upon completion of the contract.

CONFORME:

Authorized Signature

Designation: _____

Date: _____