

TERMS OF REFERENCE

**PROJECT TITLE: BOOTH DESIGN, SET-UP AND DISMANTLING OF THE
PHILIPPINE BOOTH AT THE ROUTES ASIA 2017
March 19-21, 2017 at Okinawa, Japan**

I. PURPOSE/OBJECTIVES:

The Philippine Department of Tourism requires the services of a company engaged in the business of designing and installing booths for travel and consumer fairs for the Philippine Stand at the Routes Asia 2017.

The installation of the aforementioned booth aims to attain the following objectives:

- A. Generate positive “name recall” of the Philippines and promote the country’s tourist destinations and airports;
- B. Create an atmosphere that highlights the country’s “It’s More Fun in the Philippines” brand;
- C. Attract and encourage aviation-tourism stakeholders to visit the Philippine booth;
- D. Provide a highly functional yet visually appealing area for provision of Philippine tourism information, product updates, audio visual presentations, tabletop business meetings, and other interactive activities.

II. BACKGROUND:

Recognizing the important role of Route Development in increasing tourism demand through the generation of new air services, the Philippine Department of Tourism (DOT) will be participating in Routes Asia 2017. Routes Asia forms the essential event for all aviation based companies who wish to conduct business to, from and within the region. Bringing together a range of airlines, airports and tourism authorities, including some of the largest carriers from the whole Asian region, this event offers your organization the opportunity to meet with some of the most influential aviation professionals from across the world.

Last year, the Philippines hosted Routes Asia 2016 at the SMX Convention Center. This put the country on the podium of aviation industry. This year’s participation in Routes Asia 2017 will further push the Philippines as a multi gateway destination in Asia.

The Exhibition is participated in mostly by airports, airlines, tourism offices and aviation suppliers which aim to network with relevant partners in helping to develop and promote air access. The Philippines has participated in past Routes Asia editions as an exhibitor:

| Date | Venue | Size of DOT booth | Theme |
|-------------|---------------------|--------------------------|--------------|
| April 2012 | Chengdu, China | 18 square meters | “More Fun” |
| March 2013 | Mumbai, India | 27 square meters | “More Fun” |
| March 2014 | Kuching, Malaysia | 25 square meters | “More Fun” |
| March 2015 | Kunming, China | 25 square meters | “More Fun” |
| March 2016 | Manila, Philippines | 100 square meters | “More Fun” |

For Routes Asia 2017, the DOT have secured a 25-square meter stand.

III. SCOPE OF WORK/DELIVERABLES

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

- A. Booth design that strictly follows the rules and regulations set by the event organizers including dimensional drawings showing the front, side and back perspectives, elevations, floor layouts of the stand and details of materials being used to construct the stand.

Booth Details

1. Size 25 sq. meters/island stand or 4 sides open
2. Layout – materials for rental only
 - Four (4) individual meeting tables with at least 4 chairs each.
 - An elevated (with ramp) VIP area for high-level meetings with audio-visual and technical facilities
 - One (1) Philippine Information Counter with logos of the different stakeholders joining the event
 - Storage area – with water and coffee supply
 - Ramp on one side of the booth for PWD
3. General stand design theme: IT’S MORE FUN IN THE PHILIPPINES
4. Specific stand requirements
 - Stand installation inclusive of appropriate lighting, storage, lockers for personal belongings and VIP/presentation area.

- Appropriate backdrop visuals/overhead ceiling banners/interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting
 - Elevated carpeted flooring
 - Philippine Information Counter should have the following: LED TV screen, chairs, power outlet, lockable cabinets, laptop security cables, brochure racks, and stand layout appropriate visuals and accessories.
 - Individual meeting tables should have the following: 1 counter with lockable storage cabinet, individual electric outlets and adaptors
 - Storage areas should have the following: lockers, coat racks, ample shelves for brochures, working table and mirror.
 - Coffee maker for Philippine coffee, cups, and saucers.
 - Water dispenser with glasses or cups.
 - Furniture should fit the “It’s More Fun in the Philippines” setting
 - All exhibition venue connections and fees (ample supply of electricity, running water, suspensions and permits)
 - Sufficient power outlets and lighting.
 - Other accessories needed to achieve the desired theme.
 - Daily stand cleaning – before the opening, during the closing of the Philippine stand.
 - Stand and construction and dismantling supervision and stand maintenance for the duration of the fair.
- B. Coordination with other service providers that is needed in the construction of the booth (Ancillary services etc.)
- C. Storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.
- D. All materials used for the booth set up are considered as waste materials after the event.

IV. TIME FRAME AND SCHEDULE OF WORK

The contract duration is a period of six (6) days with the following schedule of work:

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|----------------|--|
| 1. March 17-19 | Build-up Philippine booth at Routes Asia 2017 (or according to official event schedule) |
| 2. March 19-21 | Routes Asia 2017 (Stand maintenance) |
| 3. March 21-22 | Stand Dismantling (or according to official event schedule) |

Note: Booth design should be submitted with the proposal.

V. BUDGET

Total Budget allocation for the Philippine booth is USD19,800.00 (Nineteen Thousand Eight Hundred US Dollars only) 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 based on aesthetic and functionality of the booth design, its conformity with the rules and regulations of the organizers, adoption of the “It’s More Fun in the Philippines” brand, and financial package cost, provided that the amount of bid does not exceed the above total budget.

VI. PROJECT OFFICER

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