

TERMS OF REFERENCE

INTERNATIONALE TOURISMUS BÖRSE (ITB) ASIA 2019 Sands Expo and Convention Centre, Marina Bay Sands, Singapore 16-18 October 2019

1. BACKGROUND:

ITB Asia is an annually-held three-day B2B trade show and convention for the travel industry; it is designed to become the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin. Now in its twelfth year in Singapore, ITB Asia will be taking place at Marina Bay Sands. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

It is an event that will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend.

The Philippines has been successfully participating in ITB Asia for the past eight years due to its wide range of opportunities for Philippine tourism and our participating private sectors. TPB will participate with a 198 sqm peninsula booth with 25-30 companies joining the booth.

2. PURPOSE/OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Company who will install the structure of the Philippine Pavilion for ITB Asia 2019, in accordance to the approved booth design to be provided by the TPB, with the following eligibility:

1. The Company must be allowed to operate as a booth contractor by the organizers of the ITB Asia 2019 and if not, the Company must shoulder the management fee set by the ITB Asia 2019 Organizers;
2. The Company must have a dedicated team of engineers and technical personnel who will focus on the structure and installation of the Philippine pavilion;
3. The Company must be able to collaborate, coordinate and cooperate with the TPB design team for the installation of the Philippine pavilion;
4. The company must have the capability to invest, purchase, or rent (and coordinate its shipment to the ITB Asia 2019 site, when needed) of furniture and accent pieces needed to complete the Philippine experience through its pavilion design;

3. SCOPE OF WORK/DELIVERABLES:

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

i. Stand specifications

Size: 198 sqm.

Dimensions: TBC *Quotation must include designs for all sides open (island booth)

Stand number: D05 (please refer to the attached floor plan)

Location: Sands Expo and Convention Centre, Marina Bay Sands, Singapore

General stand design theme: It's More Fun in the Philippines

ii. Stand elements and deliverables

1. Business area for Pre-Scheduled Appointments (PSAs)/ Business-to-Business (B2B) Sessions
 - a. Maximum of thirty (30) negotiating tables for Philippine exhibitors, including the TPB
 - b. All tables must be placed along the perimeter of the Philippine pavilion stand to ensure equal visibility
 - c. Provision for installation of front and back company name/signage per table
 - d. Provision for a brochure stand/rack
 - e. 3 chairs per table (2 for the company representatives; 1 for the Buyer)
 - f. Small lockable storage cabinets per exhibitor table
 - g. Individual concealed electrical outlets (at least 2 sockets) with A or B socket (for Philippine electrical plugs/2 sockets each)
 - h. Tables to have the Philippine Map (printed or in vinyl sticker) on top
 - i. Thirty (30) candy dishes to be placed on top of each table
 - j. Fifteen (15) small trash bins to be placed under each table

Note: All co-exhibitor counters should be at the perimeter side of the pavilion for high-visibility and easy access of buyers & trade visitors.

2. One (1) VIP Reception lounge that can comfortably accommodate 6-8 guests in one sitting and should have the following: lounge chairs with center and side tables; round conference table with chairs; 1 huge LCD screen and USB port (as needed), appropriate accessories, console tables with lockable cabinets; furniture, fixtures and design accessories should depict a modern Philippines and conform to the general theme;

Note: Furniture and accent pieces in the VIP Reception area should preferably be authentic (Philippine-made designed and produced by an internationally-renowned Filipino artist), as recommended by the consultant/s.

3. Ample area for marketing/promotional activation (for example, space for coffee area with coffee machine operated by 2 baristas, raffle/lucky draw events using speakers and a small stage, etc.);
4. One (1) Information Counter with 3 chairs, an LED wall or alternative (with a minimum size of 75"), appropriate back-drop, power outlets with A or B socket (for Philippine electrical plugs/3 sockets each), lockable cabinets or drawers, brochure racks fit to size of materials, Directory of Exhibitors and stand layout, appropriate visuals and accessories, lockable drawers with basic office supplies also to be used to keep important files, internet connection, and laptop;
5. One (1) Philippine Coffee Bar
 - a. Atmosphere / mood: A creative, urban coffee bar
 - b. A bar counter to accommodate four (4) pax
 - c. Wall
 - i. Coffee map of the Philippines (framed)
 - ii. Menu: cappuccino, latte, americano, black (framed)
 - d. Bar ceiling with soft lighting and LED coffee signage in front
 - e. Four (4) bar stools
 - f. Work area with underbar sink, water supply and the following equipment / materials:
 - i. Coffee grinder / brewer / espresso machine
 - ii. Hot and cold water dispenser
 - iii. Frothing pitcher
 - iv. Measuring cups and spoons
 - v. Food containers (for coffee beans, ground coffee, sugar, milk and cream)
 - vi. Two (2) condiment organizers (for sachets of muscovado, brown sugar, white sugar, sugar substitutes or artificial sweeteners and creamer)
 - vii. Paper cup and straw organizer
 - viii. Napkin dispenser
 - ix. Cookie jars
 - x. Scissors
 - xi. Cleaning supplies
 - xii. Trash bins
6. An area equipped with LED Wall or alternative (with a minimum size of 75"), DVD Player, and other necessary technical riders (microphone and speakers) that could double-up for video presentations, live animation, media briefs/announcements, etc.;
7. Appropriate storage area with lockable cabinets enough to accommodate personal belongings/effects of Philippine co-exhibitors. ***Storage areas should***

have the following: (1) small lockers for bags (appropriate quantity), (2) shelves for brochures, closed shelves/cupboard for food supplies and small gift items;

8. Small pantry with bar counter and bar stools, lockable door, hot and cold water dispenser, coffee and tea amenities;
9. Stand to include walls, storage (with lockable lockers), and VIP area, suspension/hanging brand header, flooring, electrical wiring, etc.;
10. Lay-out and production of 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 highlighting the general theme for the Philippine Pavilion;
11. Philippine Airlines' (PAL) Nook
 - a. Separate smaller information counter (with small lockable storage cabinet underneath the counter) for PAL near its B2B table
 - *PAL B2B table included in the 30 negotiating tables
 - b. Provision of 2 chairs
 - c. Provision of one (1) panel for installation of PAL corporate logo and brand campaign graphics
 - d. Electric outlet (at least 2 sockets) and adaptors (if applicable)
12. Carpeted platform/floor to conceal the electrical wirings and connections;
13. Sufficient power outlets and amperes. Electric sockets per area should be recessed on the elevated floor to conceal all wires and should be with A or B socket (for Philippine electrical plugs);
14. Furniture, accessories and fixtures should depict a modern Philippines and conform to the new tourism campaign;
15. Daily stand cleaning and maintenance (**before and after the event, per day**);
16. Stand building and dismantling with supervision of the main man of the contractor and availability of maintenance and cleaning personnel for the duration of the fair;
17. Delivery/transportation services for goods and materials from and to supplier storage to the venue;
18. Dismantling, inclusive of shipment/trucking back to TPB office or DOT Thailand, disposal of the booths/parts and egress on the dates designated by the event organizers;

19. Other requirements:

- Supervision and stand maintenance during the stand installation and dismantling and for the duration of the fair
- Necessary manpower supply and support
- The contractor will be in charge of getting all necessary permits, electrical connections and health and safety requirements and shouldering of fees as may be required by the event organizer;
- Installation and uninstallation 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.
- Photo documentation of stand elements after completion of installation.

20. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed;

4. TIME FRAME AND SCHEDULE OF WORK:

Due to the limited lead time, the Company must be able to come up with the most feasible timeline for the installation and rendering of the Philippine pavilion and at the same time work closely with the TPB relative to the design and necessary graphical requirements.

5. BUDGET

Total Approved Budget for the Contract (ABC) is USD 56,500.00, inclusive of applicable taxes for the installation, where a portion of this amount is to be allocated for sourcing/purchase/rental, shipment and storage of Philippine designer furniture, accessories and fixtures according to the design and recommendation of the TPB design team. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

6. PAYMENT PROCEDURE

100% Upon completion and acceptance of the TPB of the Philippine Pavilion

7. ELIGIBILITY QUALIFICATIONS

Should possess a minimum of three (3) years of experience in the business of designing and set up of special booths for large-scale international events, particularly in tourism travel and consumer trade fairs/exhibitions.

8. CRITERIA FOR EVALUATION

A. Short Listing

CRITERIA	% Weight
Applicable experience of the company Large-scale local/international events organized in the past	30
Qualification of principal and key staff 1. Number of years in the industry 2. Expertise in the field and manpower support to implement the project 3. Relevant experience, education and training acquired	50
Current workload relative to capacity	20
TOTAL	100%

Passing Rate: 85%

B. Technical Documents

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

CRITERIA	% WEIGHT
QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT	20
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 qualifications and competence including education and training of the key staff	
FIRM EXPERIENCE AND CAPABILITY OF CONSULTANTS	30
Experience and expertise in the design and set up of booth for large-scale and international events, including years of experience and number of projects handled. Expertise in the design, concept and theme based on the submitted previous work.	
PLAN OF APPROACH AND METHODOLOGY	50
Adherence of those designs and concept to some specified proposed booth design elements and layout of the Philippine pavilion for ITB Asia 2019	30
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	20
TOTAL	100%

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