

ANNEX A: TECHNICAL SPECIFICATIONS

SERVICES OF AN EVENT MANAGEMENT COMPANY FOR THE CHINA OUTBOUND TOURISM AND TRAVEL MARKET (COTTM) 2023

** as of 11 September 2023*

I. BACKGROUND:

China Outbound Tourism and Travel Market (COTTM) 2023 which has been running for eighteen (18) years now is regarded as the industry's most important platform and remains the only business to business event that focuses purely on the outbound market. The 2019 show was participated by 450 exhibitors from seventy (70) countries. The show attracts 5,000 Chinese trade buyers from the leading outbound tour operators and travel agents.

The Philippines has been participating in COTTM since the show's inception. It is an institutional event where Philippine private sector partners meet with, establish contacts and close deals with Chinese travel companies.

Alongside the exhibition, COTTM also features seminars, live case studies, workshops and panel discussions of global reputation.

This year, COTTM will be held on 15-17 November 2023 at the National Agricultural Exhibition Center, Chaoyang District, Beijing, China.

The Philippines will have a 66 square meter booth that can accommodate a maximum of 10 Philippine seller companies as co-exhibitors. The co-exhibitors will be composed of but not limited to hotels/resorts, travel agencies/tour operators, airlines, local government offices, DOT regional offices and tourism industry associations. Each co-exhibitor will be provided with a counter or meeting table.

A networking cocktail event will be organized in the Philippine pavilion. The organizers will provide a 20-minute Philippine destinations presentation slot in the exhibition main stage to be conducted by TPB or PDOT Beijing.

II. OBJECTIVES:

- To re-introduce the Philippines to the market post-pandemic and update the Chinese travel agents about Philippine tourism products after the pandemic;
- To provide a venue for Philippine tourism stakeholders and Chinese players to re-establish business contacts and linkages;
- To gain insights and stay abreast of developments in the Chinese travel market post-pandemic.

III. SCOPE OF SERVICES:

The Tourism Promotions Board (TPB) is inviting qualified Event Management Companies/Event Organizers/Booth Contractors or other Suppliers providing similar services preferably with counterparts in China, to assist in the preparation, coordination, and implementation of requirements for the abovementioned event based on the following guidelines:

A. COTTM SHOW PROPER (15-17 November 2023)

a. Stand Specifications

Size: 66 square meters

Dimensions: 6 m x 11 cm

Layout: Booth set-up with four sides open

Stand Number: TBC

Location: National Agricultural Exhibition Center, Chaoyang District, Beijing, China

General stand design theme: Upscale Modern Filipino-inspired design preferably using Filipino textiles and sustainable materials such as wood, bamboo, capiz, rattan, etc. Design to be provided by TPB for the execution of the winning bidder to include the following:

- Reception/information counter which will have a storage space and area for display of materials.
- Common area for presentation and private meetings.
- A mini stage area that can hold around 10 audience or guests.
- Bar counter for Philippine product samplings such as mango juice/tea/brewed coffee.

b. Stand Elements and Deliverables

1. Provision of twelve (12) individual company workstations or negotiating tables with three (3) chairs for each of the Philippine exhibitor and consumer within the perimeter of the Philippine Pavilion stand to include installation and dismantling of:
 - a. One meeting (1) table which can fit three (3) persons
 - b. Three (3) chairs
 - c. An appropriately sized lockable storage cabinet per exhibitor
 - d. Individually concealed electrical outlets with A or B sockets (for Philippine electrical plugs/2 sockets each) for each work station / b2b table
 - e. Company, identity/visible signage/exhibitors' logo per co-exhibitor's table
 - f. Strategically placed alcohol dispensers and trash bins aligned with the booth design;

2. Provision of brochure stand/rack and decorative plants and flowers strategically placed within the Philippine booth;
3. One (1) VIP / Meeting lounge that can comfortably accommodate 5-6 guests in one sitting and should have sofa chairs with center table/s;
4. One (1) information counter with 2-3 chairs, appropriate back-drop with at least 72" smart TV for display of promotional video materials outside the storage area, power outlets with A or B sockets (for Philippine electrical plugs / 3 sockets each), lockable cabinets or storage, brochure racks fit to size of materials, Directory of Exhibitors/Map of the Philippine Pavilion and stand layout, appropriate visuals and accessories, lockable drawers with basic office supplies (stapler, scissors, notepad, pen, etc) also to be used to keep important files;
5. Basic sound system, PA system and microphones in the Philippine Pavilion;
6. Mini stage (approximately 3m x 0.8m) and LED screen (3m x 2m);
7. Appropriate storage area/room inside the Philippine Pavilion with lockable cabinets enough to accommodate personal belongings/effects of co-exhibitors. Storage areas should have the following: two (2) lockable cabinets for bags and other valuables (appropriate quantity, three (3) shelves for brochures, mirrors, hot and cold-water dispenser, closed shelves/cupboards for food supplies and small gift items;
8. Production of appropriate materials for backdrop visuals/overhead ceiling banners with trusses/interior, sufficient lighting plan and fixtures, and other decorative elements and accessories highlighting the general theme for the Philippine Pavilion;
9. Carpeted floor to conceal the electrical wirings and connections;
10. 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 sockets (for Philippine electrical plugs);
11. Daily stand cleaning, sanitation, and maintenance (before and after the event, per day);
12. Stand building and dismantling in coordination with the event organizers and availability of maintenance and cleaning personnel for the duration of the fair;
13. Delivery/Transportation services for goods and materials to and from supplier's storage to the venue;

14. Dismantling and disposal of the booths/parts and egress on the dates designated by the event organizers;
15. Settlement of payment for electrical consumption and utilities, if any.
16. Other requirements:
 - Supervision and stand maintenance during the stand installation and dismantling and for the duration of the fair;
 - Necessary personnel supply and support;
 - The contractor will be in charge of getting all necessary permits, electrical connections, and health, and safety requirements and shouldering 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
 - Photograph for documentation of stand elements after completion of installation.
17. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed

c. Food and Beverages Requirements

Provision of the following f&b requirements:

1. Briefing with Private Sector
 - Exclusive dinner in a Chinese Restaurant at Php 1,500.00 per pax for 30-35 pax;
 - With brewed coffee and tea station;
 - With basic audio-visual system (LCD projector with screen, sound system with at least two (2) microphones).
2. Booth refreshments in the Philippine pavilion
 - Packed lunch for the Philippine Delegation around 30-35 pax for three (3) days on 15-17 November 2023 at Php 500.00 per meal. Menu for approval of TPB (preferably with rice);
 - Free-flowing refreshments (brewed coffee, tea, juice, water and snacks) throughout the event;
 - Manage permits and registrations required by the organizers, if any.
3. Networking Cocktails
 - Snacks and beverages for 60 pax on 15 November 2023 at around 2:00PM (preferably with pastries, canapes, assorted sandwiches, fruits and/or nuts and cocktail drinks)
 - Manage permits and registrations required by the organizers, if any.

d. Transportation Requirements

1. One (1) van for DOT/TPB Officials/Officers for six (6) days on 13-18 November 2023 (maximum of 12 hours a day);
2. One (1) coaster for Philippine Sellers from Beijing Capital International Airport to hotel and/or official venue on 13 or 14 November 2023;
3. One (1) coaster for Philippine Sellers from hotel and/or official venue to Beijing Capital International Airport on 18 November 2023.
4. One (1) coaster for Philippine Sellers from COTTM official venue to Product Presentation official venue and from Product Presentation venue to COTTM official venue / hotel on 17 November 2023

e. Interpreters Requirements

1. Ten (10) interpreters for three (3) days to assist the co-exhibitors during meetings (during COTTM Show Proper and Philippine Tourism Product Presentation and B2B Networking)

B. PHILIPPINE TOURISM PRODUCT PRESENTATION AND B2B NETWORKING (17 November 2023)

a. Venue Rental with F&B

Sourcing and booking of appropriate venue for the Philippine Tourism Product Presentation and B2B Networking on 17 November 2023 (preferably in Hilton Hotel Beijing or other similar 5-star hotel within five (5) km radius from the official venue of COTTM) that can accommodate the following requirements:

Registration

1. Two (2) IBM Tables with 3 chairs each for registration
2. Brewed coffee, tea and pastries during registration
3. Electric outlets

Product Presentation and B2B

4. Twelve (12) round tables with ten (10) chairs each
5. Stage set-up, design, decorations (as needed)
6. LED screen (3.5m x 7m)
7. Basic audio-visual system (speakers, wireless microphones, etc.) and lighting system
8. Laptops (mac and windows) with appropriate connectors
9. Appropriate cables and video adapters (VGA, HDMI, etc.)
10. Presentation clicker/laser pointer/easel
11. Technical booth
12. Internet connection
13. Electric outlets
14. Free-flowing brewed coffee/tea/water

Networking Dinner

1. Filipino-inspired dinner buffet amounting to Php 3,000/pax for 100 pax (menu for approval of TPB)
2. Basic audio-visual system (speakers, wireless microphones, etc.) and lighting system

Secretariat Room

1. IBM Tables and chairs for 20 pax
2. Free-flowing brewed coffee/tea/water with pastries for 20 pax
3. Electric outlets

b. Cultural Entertainment

- World-class solo performer/singing group/band or a repertoire of Philippine folk dancers to showcase Filipino talent, subject to TPB's approval
- Length of show: 15-30 minutes (Product Presentation) and 1-2 hours (Networking Dinner)
- The music genre should be fit for an international audience and would include Filipino culture and tradition
- Proposed program and list of performers for approval of TPB/PDOT Beijing Offices
- Preferably based in Beijing (EMC to provide accommodation with breakfast, transportation and other travel requirements, if needed)

c. Hosting

- One (1) professional emcee proficient both in English and Mandarin

d. Documentation

- One (1) professional photographer to cover and document the Product Presentation and B2B Networking (to drop by the COTTM Show Proper also to take photos before the Product Presentation). TPB will have full ownership of all the photos. EMC to submit the raw and edited photos to TPB.

e. Attendance Promotion Campaign

- Online invitation and registration system. Target number of Chinese buyers is 80-100 pax.

C. OTHER REQUIREMENTS (FOR COTTM SHOW PROPER AND PRODUCT PRESENTATION / B2B NETWORKING)

a. Program Requirements

Implementation and management of the overall program scenario for the indicative schedule of activities:

| DATE / TIME | ACTIVITY | REMARKS |
|-------------|----------------------------------|---------|
| | 13 November 2023 (Monday) | |

| | | |
|-------------------------------------|---|---|
| 08:30H-17:00H | Ingress/Set-Up for the COTTM Show | National Agricultural Exhibition Center |
| 14 November 2023 (Tuesday) | | |
| 08:30H-17:00H | Ingress/Set-Up for the COTTM Show | |
| 17:00H-19:00H | Welcome Dinner and Briefing with Philippine Sellers | Chinese Restaurant (Private) |
| 15 November 2023 (Wednesday) | | |
| 10:00H-17:00H | COTTM Show Proper | With some games in the booth |
| 14:00H-16:00H | Networking Cocktails | 60 pax |
| 16 November 2023 (Thursday) | | |
| 10:00H-17:00H | COTTM Show Proper | With some games in the booth |
| 17 November 2023 (Friday) | | |
| 10:00H-17:00H | COTTM Show Proper | With some games in the booth |
| 09:00H-12:00NN | Ingress for the Product Presentation and B2B Networking | Hilton Hotel Beijing |
| 14:00H-15:15H | Product Presentation | Hilton Hotel Beijing |
| 15:15H-18:00H | Business-to-Business Sessions | Hilton Hotel Beijing |
| 18:00H-20:00H | Networking Dinner | Hilton Hotel Beijing |

- Coordination with the assigned TPB Officials/Officers and PDOT Beijing for the finalization of the program
- Creation of program flow, detailed scenario and script for the Product Presentation and B2B Networking based on the approved program
- Provision of one (1) emcee for the Product Presentation and B2B Networking on 17 November 2023
- Provision of an Event Management Team, with a minimum experience of three (3) years, who shall coordinate, oversee the technical requirements, staging, performances and other elements and requirements of the overall event. The EMC shall source the appropriate events management experts, technical practitioners, etc. required to implement the overall program scenario which should include the following:
 - One (1) Project Manager
 - One (1) Stage Manager
 - One (1) Technical Director
 - One (1) Script Writer
 - Two (2) Booth Stand Assistants
 - At least two (2) Administrative/Project Officers with at least one (1) year of relevant experience.

**CVs of the above-mentioned key personnel should be included in the technical bid submission*

b. Printing Requirements

1. Re-printing of Philippine brochures (with QR codes in the booth)

| PARTICULAR | SPECIFICATIONS | QUANTITY |
|------------------------|-----------------------|-----------------|
| Tourist Map | 800 x 575 MM | 500 pcs |
| Anchor Destinations | 700 x 420MM | 500 pcs |
| Dream Vacation Islands | 520 x 185MM | 500 pcs |

2. Printing and production of the following requirements:



- One (1) Photowall (2.5m H x 3.5m W)
- One Registration Board (2.5m H x 3.5m W)
- Two (2) Pull-up Banners (6' H x 2.5' W)
- One (1) Backdrop (2.5m H x 3.5m W)

c. Giveaways

1. Provision of giveaways for consumers, VIPs and media for distribution at the Philippine pavilion and b2b networking venue:

| Item | Specifications | Quantity | Category |
|---|-----------------------|-----------------|--------------------|
| Philippine Brand Dried Mango Banana Passion Fruit Balls | 100g | 300 pcs | Consumer giveaways |
| Philippine Brand Dried Mango Balls | 100g | 600 pcs | Consumer giveaways |

| | | | |
|------------------------------------|---|----------------|---------------------------|
| <p>Catcha Bags</p> | <ul style="list-style-type: none"> • Size: 14" (w) x 13.5 (h) x 2.75" (base) x 22cm • Material: Cacha Bag • Print: Silk Screen/Digital Print whichever is applicable to cacha material • Logo/Design to be provided by TPB  | <p>600 pcs</p> | <p>Consumer giveaways</p> |
| <p>Bamboo Pens w/ phone holder</p> | <ul style="list-style-type: none"> • Size: 1.00-1.10cm dia x 5.5'H • Material: Bamboo • Print Process: Engraving • Mechanism: Plunger/Retractable type, Tip: Metal cover plus stylus • Ink: Blank • Clip: Gold / Silver • Features: Phone stand: Push down to use and retract to use stylus  | <p>600 pcs</p> | <p>Consumer giveaways</p> |

| | | | |
|--|---|---------|------------------------------|
| Canvas Cancha Bags | <ul style="list-style-type: none"> • Size: 9"x 11" • Material: Canvass (whole bag) • Print: Deboss • Logo to be provided by TPB  | 120 pcs | VIP, Media and B2B giveaways |
| Passport Organizer & Wallet w/ Philippine Textile Cloth | <ul style="list-style-type: none"> • Size: 13.35cm x 22cm Thickness: 28.70cm x 22cm • Blank Crinkled nylon fabric • Wallet: 9.80cm x 19cm  | 120 pcs | VIP, Media and B2B giveaways |
| Philippine Brand Dried Mangoes | 100g | 120 pcs | VIP, Media and B2B giveaways |
| Total Allotted Budget for Giveaways: PHP 270,000.00 | | | |

* Sample of each item should be submitted to TPB for approval before production/purchase of all items prior to shipping to China.

* To ensure compliance to the quantity of giveaways, PDOT Beijing Office to issue Certification of Acceptance.

Shipment Address:

- EMBASSY OF THE PHILIPPINES
PHILIPPINE DEPARTMENT OF TOURISM
Room 18-01 CITIC Building Tower A, No. 19 Jianguomenwai Dajie,
Chaoyang District, Beijing, 100004, People's Republic of China

d. Administrative Requirements

- International shipment (Manila-Beijing) for the promotional materials, office supplies, giveaways, props and other items for the event
- Provision of miscellaneous/onsite expenses, such as but not limited to office supplies, drinks, printing of calling cards of DOT/TPB Officials/Officers in Chinese Mandarin, etc.
- Assistance on other related matters pertaining to the TPB/DOT Beijing Offices' implementation of COTTM and Product Presentation and Business Networking that may not have been included in this document, but deemed necessary by either party, provided that there are no cost implications.

e. Other Deliverables

- The EMC shall shoulder the management fee set by the COTTM 2023 Organizers (if applicable);
- The EMC must have a dedicated team who will focus on the structure and installation of the Philippine Pavilion;
- The EMC must be able to collaborate, coordinate and cooperate with the TPB for the installation of the pavilion.

IV. PROJECT IMPLEMENTATION SCHEDULE

The set-up/dismantling of the Philippine booth should be in accordance with the official event schedule.

| Schedule of Requirements | Activity / Milestone |
|---|---|
| Within five (5) calendar days upon receipt of the Notice to Proceed | Submit the following documents: <ul style="list-style-type: none">• Implementation Timeline |
| At the latest, two (2) weeks before the start of the event | Preparation of the booth materials, visuals, equipment, etc. |
| 13-14 November 2023 | Booth installation |
| 15-17 November 2023 | Booth maintenance |
| 17 November 2023 (after the event) | Product Presentation and Business Networking Booth dismantling |

V. QUALIFICATION OF THE BIDDER

1. Must be a duly-registered Philippine company engaged in the business as an Events Management Company/Project Management Company/Full-Service Booth Contractor with experience in booth design and installation, event organization, and implementation; preferably with counterpart in China;

2. Must be in operation for at least three (3) years; and
3. Must have implemented or participated as a booth contractor/designer or event organizer in at least three (3) trade or consumer shows with international participation or audience, preferably in China.

VI. APPROVED BUDGET FOR THE CONTRACT:

The Approved Budget for Contract (ABC) is **THREE MILLION EIGHT HUNDRED SEVENTY-ONE THOUSAND FOUR HUNDRED SIXTY-ONE PESOS AND 50/100 (PHP 3,871,461.50)**, inclusive of all applicable taxes and bank-related fees.

VII. TERMS OF PAYMENT

Payment will be made in two (2) tranches following the submission of the listed requirements:

| a | PAYMENT TERMS |
|---|------------------------------|
| Upon submission of proof of bookings/reservations and approval of the TPB of the following: <ul style="list-style-type: none"> ● Purchase/rent of booth elements ● Official venue for the Philippine Tourism Product Presentation and B2B Networking ● Transportation Requirements ● Cultural Entertainment | 1 st Tranche: 40% |
| Upon full delivery of services as indicated in the Technical Specifications and submission of final SOA/invoice with necessary supporting documents | 2 nd Tranche: 60% |

The supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

Send the bill of actual expenses to the **TOURISM PROMOTIONS BOARD** addressed to **COO MARIA MARGARITA MONTEMAYOR NOGRALES – ATTN: MS. MICKA ANJELLA D. CALZADO** after the completion of services and submission of required supporting documents to facilitate payment.

VIII. CONTRACT DURATION

Contract shall commence from the date of the receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

IX. PROJECT OFFICERS' CONTACT INFORMATION

1. MS. MICKA ANJELLA D. CALZADO

Acting Head, North Asia Division

International Promotions Department

Email address: anjella_calzado@tpb.gov.ph

2. MS. HANNAH S. YABYABIN

Project Officer, North Asia Division

International Promotions Department

Email address: hannah_yabyabin@tpb.gov.ph