

TECHNICAL SPECIFICATIONS
SERVICES OF AN EVENT MANAGEMENT COMPANY FOR THE ARABIAN TRAVEL MARKET 2024

I. BACKGROUND:

The Arabian Travel Market (ATM) is the leading global event for the Middle East travel industry for over 30 years. Over 2,800 products and destinations from around the world are promoted annually at the ATM with more than 30,000 buyers and travel trade visitors in attendance across four days of the mega-travel exhibition.

In 2024, the annual marketing event broke previous records gathering 2,100 exhibitors from more than 150 countries. Attendance exceeded 40,000 generating US\$ 3 Billion in sales attesting to the ATM organizer's resolve to be a catalyst in rising above the Covid19 pandemic.

For next year's participation, the Philippine booth will once again be at 80 sqm with target participation of 12-16 companies. To further maximize participation and champion sustainability, opportunities such as contactless engagement devices, digital loot bags and advertisements in the exhibitor portal will be taken advantage of.

II. PURPOSE/OBJECTIVES:

- Meet top international buyers in the annual show, especially from the Middle East, generate sales leads and rekindle business relationships;
- Explore trade and media partnerships to strengthen the promotion of the country as a holiday destination;
- Gather market intelligence and continue to understand the Middle East for strategic promotional plans in the future;
- Maintain Philippine presence in the Middle East region; and,
- Keep abreast with current updates in global tourism.

III. SCOPE OF SERVICES:

The Tourism Promotions Board (TPB) is inviting qualified Events Management Companies/Event Organizers or Suppliers providing similar services preferably with a counterpart office in Dubai, to provide assistance in preparation, coordination, and implementation of the requirements for the event-based arrangements on the following guidelines:

1. ARABIAN TRAVEL MARKET 2024

Date: 06 – 09 May 2024

- a. Manage meeting schedules for key officials during ATM including:
 - Arrange media interviews for both consumer and travel trade audience;
 - Arrange meetings with organizations looking to run large-scale events in the Philippines;
 - Invitation of travel trade appointments to meet with participating officials and private sector (Philippine Stakeholders);
 - Creation of press packs for distribution during ATM; and,
- b. Food and Beverage Requirements
 - Free flowing refreshments (coffee, tea, water and snacks) throughout the event;

- Lunch packs for the Philippine Delegation around 40 pax for four (4) days at approximately PHP600 per meal, preferably with rice. Menu for approval of TPB; and,
- Manage permits and registrations required by the organizers.

c. Administrative Services

- Two (2) Stand assistants to man the information counter, distribute giveaways/brochures, scan badges and assist guests to meetings on 06 – 09 May 2024 with the following qualifications:
 - Knows basic Philippine destination and tourism offerings;
 - Has experience in manning booths and events; and,
 - Can speak both Arabic and English.
- One (1) Waitperson to serve snacks/meals and beverages to meetings and help in maintaining the organization and cleanliness of the storage and pantry;
- Hire a professional photographer/videographer to cover and document the Philippine participation;
- Assistance on travel and immigration documents for the entire Philippine delegation, as needed;
- Assistance on other related matters pertaining to TPB’s support to the Philippine Participation in the ATM that may not have been included in this document, but deemed necessary by either parties; and,
- Assistance with the necessary arrangement and acquisition of documentary requirements (legal and practical) for the successful implementation of the calendar of events.

d. Transportation Requirements

- Provision of two (2) vans maximum of 6 passengers each for the TPB delegation on 03-10 May 2024;
- 2018 model or newer;
- Provide Pick-up and Drop-off of passengers;
- Transport to, from airport, and official venue; and
- Inclusive of licensed driver, fuel, driver’s meals, applicable parking, toll fees, and overtime fees.

DATE	ACTIVITY
May 2024	1 van - airport/hotel transfers
04 May 2024	1 van - TPB & EMC coordination meeting Inspection of Philippine stand
05 May 2024	Whole day: 1 van - meeting and exhibition venues - logistic runs (errands) - airport/hotel transfers
06 May 2024	1 van - am: hotel to exhibition venue pm: exhibition to dinner function to hotel (TBC) 1 van - am: hotel to exhibition venue pm: exhibition to dinner function to hotel (TBC) and other possible meeting venues
07 May 2024	1 van - am: hotel to exhibition venue pm: exhibition to dinner venue to hotel (TBC) 1 van - am: hotel to exhibition venue pm: exhibition to dinner venue to hotel (TBC) and other possible meeting venues
08 May 2024	1 van - am: hotel to exhibition venue pm: exhibition to dinner debriefing to hotel 1 van - am: hotel to exhibition venue

	pm: exhibition to dinner debriefing to hotel and other possible meeting venues
09 May 2024	1 van - am: hotel to exhibition venue pm: exhibition to hotel / dinner meetings 1 van - am: hotel to exhibition venue pm: exhibition to dinner meetings to hotel and other possible meeting venues
10 May 2024	Whole day: 1 van - am: meeting venues late pm: airport transfers 1 van – airport transfers

- e. Printing, production and delivery of marketing and promotional materials, layouts to be provided by TPB around Mid-March or earlier.
- 2000 pieces of Philippine postcards in at least 5 different prints with QR code containing Arabic translated and English Philippine brochures;
 - 120 pieces of Philippine Map Pads of ordinary paper containing 100 sheets each; and,
 - 1000 pieces each of 5 kinds of Philippine and destination brochures.
- *Delivery of Philippine collateral materials must be managed depending on the size of the Philippine stand storage area starting on 05 May 2024. Excess materials will either be couriered to Philippine Consulate Office or DOT Market Representative's Office.*

- f. Provision of giveaways for distribution at the Philippine stand or in official functions

QUANTITY	CATEGORY	SUGGESTED BUDGET
60 sets	VIP giveaways in boxes	PHP 180,000.00
1200 sets	Mass giveaways must have branded tote bags	PHP 500,000.00
100 pieces	Philippine branded lanyards Only logo to be provided. Design should be presented for approval.	PHP 5,000.00
100 pieces	Trade giveaways	PHP 50,000.00

*Bidders must recommend at least 2 options with photo per category subject to TPB's approval. Preferably submit a sample once approved.

- g. Philippine Pavilion Enhancement
- Provision of additional furniture and décor that depict culture of the Philippines and complement the overall experience in the stand, as may need be.

2. PHILIPPINE DINNER DEBRIEFING

Date: TBC (Preferably 08 May 2024)

- a. Venue Requirement
- Source and book a venue for the dinner function for about 70 pax, preferably a restaurant featuring authentic local cuisine, subject to approval of TPB.
 - Set-up the venue (including directional signage/standees and venue branding), dinner reception area, and an elevated stage for a possible entertainer or

ensemble with the technical requirements (i.e. lighting, audio-visual equipment, sound system, PA system, microphones, et. al.)

IV. PROJECT IMPLEMENTATION SCHEDULE

PROJECT NAME: Arabian Travel Market 2024
VENUE: Dubai World Trade Center, Dubai, UAE
DATE: 06 – 09 May 2024

V. ADDITIONAL TECHNICAL REQUIREMENTS

1. Must be a company registered in the Philippines, preferably with counterpart in Dubai;
2. Must be in operation for the past five (5) years; and,
3. Must have organized and implemented at least three (3) fairs/events with similar scale in the past five (5) years.

VI. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for Contract (ABC) is **TWO MILLION ONE HUNDRED EIGHTY-SIX THOUSAND THREE HUNDRED EIGHTY-FOUR PESOS ONLY (PHP2,186,384.00)** inclusive of all applicable fees and taxes.

VII. TERMS OF PAYMENT

Payment will be made in three tranches following the submission of the listed requirements:

	Particulars	Payment Scheme
First Tranche	Upon submission and approval of proposed giveaways, set of meeting schedules and list of performers.	15% of payment
Second Tranche	Upon submission of proof of reservation of hotel venue and list of dinner invitees and cocktail and dinner menus.	35% of payment
Third Tranche - Final Payment	Upon completion of services as listed in the TOR and submission of complete documents and actual cost.	50% of payment

Send the bill of the actual expenses to the **TOURISM PROMOTIONS BOARD** addressed to **COO MARIA MARGARITA MONTEMAYOR NOGRALES – ATTN: MARIVIC M. SEVILLA** after the completion of services and submission of applicable and appropriate liquidation report.

Any TPB-initiated requested sponsorship (hosted/discounted) must be deducted from the actual billing amount. Thus, the winning supplier should bill TPB based on the actual cost.

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.

VIII. CONTRACT DURATION

The contract shall commence from the date of receipt of Notice to Proceed (NTP) until the issuance of Certificate of Project Completion.

IX. PROJECT OFFICER'S CONTACT INFORMATION

RAMON JULIAN S. DE VEYRA JR.

Market Officer

EAMI Division

International Promotions Department

Email address: jojo_deveyra@tpb.gov.ph

X. EVALUATION PROCEDURE:

The winning bid shall be determined using the Lowest Calculated Responsive Bid evaluation process, provided that the bid does not exceed the Approved Budget for the Contract.