

# ANNEX A: TERMS OF REFERENCE

(Services of an Event Management Company for ITB Berlin 2024)  
(As of 09 November 2023)

**International Tourismus Borse (ITB) Berlin 2024**  
05-07 March 2024  
Berlin, Germany

## I. BACKGROUND

Staged annually in Berlin, Germany, the Internationale Tourismus Borse (ITB) Berlin is the world's largest travel and trade event, and leading business-to-business platform of all tourism industry offers ranging from hotels, tourist boards, tour operators, system providers, airlines, and car rental companies, among others, with over 10,000 exhibitors and 160,000 visitors from Europe, Asia, Africa, America, and Oceania expected to be in attendance.

The Philippines' participation at the ITB Berlin aims to strengthen the country's global tourism campaign through partnership opportunities with various tourism private sectors including tour operators, online travel agencies, new online distribution platforms, travel websites and communities, journalists, and influencers, among others.

Booth activations will also be a central feature as these have always been major crowd drawers. Proposed activations are the following:

- Cordillera-themed Photo booth with Rice Terraces or Ifugao House (with stairs that guests can sit on) as a backdrop. Weaves and costumes can be worn by booth visitors
- Afternoon Cocktails: Bartender/ baristas and Beatboxer to highlight ube liquor, mango rum, and Don Papa Rum.

## II. SCOPE OF SERVICES

The event management company shall:

### Entertainment

- a. Provide/engage four (4) animators/weavers/entertainers, and Director/coordinator and cover the expenses relative to their travel to the United Kingdom:
  - Preferably the following weavers and artists:
    - Neil Llanes – Human Beatbox Artists
    - Jake Juleous Gacang - Violinist
    - Irene Bimuyag – Weaver from Kalinga
    - Mr. Mario Leofer M. Lim of Kalumon Performing Ensemble
    - Director/Coordinator from the EMC

- Honorarium / talent fees;
- International and domestic (if necessary) air tickets including Travel insurance with COVID-19 coverage and other airline related expenses;
- Daily per diems at least USD75/day/pax (in UK)
- Transportation in Berlin and Manila;
- VISA fees; and
- Accommodation in Berlin and Manila.

**Note: In case of non-availability of preferred weavers and artists, bidders can propose same caliber of talents subject to approval of TPB. The bidders should submit the following together with the technical bid:**

- 1. Curriculum Vitae (CV) of the Director/Coordinator; and**
- 2. Proposed line-up of the artists.**

- b. Assist and oversee the overall arrangements of the animators/ weavers/ entertainers for the duration of their stay in Berlin, Germany;
- c. Secure necessary traveling documents of the animators/ weavers/ entertainers for VISA processing purposes;
- d. Monitor and coordinate all necessary arrangements and requirements of the animators/weavers/entertainers travel to Berlin, Germany;
- e. Secure additional baggage allowance for the equipment/samples of the animators/weavers/entertainers; and,

### **Stand manpower**

- a) Engagement of Berlin-based booth support personnel
  - i) Two (2) Project Coordinator (EUR170/pax x 7 days).
  - ii) Two (2) service kitchen staff (EUR150/day x 6 days).
  - iii) Two (2) Information counter (EUR150/day x 6 days)
  - iv) One (1) stand photographer (EUR3,000.00).
- b) Provide the cost of train fare (Frankfurt-Berlin-Frankfurt), EUR300 x 6 pax
- c) Provide accommodation in Berlin (Eur200/day x 6 days x 3 rooms)
- d) Coordinate with the Philippine Department of Tourism – Frankfurt Office through Administrative Officer, Ms. Jamille Concel, jamille@morefuninthephilippines.de for contacts of Filipino community for staffing requirements.

## Booth operation

- a) Allocating the amount of EUR3,000.00 for purchasing the daily stand supplies and consumables
  - a. Provision of stand daily lunch to Philippine delegates (EUR20/pax x 80 pax x 3 days)
  - b. Hiring of coffee bar with barista, Germany-based, EUR6,000.00
  - c. Brochure, promotion materials production, EUR2,500.00
  - d. Providing delegation dinner hosting, EUR3,500
  - e. Compensation of DOT Frankfurt Office TA and AO's DSA (EUR306 x 8 days x 2 pax)
  - f. Shuttle rental, total of six (6) vans for DOT/TPB delegation for 7 days including gasoline, insurance and necessary permits, EUR20,000.00
  - g. Provision of F&B requirements of Philippine networking reception on 6 March 2024, EUR14,000

## III. ELIGIBILITY REQUIREMENTS

1. The Event Management Company must be Filipino-owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws and must be in operation in the last three (3) years handling similar projects.
2. The company has experience in organizing international events. Must submit a list of international and local events handled in the last three (3) years and list of ongoing projects.
3. The Event Management Company's assigned Director/Coordinator who will be joining the group in the ITB Berlin 2024 must have a minimum of three (3) years of relevant experience in handling similar events.

## IV. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **SIX MILLION SIX HUNDRED FIFTY-EIGHT THOUSAND FIVE HUNDRED ONE PESOS (PHP6,658,501.00.00)** inclusive of all applicable fees and taxes.

## V. TERMS OF PAYMENT

Amount	Deliverables
<b>50%</b> (1 <sup>st</sup> progress payment)	Upon submission of proof of performance services agreement with all Philippine-based animators/weavers/performers and approval of sample giveaways.
<b>50%</b> (2 <sup>nd</sup> progress payment)	Upon completion and satisfactory performance of the services <b>as certified by TPB.</b>

**The following documents should be submitted by the winning bidder for the processing of payment:**

**Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:**

**MARIVIC M. SEVILLA**

Acting Head

International Promotions Department

**MICHAEL M. MALONDA**

Market Specialist III

EAMI Division, International Promotions Department