

TECHNICAL SPECIFICATIONS
SERVICE PROVIDER FOR THE REPRODUCTION OF BANNERS WITH MODULAR FRAME

I. BACKGROUND

The Tourism Promotions Board (TPB) Philippines is the marketing arm of the Department of Tourism. The agency exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country.

One of the responsibilities of the agency is to ensure the maximum exposure of the Philippines in the various tourism source markets through the production of promotional materials for distribution locally and internationally. Collateral materials make an impression, provide a competitive statement, and later on win businesses. These collateral or marketing materials are considered as strategic assets of any brand. As the Marketing Arm, TPB has to ensure these materials align with the latest tourism brand.

Aligning with the thrusts of TPB, all collateral or marketing materials should be well thought of to serve its purpose and contribute to the creation of lasting memories as the recipient experience the country's diverse culture.

II. RATIONALE

Collateral / Marketing material can be a way to keep the Philippines into the top of the minds of potential tourists. It serves as another form of "word of mouth" publicity as it most likely be shared (not just once) over social media because everyone likes the idea of getting something for free and loves to share potential freebies/premium items with their friends.

In the industry we are in, having a well-thought off promotional materials that are purposeful, unique and has a story to tell, will ensure to build relationship with the recipients. It is for this reason that TPB wishes to contract with a supplier that puts quality first and meticulously go through a tedious process to ensure consistency in quality of the materials as well as its packaging.

III. OBJECTIVES

1. To help generate recall that TPB Philippines is the marketing and promotions arm of the Philippine Department of Tourism
2. To help generate recall on the new brand "Love the Philippines"
3. To ensure the brand shown in the materials are not outdated.
4. To share a piece of the Philippines and stimulate their minds to visit the country again

IV. SCOPE OF WORK / SERVICES

Quantity: 10pcs @ Php90,000/pc

Specifications:

Dimensions	:	3m width x 2m in height
Graphic Area	:	Double-sided
Printing	:	Full color
Materials	:	Polyester Fabric
Frame	:	Aluminum Tubing/Tool-free push button
Application	:	Free standing with support feet
Packaging	:	Carry bag with dedicated pockets for the frame.

Each fabric should have a separate bag

Other details:

1. Layout to be supplied by TPB-Marcom
2. TPB Philippines to approve the final printed sample and its packaging prior to production. The actual sample may be submitted to TPB Philippines upon receipt of the Purchase Order (P.O.)
3. The Bidder's storage space should be well ventilated to ensure that the quality of the material and its packaging would be maintained. In the event that the material or its packaging delivered have dents or damage, the bidder/supplier agrees to replace it within the agreed specified time.

V. ADDITIONAL TECHNICAL REQUIREMENTS

1. The bidder must be able to submit a sample of work done with the same or similar material as mentioned in the specifications given together with the quotation. Failure to submit/present the actual sample based on the above specification will be disqualified and will not be considered.

VI. PROJECT IMPLEMENTATION SCHEDULE

Delivery Timeline: Thirty (30) calendar days upon approval of final sample

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **NINE HUNDRED THOUSAND PESOS ONLY (PHP900,000.00)** inclusive of all applicable taxes.

VIII. TERMS OF PAYMENT

1. Payment will be on a send-bill arrangement to the Tourism Promotions Board (TPB). Full payment within thirty (30) working days upon completion of the delivery and receipt of Statement of Account or Billing with completion of the requirements stipulated in the technical specifications.
2. TPB does fund transfers through the Landbank of the Philippines. If the supplier does not have a Landbank account, fund transfers may still be done but bank charge must be borne by the supplier.

IX. CONTRACT DURATION

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

X. PROJECT OFFICERS CONTACT INFO

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