

## **TERMS OF REFERENCE**

*(As of 02 March 2020)*

### **I. PROJECT TITLE: BOOTH DESIGN, CONSTRUCTION, MANAGEMENT AND DISTANTLING OF THE PHILIPPINE BOOTH AT THE MARINE DIVING FAIR 2020 IN TOKYO, JAPAN**

### **II. BACKGROUND :**

In line with its objectives to increase tourism traffic from Japan, the Tourism Promotions Board (TPB) will be participating in the Marine Diving Fair (MDF) scheduled 21-23 August 2020 at the Sunshine City Convention Center in Tokyo, Japan.

The MDF is the top diving and beach resort convention for the Japanese travel trade, diving community and holiday-seekers. Over 200 Japanese national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments and individual from over 65 countries join the fair yearly.

On the average, each year, MDF Fair has around 50,000 visitors of which 82% percent are divers who have spending power to travel for diving and stay in resorts.

### **III. PURPOSE/OBJECTIVES:**

The Tourism Promotions Board requires the following package of services from a company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine participation to the Marine Diving Fair 2020

A. Design of the Philippine booth;

B. Construction of the Philippine booth to achieve the following objectives:

1. The booth should appeal to the event's visitors, projecting the Philippine diving destinations as a premier location for scuba divers and resort guests. It should likewise project the fun aspect of diving consistent with the current campaign "It's more fun in the Philippines."
2. Provide a functional yet aesthetic booth area that will enable the conduct of tabletop business meetings between the Philippine participants and the Japanese consumers.

### **IV. SCOPE OF WORK/DELIVERABLES:**

A. DESIGN

Design of the Philippine booth constituting 6 booth spaces (approximately 36 square meters) at the Marine Diving Fair 2020 that abides by the rules and regulations set by the MDF Organizers.

- Create an atmosphere that supports the country's branding campaign, "It's More Fun in the Philippines"
- Design should take into consideration safety standards to avoid and/or prevent the transmission of Covid such as plastic barrier at the info counter

## B. CONSTRUCTION AND DISMANTLING

### B1. *Construction of the said booth that would include the following provisions:*

- Philippine brand “It’s more fun in the Philippines” logo in the Japanese language (Motto Tanoshi)
- Panels with underwater images to be provided by DOT Tokyo. Cost of enhancement or conversion of the photos to large images as determined by DOT Tokyo will be partly the contractor’s cost.
- Philippine dive map (Highlight Philippines’ top dive destinations)
- Six (6) counters for remote Philippine based co-exhibitors and two (2) info counters (both ends of the booth) with electrical outlets for laptops/tablets and tabletop display modules;
- A plastic barrier integrated into the design concept to help ensure the security of the participants
- A total of 16 (sixteen) chairs for the booth and 10 chairs for the storage area;
- Participating company name signage (Note: Must be securely fastened);
- Events area with TV (50 inch) monitor/s and DVD Player/s;
- Appropriate design and stylish display brochure rack for each participating company;
- Carpeted flooring to cover the electrical wiring and connections;
- Storage area;
- Wi-Fi for the booth (can accommodate 12 gadgets at one time)
- 12 tablets / computers with strong and working wifi connection for the remote presentation via Zoom, FB Messenger, Google Meet etc.
- Adequate lighting;
- Coffee and water dispenser;
- Daily stand maintenance and cleaning for the duration of the event
- Repair or replace of defective materials not conforming to the specifications or approved booth design, without cost to DOT Tokyo
- Lockable cabinet in the storage for the valuables

### B2. *Dismantling of the aforementioned booth and egress on the date designated by the event organizers.*

## C. FACILITATION / SUPERVISION / PLAN OF GAMES / ACTIVITIES IN THE PHILIPPINE BOOTH

The proposal shall include special digital activities (using Facebook, Instagram, Twitter and other social media platforms) to entice more participants to visit the Philippine Booth. There should be a facilitator, MC and/or project manager to manage the activities in the booth to include distribution of giveaways.

Provision of costumes, stuff toys and cut –outs for the photo wall. (Note: In case when photo wall is part of the design )

(Note: Giveaways and / or kits will be provided by DOT Tokyo/ TPB or its participating partners.)

## D. OTHERS

- Preparation and distribution of materials at the Seminar and Event in the Philippine booth (Time and schedule to be provided by DOT Tokyo)
- Documentation of the event (Video coverage highlights including the B2B and Reception, digital photos, 2 and 5 minutes video edit, provision of one group copy of photo to all members)

- Speakers' honorarium (two speakers) for the stage presentation/ seminar.
- Bilingual booth attendants/part-timers (Five persons per day for three days) (Note: The part timers will take instructions from designated DOT Tokyo officers and staff)
- Shelf / rack at the storage area for bags and valuables
- Facilitation of meetings with agents (approximately for 35 persons / day for three days)
- Provision of disinfectants (e.g. alcohol and wipes, spray)
- Provision of mask for Philippine booth participants (30 masks per day for three days)
- Provision of supplies needed for the booth (Requirements to be discussed by DOT Tokyo)
- Provision of janitorial services of the booth (cleaning of the area, provision of waste basket and disposal of waste)
- Provision of security to ensure that tablets and other valuables are safeguarded.
- Arrange the requirements for the "Stage Use" in coordination with DOT and Marine Art Center
- Production of 1,000 pieces of eco-bags /giveaway bags for brochures and print materials (Note: Design for discussion with DOT)
- Provision of one staff meal per day for booth attendants /workers

#### E. SUMMARY

In general the booth contractor will arrange the requirements for the following:

1. Booth (Design, Construction and Dismantling)
2. Total management of the Philippine booth
3. Coordination and Arrangement for the part timers
4. Coordination and Arrangement for the Stage Use (directing coordination and with the speakers)
5. Coordination and Arrangement with the speakers
6. Coordination and Arrangement for the Documentation (this includes documentation of booth activities and the reception)
7. Arrangement for the Seminars

#### V. TIME FRAME AND SCHEDULE OF WORK:

The contract duration is for a period of 6 calendar days with the following work schedule:

- |  |                |
|--|----------------|
| 1. Pre-bid conference                                | 13 July 2020   |
| 2. Submission of design, plan and financial proposal | 17 July        |
| 3. Notice and award                                  | 27 July 2020   |
| 4. Construction and set up of Philippine booth       | 20 August 2020 |
| 5. Dismantling and egress                            | 23 August 2020 |
| 6. Design and approval of the booth/ adjustment      | TBD            |

#### VI. TECHNICAL AND ELIGIBILITY REQUIREMENT

Design and construction firm should be a Japanese-registered company with 20 years minimum experience in the business of booth construction and 20 years extensive experience as official booth contractor of the Marine Diving Fair. Preference will be given to the official and accredited contractor of the Marine Diving Fair to implement the requirements of the Philippine Booth to facilitate approval of design and for ease in compliance with the technical and operational requirements of the Organizer.

**VII. BUDGET:**

Total budget allocation for the Philippine booth must not exceed **JPY 3,911,510 (Three Million Nine Hundred Eleven and Five Hundred Ten Yen)** inclusive of taxes.

The proposal must be responsive to the criteria set forth in this terms of reference and that the amount of bid does not exceed the above total budget.

**VIII. PENALTY CLAUSE**

Inspection will be conducted by DOT Tokyo with the supplier against the Terms of Reference. Each undelivered item carries a penalty of JPY 50,000 deducted from the contract price.

**IX. PAYMENT PROCEDURE:**

Billing upon successful execution and completion of the project. Contractor is required to post a five percent (5%) of the contract price as performance bond subject to refund upon completion of the contract.

**This Terms of Reference once signed and awarded to the CONTRACTOR by DOT serves as Agreement and Contract for both parties.**

**In Witness Whereof, the Parties have hereunto affixed their signatures on \_\_\_\_\_ at \_\_\_\_\_ .**

**CONTRACTOR**

By:

\_\_\_\_\_  
\_\_\_\_\_

**DEPARTMENT OF TOURISM-TOKYO**

By:

**NIEL C. BALLESTEROS**

Tourism Attaché

Signed in the Presence of :

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