

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN, CONSTRUCTION, MANAGEMENT AND DISMANTLING OF THE PHILIPPINE BOOTH AND ARRANGEMENT OF THE PHILIPPINE MABUHAY RECEPTION 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 20 Japanese national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments and individual from over 5 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. This year, due to pandemic the MDF organizer expects only 20,000 participants to attend the 3-day event.

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 and total event management of the activities for the Philippine participation in 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.
- C. Arrangement of the Philippine Mabuhay Hour Reception and management of business meetings
 1. Create a business conversion platform for the Philippine participation in Marine Diving Fair 2020 in addition to the main exhibit activities;
 2. Generate sales leads and business for Philippine sellers who are participating as co-exhibitors of the Philippines in the Marine Diving Fair 2020;
 3. Learn key and vital market information about the consumer preference of the Japanese divers to effectively market the Philippines as the number leading dive destination of the Japanese in Southeast Asia;
 4. Sustain business relationships between Philippine dive sellers and their Japanese counterparts.
 5. Network with new business players in the Japan dive industry.

6. Provide a venue to recognize the supporters of the Philippine dive industry.

IV. SCOPE OF WORK/DELIVERABLES:

BOOTH DESIGN, CONSTRUCTION AND DISMANTLING

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 Japanese text (Motto Tanoshi)
- Booth panel with graphic of Philippine underwater scenery (Cost of enhancement or conversion of the photos to large images 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 (2 x 3 s. m.) with TV (50 inch) monitor/s and DVD Player/s;
- Creative design and brochure rack for each participating company;
- Carpeted flooring to cover the electrical wiring and connections;
- Storage area;
- Wi-Fi / Pocket wifi 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 / online 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.

(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 500 pieces of paper 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

MABUHAY RECEPTION AND BUSINESS MEETINGS MANAGEMENT

A. BUSINESS MEETINGS

- Invitation and confirmation of 30 selected travel agents, dive shop companies, dive related organizations and their representatives to visit the Philippine booth and / or attend the Mabuhay Hour

(Note: Bid proponent must submit the names of invited trade people on August 19, 2020. The complete list of confirmed invitees with their contact details must be submitted to DOT Tokyo to be part of its data base after the event.)

- Total management of the online B2B and Philippine Mabuhay Hour Program such as guests/ crowd control, timing of the one-on-one B2B meetings, mechanics to maintain social distancing, implementation of health and medical protocols as maybe mandated by the Japanese government, securing of permits and others measure to ensure that the event is successful and compliant with the generally accepted standards and protocols.
- Online B2B to be conducted using Zoom, Google Meet, Facebook Messenger, among others. For meetings requiring presentation, Zoom platform maybe required.
- Three (3) interpreters (Japanese – English) for the Philippine Mabuhay Hour

(Note: The interpreters will assist in the Philippine Booth prior to the Philippine Mabuhay Hour and at the registration)

- ID card / casing (for trade guests)
- Calling card bowl
- Technician to operate the laptop and projection and other technical requirements
- Venue for B2B meetings (*Philippine Booth*)

B. MABUHAY HOUR RECEPTION

- Coordination for the use of stage for the Philippine Mabuhay Hour Reception
- Décor for the stage
- Arrangement and preparation of giveaways and kits for the Philippine Mabuhay Hour and B2B participation (*Gifts and giveaways to be provided by DOT Tokyo*)
- Arrangement of raffle prize (*Note: Please see annex A for suggested prizes*)
- Arrangement for the giveaways for the online B2B and Mabuhay Hour Reception attendees
(Note: Total of 130 target attendees. Each to receive a bottle of Philippine beer, Philippine Juice, Philippine condiments such as sinigang, kare-kare, menudo, and adobo, Philippine snacks and dried mango)
- ID Card for Trade participants (*e.g. lanyard with plastic casing, pin etc. for the dive shop, agents*)
- LCD and screen to showcase Philippine tourism videos during the Philippine Mabuhay Hour
- **Mechanics for the orderly distribution of giveaways including courier if necessary**
- One (1) technician / light and sound operator
- **One (1) Receptionist to distribute gifts**
- **One (1) MC**
- Preparation and distribution of kits and giveaways to guests
(NOTE: DOT Tokyo kits such as papers bags and the content of the kits such as giveaways and brochures)

C. TECHNICAL AND SAFETY REQUIREMENTS

- Coordinate the use of computer tablets / laptops at the Philippine booth for the remote B2B meetings with the Philippine Co-exhibitors
- Basic sound system consider (*one wireless microphone and two cable microphones, speaker for 100 sq. m. space, control, mixer, equalizer/ working sound system considering performance number*)
- Basic light system (such as stage light, spotlight etc.)
- A run through and general pre-production meeting to check the plans and programs
- Arrangement for a run through and technical test one hour prior to the B2B event / Mabuhay Hour

V. TIME FRAME AND SCHEDULE OF WORK:

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

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|--|----------------|
| 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. TOTAL BUDGET: JPY 5,311,510 (tax inclusive).

Budget breakdown are as follows:

A. BOOTH DESIGN, CONSTRUCTION AND DISMANTLING

JPY 3,911,510 (Three Million Nine Hundred Eleven Thousand and Five Hundred Ten Yen) inclusive of taxes.

B. MANAGEMENT OF PHILIPPINE MABUHAY HOUR AND BUSINESS MEETINGS

JPY 1,400,000 (One Million Four Hundred Thousand 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
TOKYO**

By:

DEPARTMENT OF TOURISM-

By:

NIEL C. BALLESTEROS

Tourism Attaché

Signed in the Presence of :

