

**TERMS OF REFERENCE
(As of September 16, 2020)**

TERMS OF REFERENCE FOR PHILIPPINE BOOTH AT TOURISM EXPO JAPAN 2020

I. BACKGROUND:

Tourism Expo Japan (TEJ) is the biggest travel fair in Japan. It is organized by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) to stimulate demand for overseas travel among the Japanese.

The TEJ is a result of the integration of the JATA travel trade fair for the outbound market and the Tabi Fair Japan, a travel exhibition for domestic travel. This integration with the trade business event not only reinvented JATA to be a more consumer-oriented exhibition but also positions the expo to be one of the world's largest tourism event in terms of scale and scope.

The JATA Tourism Expo dedicates the first day to a series of tourism fora /symposia and business meetings for participating trade exhibitors. The remaining two days are dedicated to showcasing travel offerings and brand appeals directly to Japanese consumers.

In 2019, over 100 countries and regions, 1,475 companies and organizations participated in TEJ with a total of 151,099 visitors.

II. BOOTH DESIGN CONCEPT AND DIRECTION

The Philippines will have 10 booth spaces in the Tourism Expo Japan 2020 equivalent to 40 sq. meters.

The TEJ 2020 will be guided by the theme “**Overcoming the COVID-19 Crisis: Building the foundations for future resilience and sustainable tourism growth.**” Hence, DOT Tokyo will highlight the Philippine booth as a fitting tribute to the strong partnership between the Japanese and the Philippine tourism industry. In addition, the DOT Tokyo will also feature the Philippines’ beautiful natural attractions, cultural heritage and celebrate the human connection given by Filipino health and medical workers in fighting the global pandemic. Our message is objective is clear: make the Philippines visible in the Japanese tourism market despite the tourism crisis, maintain recall of the Philippines as a top-of-mind tourism destination in preparation for the reopening of the Philippines for Japanese travelers and truly make the human centered Philippine tourism brand “It’s More Fun in the Philippines” sustainable, real, and credible.

The essential elements of tourism sustainability and resilience will be incorporated in the Philippine booth as follows:

A. Branding and Experience Zone

The Philippine booth will feature the following elements:

- **Revitalized Boracay.** Iconic photos of the fine white beaches of the “new Boracay” will be shown as an example of how the Philippine government intervened to revive Boracay and bring it closer to its original pristine state that can be enjoyed by future generations. Instagram-perfect photo wall of the “new” Boracay will be prominently shown.
- **Philippine travel bubble destinations to include Bohol and Palawan** which are destinations with the lowest rate of Covid-19 transmission.
- **Cultural elements.** Philippine cultural elements such as okir, *arangyas*, colorful paper chandeliers inspired by Pahiyas festival, jeepney and ice-cream cart are some of the cultural elements that may be integrated in the design of the booth.
- **Photo walls.** Instagram-perfect photo walls of Bohol, Boracay, Palawan and Sirgao, coupled with interactive activities like virtual-reality viewing, mermaid costumes, sky cycle, etc.

B. Presentation zone

This area will be dedicated to performances by talents and artists who have close affinity to the Philippine either by birth, nationality or past professional experience. Presentations such as celebrity talk shows and lectures by experts geared towards providing information to the visitors of TEJ and travel consumers about Philippine tourism will likewise be conducted. The presentation zone will have a stage and wide digital screen to showcase Philippine tourism videos.

C. Business Zone

Six counters will be allocated for Philippine co-exhibitors for the one-on-one business meetings.

III. SCOPE OF WORK / DELIVERABLES

A. DESIGN AND BOOTH ELEMENTS

- i. Philippine booth co-exhibitor requirements
 - Six (6) table counters maximum with storage cabinet for materials and face “barrier” / protective barriers
 - Electric outlets for laptop / ipad
 - Two chairs for each table
 - Company signage for maximum of six (6) Philippine company sellers
 - Company or Exhibitor directory and location map
 - Portable speaker / mic (built-in or attached) for each computer laptop / tablet to facilitate meeting
 - Small brochure rack for each co-exhibitor
- ii. Functional Space
 1. Main Reception Areas (2)
 - One (1) Reception Counters / Desks
 - Brochure display stand /holder
 - Six (6) High-chairs / bar chairs for the reception counters
 - Electrical outlet
 - Prominent signage
 2. Area for shows / seminar
 - Wide LED screen to play Philippine tourism videos and presentation (85 inch minimum screen display)
 - Presentation area (elevated stage) that can accommodate 10 persons
 - Electrical outlets for equipment
 - Furniture (portable) which can be used for talk show presentation
 - Flat screen monitor with laptop / computer device
 - CD/ DVD player(s) / Computer with DVD and CD players with high memory to play videos and presentations
- iii. Hi-resolution photo walls showcasing iconic Philippine destinations (resizing of photo for the booth)
- iv. Jeepney photo cut-out where guests can have their photos taken
- v. Storage areas for materials and brochures
- vi. Strong wifi connectivity up to ten (10) gadgets
- vii. Carpeted area which will hide electrical wirings
- viii. AV Visual players integrated into the total design concept of the booth
- ix. Safety requirements
 - Provision of disinfectants (e.g. alcohol and wipes, spray)
 - Provision of mask for Philippine booth participants (for the duration of the event)
 - Provision of janitorial services of the booth (cleaning of the area, provision of waste basket and disposal of waste)
- x. Six tablets / laptop for the online B2B
- xi. Management of the booth
- xii. Bilingual booth attendants/part-timers (Three persons per day for four days)
- xiii. Security for tablets and other valuables

B. TECHNICAL REQUIREMENTS

- Sound system (appropriate for talk show, performances / cultural shows) /Basic lights and sounds at the Philippine booth
(Please see attached basic technical riders)
- 4 microphones (2 wireless and 2 cables)
- CD / DVD player to play minus-one music

C. DESIGN, DISMANTLING AND DISPOSAL OF BOOTH

- Proposal must include one design proposal based on the elements and design directions mentioned in the Terms of Reference and allow at least (one) revisions on the design lay out to the satisfaction of the Department of Tourism / Tourism Promotions Board
- Dismantling of the booth on the date designated by the event organizer and proper disposal of the materials used in the booth

D. EVENT PERMITS

Securing necessary permits, electrical connections and health and safety requirements as may be required by the event organizer

E. MANPOWER

- A dedicated technician to operate the AV requirements of the booth
- Seven booth animators dressed-up in Philippine costume
- Production team, events manager and booth stand assistants

F. OTHERS

- Coffee and water dispenser at the Philippine booth

IV. TECHNICAL ELIGIBILITY

- Must have experience rendering services at an international exhibition
- Must have a dedicated team who will focus on design and construction of the Philippine booth and oversee the running of activities at the Philippine booth
- Must have the capability to invest, coordinate shipment to the JATA site, and put up AV equipment and furniture and accent pieces for the Philippine booth.

V. TIME FRAME AND SCHEDULE OF WORK:

PARTICULARS	DATE
1. Pre-bid conference (clarification of the Terms of Reference)	Sept 24, 2020
2. Booth design concept and lay-out	Sept. 28, 2020
3. Notice of Award/ Notice to Proceed	Oct. 2, 2020
4. Construction/set-up of Philippine booth	(based on TEJ Timeline- TBA)
5. Egress of Philippine booth	based on TEJ Timeline- TBA
6. Booth Management	During Event Period

VI. BUDGET:

The budget allocation is JPY 4,470,000 (tax inclusive)

VIII. SELECTION CRITERIA

The most responsive proposal and price effective bid will be selected.

IX. PAYMENT PROCEDURE

Full payment upon delivery and successful completion of the project to the satisfaction of DOT Tokyo