

TERMS OF REFERENCE FOR PHILIPPINE BOOTH AT TEJ TOKYO/ TRAVEL FESTA 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.

After the TEJ which was held in Okinawa last October, TEJ Tokyo Business Meeting/Travel Festa will be organized from January 7 to 9 at the Tokyo Big Sight. This event aims to revitalize the tourism industry and drive recovery in the tourism market industry.

II. BOOTH DESIGN CONCEPT AND DIRECTION

The Philippines will have one booth space each at the TEJ Tokyo Business Meeting venue and at the Travel Festa venue. One booth space is equivalent to four square meters.

The Philippine booth will 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 objective is to 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 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:

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.

☐ **Philippine travel bubble destinations to include Bohol and Palawan** which are destinations with the lowest rate of Covid-19 transmission.

☐ **Cultural elements** may be incorporated in the design of the booth

III. SCOPE OF WORK / DELIVERABLES

A. DESIGN AND BOOTH ELEMENTS

1. TEJ Tokyo Business Meeting
 - One table counter
 - Electric outlets for laptop / iPad
 - one table
 - Two chairs
 - Company signage
 - Philippine map (tabletop)
 - brochure rack
 - basic lighting
 - hanging tapestries for system panels (highlighting Philippine destination)

2. Travel Festa
 - One table counter
 - Electric outlets for laptop / iPad
 - One table
 - Two chairs
 - Company signage
 - Philippine map (tabletop)
 - brochure rack
 - digital signage
 - basic lighting
 - booth activity
 - hanging tapestries for system panels (highlighting Philippine destination)

3. 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 a

wastebasket, and disposal of waste)

4. Management of the booth
5. Booth assistants

C. DESIGN, DISMANTLING AND DISPOSAL OF BOOTH

- The 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 layout 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

- event managers
- booth stand assistants

F. OTHERS

- Packed lunch and water bottles 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 event site, and put up equipment and furniture and accent pieces for the Philippine booth.

V. TIME FRAME AND SCHEDULE OF WORK:

Submission of the design concept and layout	December 18, 2020
Notice of Award/ Notice to Proceed	December 18, 2020
Construction/ Set-up of the booth	based on TEJ timeline

Egress of Philippine booth

based on TEJ timeline

Booth management

during event period

VI. BUDGET

The budget allocation is JPY 880,000 (tax inclusive)

VII. SELECTION CRITERIA

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

VIII. PAYMENT PROCEDURE

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