

## **TERMS OF REFERENCE**

*(As of 04 March 2021)*

### **I. PROJECT TITLE:**

**BOOTH DESIGN, CONSTRUCTION, MANAGEMENT AND DISTANTLING OF THE PHILIPPINE BOOTH AT THE MARINE DIVING FAIR 2021 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 02-04 April 2021 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 seven countries join the fair yearly.

Before the Covid-19 Pandemic, the average visitor of MDF Fair is estimated be to more than 50,000 visitors for the three-day event of which 82% percent are divers who have spending power to travel for diving and stay in beach resorts. However, in 2020, the organizer only reported that more than 7,000 visitors attended the 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 for the Philippine participation to the Marine Diving Fair 2021.

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-19 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)
- Certification or permits from the Japanese government to authorize commencement of the construction of the booth.

- 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)
- Seven (7) counters for Philippine based co-exhibitors and one (1) info counter 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 ten (10) chairs for the booth and ten (10) chairs for the storage area;
- Participating company name signage (Note: Must be securely fastened);
- Events area with large screen TV screen / monitor 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.
- Separate speaker/s for the laptop to amplify the sound during the B2B meetings at the booth;
- Microphones for online B2B meetings
- 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

*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.

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

#### **D. SEMINAR / "STAGE" PROGRAM**

- Arrangement for the requirements of the "Stage Use" in coordination with DOT and Marine Art Center
- Distribution of giveaways after the seminar / Preparation and distribution of materials at the Seminar and Event in the Philippine booth (Time and schedule to be provided by DOT Tokyo)
- Arrangement for Speaker/s and MC for the stage presentation/ seminar.
- Provision of computer / laptop / DVD-CD player to run AVP and other online/digital related activities on stage
- Provision of technical requirements such as the following:
  - Microphone
  - LCD projector and Screen
  - Speakers
- Provision of back-up laptops if needed
- Technical rehearsal for the seminar

#### **E. OTHERS**

- 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)
- 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
- 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.
- 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

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

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

1. Posting of Bid	05 March 2021
2. Pre-bid conference	09 March 2021
3. Submission of design, plan and financial proposal	12 March 2021
4. Notice and award	24 March 2021
5. Construction and set up of Philippine booth	01 April 2021
6. Dismantling and egress	04 April 2021

**VI. TECHNICAL AND ELIGIBILITY REQUIREMENT**

Design and construction firm should be a Japanese-registered company with at least 20 years minimum experience in the business of booth construction and 20 years extensive experience as official booth contractor of the Marine Diving Fair.

**VII. BUDGET:**

Total budget allocation for the Philippine booth and event management is JPY4,815,000 (Four Million Eight Hundred Fifteen Thousand Yen).

**IX. PAYMENT PROCEDURE:**

Billing upon successful execution and completion of the project.

**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**

**DEPARTMENT OF TOURISM-TOKYO**

By:

By:

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

**NIEL P. BALLESTEROS**

Tourism Attaché

Signed in the Presence of :

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

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