

TERMS OF REFERENCE

Project Title	:	Salon dela Plongee 2018
Job Specification	:	Design, Set-up, Maintenance and Dismantling of Philippine Pavilion
Date	:	January 12-15, 2018 (event proper)
Venue	:	Porte De Versailles Paris, France
Location	:	TBA
Booth size	:	148sqm (Island stand – 4 sides open)

BACKGROUND:

In line with its objective of capturing a larger share of the French dive market, the Philippine Department of Tourism (DOT) will be participating in the Salon International de la Plongee Sous Marine 2018 in Paris, France.

The Paris International Dive Show (Salon International de la Plongee Sous-Marine) is THE show for the diving sector. It is the only event in France that brings together dive exhibitors of various categories: associations, boats, diving centers, dive insurance, manufacturers and distributors, media, publishers, tourism offices, training, dive operators and travel agents.

There are more than 350,000 scuba divers in France, 10% (40,000) of which travel abroad for diving through a tour operator. Taking part in this event will give the Department the advantage of a publicity campaign spread over several months-at no extra cost.

PURPOSE / OBJECTIVES

The Philippine Department of Tourism is in need of the services of a company based or has an affiliate in France engaged in the business of designing and setting up of booths for travel and consumer fairs for the Philippine Stand at Salon International de la Plongee Sous-Marine 2018.

The construction of the aforementioned booth aims to attain the following objectives:

- Generate a positive name recall of DIVE Philippines brand and boost the visit of dive enthusiasts to Philippine dive destinations
- Create an atmosphere that reflects the Philippines as the global center of marine diversity;
- Create a highly functional, interactive and visually appealing area for the provision of the Philippine tourism information, product updates, audio-visual presentations, table-top business meetings, and other promotional activation.
- Highlight the features of Philippine dive destinations, with focus on Tubbataha Reef, Batangas, Cebu, Coron and Southern Leyte.

Capability Requirements

- Must have an experience rendering services at international exhibitions
- Must have the capability to operate in France
- Must have a dedicated team who will focus on the design and set-up of the Philippine booth
- Must have the capability to invest, coordinate shipment to Salon de la Plongee site, assemble and install AV equipment, and furniture accent pieces for the Philippine booth

Scope of Work / Deliverables

The Philippine Department of Tourism requires a package of services for the following:

1. General stand design theme: **DIVE PHILIPPINES**
2. Philippine booth design – a functional booth that will accommodate Eighteen (18) exhibitors and showcase the Philippines' top dive destinations, incorporating the design pegs to be supplied by the DOT
3. Design and construct space that will accommodate the following:
 - 3.5m x 2m LED wall with USB port or built in video player that will project Philippine tourism videos and images
 - Stage for Philippine performers (live animation)
 - Eighteen (18) Philippine exhibitors
 - Information counter
 - VIP Reception area
 - Storage area
 - Kitchen with small dining area for the PHL delegation
 - Area for interactive animation/underwater (UW) 360°

Specific Stand Requirements

1. Provide individual company negotiating tables with 3 chairs for each Philippine exhibitor. Each station must have the following:
 - One table
 - Lockable storage cabinet (may be part of the design of the table)
 - Individual electric outlets (3 sockets each)
 - Company name and logo
2. VIP reception area which can comfortably accommodate six (6) guests at a time and should have the following:
 - Furniture and fixtures, featuring modern and contemporary designs
 - Appropriate backdrop visuals
 - Brochure rack
 - Fresh plants and flowers
 - Electrical outlet on both sides
 - Lockable storage cabinet
 - 51" LED TV with USB port or built-in video player
 - Coat rack
3. One information counter which can accommodate 3 persons at a time and should have the following:
 - Appropriate visuals (backlighting) and accessories
 - Electrical outlet
 - Brochure rack
 - 3 chairs
 - Exhibitor directory
4. Storage room where PHL delegation can keep their materials and should have the following:
 - Storage shelves
 - Lockers (at least 10 to 12 lockers)
 - Coat hangers (big enough to hang coats for at least 30 pax)
 - Mini-kitchen with sink and running water
 - Small dining area
 - Half-length mirror
 - Colored printer with ink and bond paper
 - Kitchen utensils and appliances (coffee-maker, refrigerator, microwave oven, hot & cold water dispenser, cups and saucer, serving trays, cutlery set, drinking glasses, trash bins, ample supply of trash bags etc.)

5. Small stage/platform
 - Size should be 2m x 3m
 - Sound system (microphone/s, loud speakers, technical rider, etc.)
 - Power outlets
 - Small prop table
 - 3.5m x 2m LED wall
6. Provision of one area that will allow booth visitors to view 360° underwater video (VR)
7. Backlighting hanging banners (size will depend on the booth)
8. Elevated carpet platform / floor to conceal the electrical wirings and connections.
9. Fast and reliable Internet connection for the whole Philippine delegation.
10. Backlighting hanging banners
11. Sufficient lighting that will create a dramatic effect, complementing the design of the booth.
12. All exhibition connections and fees (ample supply of electricity, running water, suspensions and permits)
13. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the event organizer.
14. Dismantling inclusive of storage/disposal of the aforementioned booth parts and egress on the date designated by the event organizer.

Staff complement

In order to meet the objectives and carry out the activities for this project, bidders shall submit the recommended staff complement.

1. Person who will supervise the stand set-up, maintenance and dismantling
2. Available maintenance personnel for the duration of the fair

Time Frame and Schedule of Work

- Initial booth design should be enclosed upon submission of bid
- Booth set-up and dismantling: Should follow the official event schedule as prescribed by the events organizer

Budget

- The total budget allocation is **Php4,200,000.00 or EUR70,000.00** inclusive of taxes and other fees. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

Evaluation Procedure

- The winning bidder shall be selected not solely based on the amount of bid but the Philippine Department of Tourism Bids and Awards Committee (PDOT-BAC) shall also consider the overall design of the booth based on this Terms of Reference (TOR)
- The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the above total budget.

Contact Persons:

Rita Doctor / Celstine Sy
MDG - Dive Group
Department of Tourism
phdiveteam@gmail.com

Anabelle Gaye Apostol
Operations Officer

Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de