

TERMS OF REFERENCE

PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION FOR THE PHILIPPINE BOOTH AT THE 2018 BOOT DUSSELDORF

EVENT: BOOT Düsseldorf, 20-28 January 2018

VENUE: Dusseldorf Exhibition Centre, Germany

BACKGROUND

The *Düsseldorf International Boat Show*, most commonly known as Boot Düsseldorf, is one of the world's premier boat shows held annually in Messe, Dusseldorf, Germany for the duration of one week, usually by the end of January.

It is considered a benchmark for the international boat and water sports industry attended by more than 1,830 exhibitors from 65 countries and over 250,000 visitors in 2017.

The Philippines' participation provides a venue for the local private sector partners to establish and renew their linkages with travel industry counterparts and to showcase the country as a premium and competitive dive destination for the German market.

This year, the Philippines maintained its booth to 150 sq. meters, to accommodate more private sector participants and to offer more Philippine dive packages to the German market.

The event is being attended by major scuba diving associations like PADI, SSI, IAC and German Scuba Divers (VDST)

PURPOSE/OBJECTIVES

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

1. Provide the Philippine sellers a platform to meet and strengthen partnership with European dive tour operators and media;
2. Generate direct sales of Philippine packages to consumers in the market;
3. Create an atmosphere that reflects the Philippines as the “premier” dive destination in Asia;
4. Increase tourist arrivals to the Philippines from Germany and other European source markets; and,
5. Provide a highly functional yet visually appealing area for provision of Philippine tourism information, product updates, audio visual presentations, business transactions, table top meetings, and other animation activities.

The design of the Philippine Stand aims to attain the following:

1. Generate positive “name recall” of the Philippine tourism brand and boost dive enthusiasts from Europe to populate the Philippine dive destinations.
2. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine stand.
3. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, table top business meetings, and other promotional activation.

4. Highlight the featured Philippine dive destinations with focus on Tubbataha Reef, Batangas, Cebu, Bohol and Davao

5. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting the Philippine dive experience to the European market.

Capability Requirements:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Company, preferably with a counterpart in Germany, who will conceptualize the design of the Philippine Stand and construct structure with the following eligibility:

1. Must be an accredited contractor of Messe Dusseldorf GmbH, organizer of Boot Dusseldorf 2017.
2. Must have a dedicated team who will focus on Design and Construction;
3. Must have the capability to invest, purchase and coordinate its shipment, to the Boot Dusseldorf site, the decorations, and accents needed to complete the Philippine experience in the Stand.

SCOPE OF WORK/DELIVERABLES

The Philippine Tourism Promotions Board 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 fifteen (15) 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)
- Fifteen (15) Philippine exhibitors
- Information counter
- VIP Reception area
- Storage area
- Kitchen with small dining area for the PHL delegation

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 at 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
- 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. Backlighting hanging banners (size will depend on the booth)

7. Elevated carpet platform / floor to conceal the electrical wirings and connections.

8. Fast and reliable Internet connection for the whole Philippine delegation.

9. Backlighting hanging banners

10. Sufficient lighting that will create a dramatic effect, complementing the design of the booth.

11. All exhibition connections and fees (ample supply of electricity, running water, suspensions and permits)

12. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the event organizer.

13. 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 whole duration of the fair

A. Other pertinent inclusions deemed necessary by both parties to improve general look and function of the stand.

TIME FRAME AND SCHEDULE OF WORK

Submission of initial booth design is on or before November 30, 2017 Booth set-up: Should follow the official event schedule as prescribed by the events organizer

BUDGET

Total Budget allocation for the Philippine booth is **Sixty Thousand Euros (€60,000.00.00)** 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.

The winning bid however shall be determined based on the overall design of the booth based on this Terms of Reference and the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

DEADLINE FOR SUBMISSION OF PROPOSAL

27 December 2017, Wednesday, 12:00 (CET)

Proposal to be submitted (by post or email) to:

MS. MARGARITA PATRICIA VALDES

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