

IMEX Frankfurt 2017

Job Specification: Design, set-up, maintenance and dismantling of Philippine Pavilion.

Date: 16-18 May 2017 (event proper)

(Tuesday - Thursday)

Venue: Hall 8, Messe Frankfurt

Frankfurt, Germany

Location: A200

Booth Size: 85.1875sqm

PURPOSE / OBJECTIVE

The Tourism Promotions Board (TPB) Philippines requires the services of a booth contracting company who will conceptualize the design of the Philippine booth at IMEX Frankfurt 2017.

IMEX is one of the most established and recognized brands for MICE international trade shows, focusing on destinations and corporate entities that do business with planners and organizers of incentive travel, meetings, conventions and corporate events.

Capability Requirements

- Must have the experience in rendering services at an international exhibition
- Must have previously worked with the Department of Tourism / Tourism Promotions Board in an international trade show

- Must be able to get accreditation from IMEX, the franchise owner and organizer of IMEX Frankfurt, for this year's tradeshow
- Must have a dedicated team who will focus on design and construction of the Philippine booth
- Must have the capability to invest, coordinate shipment to the IMEX Frankfurt 2017 site, put up AV equipment, furniture and design pieces for the Philippine booth.

Philippine Booth Design Objectives

- Generate a positive name recall and brand awareness for Philippine tourism, particularly on MICE (meetings, incentive travel, conventions and exhibitions) industry using "It's More Fun in the Philippines" campaign
- Create an interactive element that will project the Philippines as a desirable and fun destination in Asia
- Create an interesting and interactive booth design that will attract buyers, media and travel trade guests to visit the Philippine Pavilion

Scope of Work/Deliverables

The TPB Philippines requires a package of services for the following:

1. Philippine booth design – a functional booth that will accommodate ten (10) exhibitors (for confirmation) and showcase the Philippines' top destinations for MICE, incorporating the design ideas and directions to be given by the TPB.
2. Design and construct space that will accommodate the following:
 - Ten (10) Philippine exhibitors
 - Information counter
 - Group sales presentation which can seat 10-15 buyers at a time

Stand Elements and Deliverables

1. Provide individual company workstations or negotiating tables with 3 chairs for each Philippine exhibitor. It must have the following:
 - one table
 - small lockable storage cabinet (may be part of the design of the table, chair or divider)
 - individual electric outlets (3 sockets each)
 - company identity/signage
 - wi-fi connectivity
2. One separate area (may be enclosed) for group sales presentations which can comfortably accommodate 10-15 guests at a time and should have the following:
 - 1 huge LED screen with USP port or built-in video player
 - wireless microphone and speaker
 - clicker
 - chairs
 - other furniture and fixtures
3. One information counter which can accommodate at least three persons at a time and should have the following:
 - appropriate backdrop
 - power outlet/s at the info counter table
 - brochure rack
 - lockable drawers/cabinets
4. Storage and pantry room with tables, chairs, lockers, shelves, compartments and lockable door where exhibitors can keep their paraphernalia
5. Elevated carpeted platform / floor to conceal the electrical wirings and connections
6. Stand construction and dismantling with supervision of the main man of the contractor and availability of maintenance personnel for the duration of the fair.
7. Other requirements
 - supervision and maintenance during booth construction and dismantling
 - necessary manpower supply and support
 - the contractor will secure necessary permits, electrical connections and

health

and safety requirements as may be required by the event organizer

Time Frame and Schedule of Work

- Submission of initial booth design on or before 02 May 2017
- Booth construction and set-up: 13-15 May 2017

Budget

- €75,000 (all-in)

Documentary Requirements

1. Signed Terms of Reference (all pages should be initialed)
2. Company registration documents and appropriate licenses
3. Latest tax clearance and proof of no financial and legal liabilities
4. Company portfolio containing previous projects that are relevant to this project

Contact Person

Anabelle Gaye Apostol

Project Officer – DOT Frankfurt

Kaiserhofstr. 7

60313 Frankfurt am Main

TEL. No. +49 (69) 20893

FAX No. +49 (69) 285127

E-mail: anabelle@morefunphilippines.de