

# TERMS OF REFERENCE

## I. PROJECT TITLE:

IMEX Frankfurt 2019

## II. JOB SPECIFICATIONS

Booth design, installation, set-up, maintenance and dismantling of the Philippine Pavilion

## III. DATE

21-23 May 2019 (Event Proper)

## IV. VENUE

Messe Frankfurt, Germany

## V. BOOTH SIZE

85.19 square meters

## VI. BACKGROUND / OBJECTIVES

The Tourism Promotions Board (TPB) is spearheading the Philippines' participation in **IMEX Frankfurt 2019**, scheduled on 21-23 May 2019 at the Messe Frankfurt, Germany with seven (7) co-exhibitors from the tourism industry.

IMEX Frankfurt is a three-day exhibition bringing together the world's top MICE suppliers and key industry players to collectively sell exciting and diverse destinations. Delegates receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, and official networking functions. It provides the ultimate business solutions for the MICE industry, connecting quality buyers with quality sellers from Europe, Asia and the rest of the world. More than 3,500 exhibitors (national tourist offices, convention and visitor bureaus, hotel groups, convention centers, destination management companies, airlines, trade associations etc.) from over 157 countries are expected to participate in this trade show along with 4,000 hosted buyers from 60 countries.

### **Philippine Pavilion Design Objectives**

The set up and installation of the aforementioned booth is aimed at attaining the following objectives:

- Generate positive “brand recall” of the Philippines and establish the country as a preferred MICE destination in the global market using the “It’s More Fun in the Philippines” tagline;

- Create an atmosphere that reflects the Philippines as a creative urban destination, a serious yet fun MICE destination in Asia, and promotes the Philippines as a luxury tourist and investment destination as well;
- Create an impact that will attract and encourage meeting planners and incentive travel organizers, press/media, travel trade and consumer visitors to visit the Philippine booth;
- Provide a highly functional yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, business transactions, tabletop business meetings, and other activities.

**To be able to achieve the abovementioned objectives, interested bidders shall submit a proposed design and layout for the aforementioned stand.**

## VII. ELIGIBILITY QUALIFICATIONS

The company must be an accredited show contractor of IMEX, the Franchise owner and organizer of IMEX Frankfurt.

## VIII. BOOTH ELEMENTS / LAYOUT

- Business area for Pre-Scheduled Appointments (PSAs)/ Business-to-Business (B2B) Sessions
  - Eight (8) negotiating tables for Philippine exhibitors, including the Terms of Reference –Philippine Booth Design, Installation, Set-Up, Maintenance and Dismantling for IMEX Frankfurt 2019 Page 3 TPB
  - Provision for installation of company name/signage per table
  - 3 chairs per table (2 for the company representatives; 1 for the Buyer)
  - Small lockable storage cabinets per exhibitor table

- Individual electric outlets (at least 2 sockets) and adaptors (most exhibitors would bring equipment with plug Type A) per table (should be nearest the exhibitor / on the exhibitor side)
- Tables to have the Philippine Map (printed or in vinyl sticker) on top
- Eight (8) candy dishes to be placed on top of each table
- Eight (8) small trash bins to be placed under each table
- One (1) Group Presentation Area
  - Should be a semi-enclosed area (surrounded by 2-3 walls) with enough lighting and controlled acoustics
  - One (1) LED wall and wall backing
  - USB player and HDMI cable for AVP showing
  - Two (2) power outlets
  - One (1) small lockable side table with hanging acrylic brochure rack
  - Seating for 15-18 pax
- One (1) Information Counter
  - Philippine Map (showing MICE destinations)
  - Lockable storage space under the counter
  - At least two (2) chairs
  - Two (2) power outlets
  - Two (2) brochure racks beside the counter
  - LED monitor of at least 75" screen size, or indoor LED panels, if with wall backing
  - USB player and HDMI cable for AVP showing, as applicable
- One (1) Coffee Bar
  - Atmosphere / mood: A creative, urban coffee bar
  - A bar counter to accommodate four (4) pax
  - Wall
    - Coffee map of the Philippines (framed)
    - Menu: cappuccino, latte, Americano, black (framed)
  - Bar ceiling with soft lighting and LED coffee signage in front
  - Four (4) bar stools
  - Work area with underbar sink, water supply and the following equipment / materials:
    - Coffee grinder / brewer / espresso machine
    - Hot and cold water dispenser
    - Frothing pitcher
    - Measuring cups and spoons

- Food containers (for coffee beans, ground coffee, sugar, milk and cream)
    - Two (2) condiment organizers (for sachets of muscovado, brown sugar, white sugar, sugar substitutes or artificial sweeteners and creamer)
    - Paper cup and straw organizer
    - Napkin dispenser
    - Scissors
    - Cleaning supplies
    - Trash bins
  - Consumables and disposable supplies (for 200 pax per day) including but not limited to the following:
    - Milk
    - Powdered creamer in sachets made of paper
    - Brown sugar in sachets made of paper
    - White sugar in sachets made of paper
    - Artificial sweetener in sachets made of paper
    - 12 oz coffee cups made of paper
    - Customized coffee sleeves (artwork / logo to be provided by TPB)
    - Wooden stirrer
    - Napkin (artwork / logo to be provided by TPB)
    - Coffee filters
  - Note: TPB Philippines to provide roasted coffee beans, ground coffee and muscovado sugar.
- Hiring of one (1) experienced barista
- - Preferably knowledgeable on the Philippines
  - Can speak fluent English and German
- Hiring of one (1) roving photo booth
  - One (1) roving Photographer
  - Unlimited shots and prints for 3 days (Event proper)
  - Customized photo layout (layout to be provided by TPB)
  - High Quality and fast printer photo
  - USB copy of all photos (raw and printed)
  - All rights to the photos taken are that of TPB and distribution of such will be the prerogative of TPB
- One (1) General Storage Area with lockable door (for hand carry luggage and other promotional materials)

- Ten (1) lockers (medium-sized bags should fit)
- Shelves for promotional materials/brochures and giveaways
- Two (2) trash bins (for wet and dry trash)
- One (1) full length mirror

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#### Specific Stand Requirements

- Stand set up and installation inclusive of walls, storage
- Elevated flooring (4 inches) with carpet to cover the electrical wiring and connections
- Overhead “Philippines” signage, which must be visible from all angles
- Backdrop visuals, overhead ceiling banners and other appropriate elements to achieve the Philippine campaign themes:
  - interior décor, as appropriate
  - fresh plants, flowers and other decorative accessories
  - sufficient lighting
- Furniture and fixtures that complement the general theme and conform to the recommended layout
- WiFi / Internet access at the stand
- All exhibition venue necessities such as electricity and water connection, as well as suspensions and permits

## IX. SCOPE OF WORK / DELIVERABLES

The PDOT-Frankfurt and TPB Philippines require a package of services for the Philippine booth in IMEX Frankfurt 2019:

- Conceptualize the Philippine booth design based on the “It’s More Fun in the Philippines” campaign as the general theme, strictly following the rules and regulations set by the fair/event organizers
- Submit a proposed booth design for approval of TPB, at least one month before the event and in accordance with the event Terms of Reference –Philippine Booth Design, Installation, Set-Up, Maintenance and Dismantling for IMEX Frankfurt 2019 Page 6 preparation timeline
- Set up, install, furnish and decorate the Philippine booth based on, and consistent with, the approved concept/design and general theme

- Supply, deliver and install all the required materials, amenities and other additional supplies and necessities for the set up and installation of the Philippine booth, to include the following:
  - Printing of the backdrop visuals, overhead ceiling banners, and such other materials
  - Appropriate furniture and fixtures, and interior décor such as fresh plants, flowers and other decorative accessories
  - Electricity and water connection, sufficient power outlets
  - Wifi/internet access
  - Other accessories and pertinent inclusions deemed necessary by both parties to achieve the desired theme or improve the general look and function of the Philippine booth
- Repair or replace defective materials not conforming to the specifications, without cost to TPB
- Provide stand-by technical manpower for the duration of the fair for on-site problems, and to supervise the ingress/egress, booth set up and installation, maintenance and dismantling
- Provide daily stand cleaning service for the Philippine booth, before and after the exhibit hour
- Dismantle the booth / décor after the exhibit, egress on the dates designated by the fair organizer, and handle the storage or disposal of the booth parts
- Process the appropriate insurance coverage, and all permits required for the Philippine Booth in IMEX Frankfurt 2019
- Other pertinent inclusions deemed necessary by both parties to improve general look and function of the booth

## X. TIME FRAME AND SCHEDULE OF WORK

The contract of duration is for a period of 1.5 months with the following schedule of work:

<b>Date</b>	<b>Activity</b>
23 April	Submission of proposals
24 April	Selection / approval of booth concept/design
26 April	Submission of final booth information to IMEX Organizers

April - 18 May	<p>Development and Finalization of the Booth Design</p> <ul style="list-style-type: none"> <li>● Finalization of the booth concept / design</li> <li>● Presentation of materials to be used, if necessary</li> <li>● Preparation of all documents / requirements</li> <li>● Finalization of artworks / graphic designs</li> </ul>
19-20 May	Set-up of Philippine booth at IMEX Frankfurt 2019 (or according to official event schedule)
21-23 May	IMEX Frankfurt 2019 proper (stand maintenance)
23-24 May	Egress / stand dismantling (or according to official event schedule)

**XI. BUDGET**

Total Budget allocation for the Philippine booth is a maximum of **SIXTYSEVEN THOUSAND TWO HUNDRED US DOLLARS (USD 67,200.00)**, inclusive of taxes and other applicable fees.

The financial proposal should allow for at least three modifications in the stand layout and design, **without additional costs**, in case of needed adjustments or corrections in accordance with the needs and requirements of the end user. Bidders are required to submit detailed breakdown of its cost component for the project.

**XII. TERMS OF PAYMENT**

The indicative payment scheme is as follows:

50% of contract price	30 days upon receipt of invoice
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50% of contract price	Upon completion of scope/deliverables
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### XIII. DOCUMENTARY REQUIREMENTS

- Current trade business registration / license or similar document issued by a government agency
- Certificate of Accreditation (as booth contractor) from IMEX Frankfurt 2019
- Company Profile
- List of large-scale local / international events organized in the last three (3) years

### XIV. DEADLINE FOR SUBMISSION OF PROPOSAL

**Bid submission deadline: 19 April 2019**

Contact Person:

**ANABELLE GAYE APOSTOL**

Operations Officer

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**SIGNED BY PROPONENT:**

Signature : \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company Designation: \_\_\_\_\_

Date: \_\_\_\_\_