

TERMS OF REFERENCE

Project Title	:	INTERNATIONALE TOURISMUS BORSE (ITB-BERLIN) 2018
Job Specification	:	BOOTH DESIGN PRODUCTION AND SET-UP OF PHILIPPINE BOOTH/STAND
Date	:	7-11 March 2018
Venue	:	Messe Berlin, Germany
Booth size	:	253sqm (Peninsula stand – 3 sides open and 2x corner stand – 2 sides open)

I. BACKGROUND:

The *Internationale Tourismus Borse* (ITB) is an annual event that influences travel experiences worldwide and considered as an effective business-to-business (B2B) platform that provides trade visitors many opportunities to expand their contacts and do business with their counterparts.

Each year, the ITB welcomes around 10,000 exhibitors from more than 180 countries and regions, tour operators, booking system developers, airlines, hotels, and other tourism business services. There were approximately 160,000 attendees in 2017.

Last year, the Philippine pavilion was designed to conform to the theme “It’s More Fun in the Philippines” with the campaign sub-theme: Visit ASEAN@50, commemorating the 50th anniversary of ASEAN. The overall look of the pavilion focused on simplicity and highlighted by the country’s various beach destinations and water activities in the country.

This year the Philippines will have a 253 sq. meter booth space that can accommodate 25-30 private sector participants who can offer more Philippine packages to the German market.

The major activities in the Philippines stand include a networking cocktail reception with the Philippine and foreign travel trade, table top discussions between Philippines sellers and participating buyers in the fair, among others.

The Philippine participation in the ITB-Berlin 2018 aims to attain the following objectives:

1. Increase the German tourist arrival to the Philippines;
2. Enhance the image of the Philippines as a country on its way to economic progress and as a must-visit-travel destination;
3. Showcase the destination’s latest development in the tourism industry that would position the country as an attractive and competitive destination for the German market;

4. Maintain the Philippines' presence in the international market; and
5. Generate marketing and promotions leads that the Board can support to further meet its goals in the market place.

II. PURPOSE:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a booth contractor with a counterpart in Germany, to conceptualize the design of the Philippine stand and at the same time produce and set-up the structure with the following eligibility:

1. Must be an accredited supplier/contractor of Messe Dusseldorf GmbH, Organizer of ITB-Berlin;
2. Must have a dedicated team who will focus on Design and Set-up;
3. Must have the capability to invest, purchase and coordinate its shipment, to the ITB-Berlin site, the Filipino designed decorations, furniture pieces and accents needed to complete the Philippine experience in the Stand.

III. OBJECTIVES:

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

1. Provide the Philippine sellers a platform to meet and strengthen partnership with European tour operators and media;
2. Create an atmosphere that reflects the Philippines as the "premier" destination in Asia;
3. Provide a highly functional yet visually appealing area for provision of Philippine tourism information, product updates, audio-visual presentations, business transactions, table top meetings, cocktail reception, and other animation activities.
4. Generate positive "name recall" of the tourism brand "It's More Fun In the Philippines" and eventually establish the Philippines as a preferred tourist and destination for the European market;
5. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine stand;
6. To help raise awareness on Southeast Asia/ASEAN as a single tourism destination by incorporating the ASEAN logo/slogan "ASEAN feel the warmth" into the overall design;
7. Highlight the featured Philippine destinations with focus on Cebu, Bohol, Boracay, Palawan, Banaue and Davao, and the like;
8. Include an area in the booth that may be converted to host a cocktail

reception for 50 to 70 pax; and

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

IV. SCOPE OF WORK/DELIVERABLES:

To be able to achieve the above-mentioned objectives, bidders shall submit a proposed design and layout for the aforementioned stand. The Tourism Promotions Board Philippines, through the Philippine Department of Tourism-Frankfurt, requires a package of services for the following:

- A. Booth design production and set-up shall strictly follow the rules and regulations set by the fair/event organizers.

Booth Details:

1. Size: 253 sq. m. with the following dimensions:

Hall/Stand	Area
26.A/125	113.00 sq.m, Peninsula Stand (Main stand-3 sides open)
26.A/101	83.00 sq.m, Corner Stand (Corner booth-2 sides open)
26.A/123, 126	57.00 sq.m, Corner Stand (Corner booth-2 sides open)

2. Layout

- Should provide individual counters and negotiating tables for each Philippine exhibitor located along the perimeter of the stand (approximately 20-25 exhibitors). Provision for installation of individual corporate name/Logo;
- Performance area or stage with visual backdrop in the form of LED panel;
- Separate ~~airline~~ counter to house special visual monitor and computer with lined web/internet access, reception cum meeting area;
- Philippine Information counters;
- 1 VIP Reception cum Meeting Area that can accommodate 10 pax;
- An area for video presentations equipped with the necessary LED screen and DVD player;
- Storage area;
- Portion of the booth that can be converted into a cocktail reception area; and,
- Kitchen cum dining area for the Philippine delegation.

3. General stand design theme: "It's More Fun in the Philippines" with focus on the Filipino spirit, food and sport tourism;

Note: Bidder should be flexible in terms of incorporating inputs in the overall look of the Philippine stand and be able to provide the necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. Final set of floor plan/s, perspectives and working drawings (to include lighting, electrical, graphics and accent plans) should be approved and signed by the TPB before implementation

4. Specific stand requirements:

- Stand production and set-up inclusive of walls, storage, kitchen, wardrobe (with lockable lockers) and VIP area;
- Printing of appropriate backdrop visuals / overhead ceiling banners / interior decor as appropriate (Direct printing on wood, sticker paper or cloth – whichever medium is more suitable to complement the over-all design), fresh plants and flowers, sufficient lighting to convey a Philippine island setting and other decorative elements following the general stand design theme, to include incorporation of the “ASEAN feel the warmth” logo in the booth design;
- Elevated carpeted or tiled flooring to conceal the electrical wiring and connections;
- Philippine Information Counter should have at least 2 chairs, power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories;
- Individual work stations should have the following: 1 counter, 1 table, 3 chairs, small lockable storage cabinet, individual electric outlets and adaptors, company signage and table centerpiece;
- The VIP reception area should have the following: lounge chairs, center table, 1 72” LED screen (or the like) and CD/DVD/USB player, appropriate lighting and accessories;
- Storage areas should have the following: lockable lockers, wardrobe rack w/ appropriate hangers, shelves for brochures and mirror;
- Service kitchen or pantry that will double as dining area should have the following: sink with running water, hot and cold water dispenser, coffee maker, water percolator, small refrigerator, porcelain cups and saucers for VIP guests (per approximate quantity requirement), cutlery set for VIP guests (per approximate quantity requirement), glasses for VIP guests (per approximate quantity requirement), serving trays (per approximate quantity requirement), storage cabinet and shelves trash bins with ample supply of trash bags, small eating area with tables and chairs, lockable door;
- Cocktail reception area must have cocktail tables and a unique design
- Furniture should depict a modern Philippines and conform to the recommended layout by interested/participating tending company to include counters, tables, chairs, shelves, hangers, mirror, etc.;

- All exhibition venue connections (electricity and water, suspensions and permits);
- Sufficient power outlets, basic lighting, and design set-up;
- Other accessories needed to achieve the desired theme; and,
- Daily stand cleaning – before the opening and after the closing of the exhibition.

B. Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.

V. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of one (1) month with the following schedule of work:

1. Preparatory work;
2. Set-up of Philippine booth at the ITB-Berlin Fair Grounds - five (5) days prior to event proper (7-11 March 2018) or according to official event schedule;
3. ITB-Berlin Fair (Stand maintenance); and,
4. Stand dismantling (according to official event schedule).

VI. BUDGET

Total Budget allocation for the Philippine booth is **One Hundred Sixty-Three Thousand Three Hundred Ninety-Eight Euros and 69/100 (€163,398.69)** or its Philippine Peso equivalence. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

VII. DEADLINE FOR SUBMISSION OF PROPOSAL: February 7, 2018

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

MS. MARGARITA PATRICIA VALDES

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