

## TERMS OF REFERENCE

**PROJECT TITLE: DESIGN AND CONSTRUCTION FOR THE PHILIPPINE BOOTH AT THE SALON INTERNATIONAL DE LA PLONGEE 2017**

### 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 2017 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 all exhibitor categories: Artists, Associations, Boats, Diving Centers, Insurance, Manufacturers and Distributors, Media, Publishers, Tourism Offices, Training, Dive Operators and Travel Agents. It allows the divers to meet everyone big and small involved in diving.

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 of this event will give the Department the advantage of a publicity campaign spread over several months-at no extra cost.

<u>EVENT</u>	<u>DATE</u>	<u>VENUE</u>
Salon International de la Plongee Sous-Marine	January 6-9, 2017	Porte De Versailles, Paris, France

### CAPABILITY REQUIREMENTS

- Must have an experience in rendering services at international exhibitions
- Must have the capability to operate in Paris
- Must be able to get accreditation from Paris Dive Show organizers
- Must be accredited by the exhibition center, VIPARIS Port de Versailles
- 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 organizers of the dive show, assemble and install AV equipment and furniture accent pieces for the Philippine booth

### PURPOSE/OBJECTIVES:

The Philippine Department of Tourism is in need of the services of a company based in Europe engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine Stand at Salon International de la Plongee Sous-Marine 2016.

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

- Create a NEW booth design that will generate positive “name recall” of the **Dive Philippines** brand for the French dive market;
- Create an atmosphere that reflects the Philippines as the center of center of Marine biodiversity and the “hottest” diving destination in Asia;
- Create a high-impact and interactive booth design to attract and encourage consumer, press and dive travel trade to visit the Philippine booth;
- Provide a highly functional yet visually appealing area for Philippine tourism information, product updates, audio visual presentations, tabletop business meetings, and other animation activities.

To be able to achieve the above-mentioned objectives, bidders shall submit a proposed design and layout for the aforementioned stand.

## **SCOPE OF WORK/DELIVERABLES**

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

A. Booth design, strictly following the rules and regulations set by the fair organizers.

### Booth Details

1. Size: 80 sq. m. / Island stand (4 sides open/ 4 corners)
2. Layout
  - LED wall that will project dive videos and images in the Philippines
  - Should provide individual negotiating tables for each Philippine exhibitor located along the perimeter of the stand (*tentatively for 10 exhibitors*)
  - 1 VIP reception/Lounge area
  - A Philippine Information counter
  - Storage area
  - Kitchen with small dining area for the Philippine delegation
3. General stand design theme: **DIVE PHILIPPINES**
4. Specific stand requirements
  - Stand construction inclusive of walls, storage, kitchen, wardrobe (with lockable lockers) and VIP area
  - Printing of appropriate backdrop visuals/ overhead ceiling banners/ interior decor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting and other decorative elements following the general theme as a dive destination
  - Elevated carpeted flooring to cover the electrical wiring and connections
  - Philippine Information Counter should have the following: at least 2 high chairs, 42" inch LCD screen, power outlet, lockable cabinets, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories
  - Individual work stations should have the following: 1 table/counter with lockable storage cabinet, 2 high-chairs, individual electric outlets and adaptors, company signage and table/counter centrepiece. Printing/Production of individual standees / image banners for each participating company (size: 160 cm. X 60 cm. or as maybe appropriate)
  - Storage room where Philippine delegation can keep their materials and should have the following: storage shelves, lockers, coat hangers, shelves for brochures and kitchen items, mirror and lockable doors
  - Service kitchen and dining area should have the following: hot and cold water dispenser, coffee maker or coffee dispenser, 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 counters and bar stools, lockable door.
  - VIP reception/Lounge area should have the following: lounge chairs, center table, 42"LCD screens and CD/DVD/USB player, appropriate lighting and accessories

- Furniture should fit the tropical setting and conform to the recommended layout by bidding company to include counters, tables, chairs, shelves, hangers, mirror, etc.
  - All exhibition venue connections (electricity and water, suspensions and permits)
  - Fast and reliable internet access / connection
  - Sufficient power outlets and lighting
  - Other accessories needed to achieve the desired theme
  - Daily stand cleaning – before the opening and the closing of the Philippine stand
  - Stand construction and dismantling supervision and stand maintenance for the duration of the fair. Dismantling inclusive of storage/disposal of the aforementioned booth parts and egress on the date designated by the event organizer.
- B. Construction and installation of the aforementioned booth while strictly following the rules and regulations set by the fair/event organizers
- C. Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.

### **TIME FRAME AND SCHEDULE OF WORK**

Submission of initial booth design is on or before December 9, 2016.

Booth set-up:

- |                       |  |
|-----------------------|--|
| 1. <i>January 5</i>   | Set-up of Philippine booth at the Salon de la Plongee 2017 (or according to official event schedule) |
| 2. <i>January 6-9</i> | Salon de la Plongee 2017 (Stand maintenance)   |
| 3. <i>January 9</i>   | Stand dismantling<br>(or according to official event schedule)                                       |

### **BUDGET**

Total Budget allocation for the Philippine booth is ***Php 2,347,400.00 or its euro equivalent*** inclusive of taxes and other applicable fees. Financial proposal should allow for modifications in stand and layout and design according to the needs and requirements of the end user.

**The winning bid however shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.**

Contact persons:

**Anabelle Gaye Apostol**

Operations Officer

Philippine Department of Tourism – Frankfurt

[anabelle@morefunphilippines.de](mailto:anabelle@morefunphilippines.de)

**Rita Doctor**

Dive Market Development Group

Philippine Department of Tourism-Main Office

[ritafudd@gmail.com](mailto:ritafudd@gmail.com); [phdiveteam@gmail.com](mailto:phdiveteam@gmail.com)