

## TERMS OF REFERENCE

**I. PROJECT TITLE: BOOTH DESIGN, SET-UP AND DISMANTLING OF THE PHILIPPINE BOOTH AT WORLD ROUTES 2018**

**II. BACKGROUND:**

Recognizing the important role of Route Development in increasing tourism demand through the generation of new air services, the Philippine Department of Tourism (DOT) will participate in World Routes 2018 in Guangzhou, Guangdong, China on September 15-18, 2018. World Routes is the global gathering for aviation organizations from across all continents and countries, bringing together the largest range of airlines, airports, tourism authorities, civil aviation authorities. It is the largest and most prestigious event, attracting more than 3,000 delegates, from a wide variety of organizations who wish to meet, plan, and conduct business for new global routes. Routes Asia is basically composed of the Strategy Summit, Face-to-Face Meetings, Route Exchange – Airline Briefing, and the Exhibition.

The Exhibition is participated in mostly by tourism offices, airports and airlines, which aim to network with relevant partners in helping to develop and promote air access. The Philippines has participated in past World Routes editions:

Date	Venue	Size of DOT booth	Theme
October 2013	Las Vegas, USA	50 square meters	“More Fun”
September 2014	Chicago, Illinois, USA	100 square meters	“More Fun”
September 2015	Durban, South Africa	100 square meters	“More Fun”
September 2016	Chengdu, China	100 square meters	“More Fun”
September 2017	Barcelona, Spain	100 square meters	“More Fun”

For World Routes 2018, the DOT has secured a 150-square meter stand.

The Philippine delegation is expected to be composed of representatives of the DOT, Department of Transportation, Civil Aeronautics Board, Civil Aviation Authority of the Philippines, Philippine carriers, and Philippine international airports.

**III. PURPOSE/OBJECTIVES:**

The Philippine Department of Tourism requires the services of a company engaged in the business of designing and setting up booths for travel and consumer fairs for the Philippine Stand at World Routes 2018.

The set-up of the aforementioned booth aims to attain the following objectives:

- A. Generate positive “name recall” of the Philippines and promote the country’s tourist destinations and airports;

- B. Create an atmosphere that highlights the country's "It's More Fun in the Philippines" brand;
- C. Attract and encourage consumer, press, and travel guests to visit the Philippine booth;
- D. Provide a highly functional yet visually appealing area for provision of Philippine tourism information, product updates, audio visual presentations, tabletop business meetings, and other interactive activities.

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

#### **IV. SCOPE OF WORK/DELIVERABLES**

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

- A. Booth design that strictly follows the rules and regulations set by the event organizers including dimensional drawings showing the front, side and back perspectives, elevations, floor layouts of the stand and details of materials being used to set-up the stand.

##### Booth Details

1. Size 150 sq. meters/island stand or 4 sides open
2. Layout – materials for rental only
  - Six (6) individual meeting tables with laptop security cables and at least 4 chairs each.
  - VIP area for high-level meetings with audio-visual and technical facilities
  - One (1) Philippine Information Counter
  - Area for entertainment/performance
  - Area for video presentations equipped with audio-visual and technical facilities – with big LED TV screens or touch screen technology
  - Storage area – with water and coffee supply
3. General stand theme: IT'S MORE FUN IN THE PHILIPPINES
4. Stand design: the new Mactan Cebu International Airport structure to promote the Routes Asia 2019 which will be held in Cebu in March 2019
5. Specific stand requirements
  - Stand set-up inclusive of appropriate lighting, storage, lockers for personal belongings and VIP area, and presentation area.
  - Appropriate backdrop visuals/overhead ceiling banners/interior décor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting
  - Carpeted flooring
  - Philippine Information Counter should have the following: high chairs, power outlet, lockable cabinets, laptop security cables, brochure racks, and stand layout appropriate visuals and accessories.
  - Tables should have the following: lockable storage cabinet, 4 chairs, electric outlets and adaptors.
  - Storage areas should have the following: lockers, coat racks, ample shelves for brochures, working table and mirror.
  - Coffee maker with coffee, milk/creamer, sugar, disposable cups and stirrer.

- Water dispenser with disposable cups and daily supply of potable water
  - VIP area furniture should fit the “It’s More Fun in the Philippines” setting and conform to the recommended by layout by bidding company to include counters, tables, chairs, shelves, hangers, mirrors, etc.
  - All exhibition venue connections and fees (ample supply of electricity, running water, suspensions and permits)
  - Sufficient power outlets and lighting.
  - Other accessories needed to achieve the desired theme.
  - Daily stand cleaning – before the opening, during the closing of the Philippine stand.
  - Stand and set-up and dismantling supervision and stand maintenance for the duration of the fair.
- B. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair/event organizers.
- C. Coordination with other service providers that is needed in the set-up of the booth (Ancillary services etc.)
- D. Storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.
- E. All materials used for the booth set up are considered as waste materials after the event.

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

The contract duration is a period of seven (7) days with the following schedule of work:

1. September 13-15 Set-up Philippine booth at World Routes 2018  
(or according to official event schedule)
2. September 15-18 World Routes 2018 (Stand maintenance)
3. September 18-19 Stand Dismantling  
(or according to official event schedule)

#### **VI. BUDGET**

Total Budget allocation for the Philippine booth is Php3,678,780.00 or its Dollar equivalent inclusive of taxes. Financial proposal should allow for modifications in stand and layout and design according to the needs and requirements of the end user. Full payment shall be made upon completion of the project (send bill arrangement).

**The winning bid however shall be determined based on aesthetic and functionality of the booth design, its conformity with the rules and regulations of the organizers, adoption of the “It’s More Fun in the Philippines” brand, and financial package cost, provided that the amount of bid does not exceed the above total budget.**

#### **PROJECT OFFICER**

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**CONFORME:**

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[Authorized Signature]  
 [Name and Title of Signatory]  
 [Date]