

TERMS OF REFERENCE

I. **PROJECT TITLE** : Events Management Company

II. **PROJECT DATE** : September 23 to 26, 2021

III. **BACKGROUND**

- The Thailand Travel and Dive Expo (TDEX) is an annual four-day expo established in 2004 to support the growth of the scuba diving industry and showcase activities and equipment related to dive tourism.
- The show is one of the most recognized scuba diving expos in Asia and is marketed as “The Real Business Hub for the Diving Industry,” registering more than 80,000 visitors and more than 250 booths from local and international dive companies including dive certifying schools, dive equipment manufacturers, underwater photographer equipment manufacturers, underwater photographers, dive resort operators and dive enthusiasts.
- The Office of Product and Market Development (OPMD) - Dive participated in last year's show to network with key industry stakeholders in the Region, and to conduct product presentations and business to business (B2B) meetings.

EVENT

DATE

VENUE

**THAILAND TRAVEL AND
DIVE EXPO (TDEX) 2021**

**September 23-26
2021**

**Bangkok International Trade
and Exhibition Centre**

IV. **OBJECTIVES**

- To provide a platform for the Department and the private sector to meet, establish, and renew linkages with dive industry partners in Thailand.
- To generate marketing and promotions leads that the Department can support to further its goals in creating new dive products and services for the marketplace.
- To heighten the market presence of the Philippines among Thai divers and make it a preferred destination for a dive holiday
- To provide a venue for updates on the Philippine dive tourism program amidst the disruption caused by the pandemic, and maintain awareness among the Thai dive market

V. **MINIMUM REQUIREMENTS**

- A. Must be a company capable of providing the following services:
 1. Must be able to design, set-up, and dismantle the Philippine Booth at the Thailand Dive Expo (TDEX) 2021
 2. Engaging the services of a printing press company to conceptualize and develop collateral
 3. Logistical requirements
 4. Organize a digital B2B event and a digital based participation in the booth
- B. Must have experience and expertise in planning, implementing and managing major international events in Thailand
- C. Must have at least 5 years of experience in planning, implementing and managing international tourism events;
- D. Must have handled similar projects /requirements in the past, particularly dive events in Thailand
- E. Must have the capability to operate in Bangkok, Thailand
- F. Must have experience in dealing with National Tourism Organizations (NTO) in the ASEAN Region
 1. Must have a certificate of satisfactory performance from at least 3 previous clients
 2. Must have in-depth knowledge of the Philippines
 3. Must have an established network in tourism - Dive industry and experience in conducting related B2B events in Thailand with satisfactory rating from contracting party with corresponding certification;

- G. Must be willing to do advance payment to relevant suppliers such as exhibition booth contractor, printing house, and corporate giveaways company on reimbursement basis
- H. Must handle and coordinate with the Organizer the Damage Insurance Fee
- I. Must be able to get accreditation from N.C.C Exhibition Organizer Co., Ltd., (NEO) and/or the Bangkok International Trade and Exhibition Center (BITEC)
- J. Must have a dedicated team who will focus on the design and set-up of the Philippine booth
- K. Must have the capability to invest, coordinate shipment to organizers of the dive show,
- L. Must be able to provide a digital platform for the B2B exchange with charges related to the same that is covered within the budget
- M. Must be PHILGEPS registered

VI. SCOPE OF WORK AND DELIVERABLES

- I. **HYBRID B2B TRAVEL EXCHANGE** - Hybrid Business-to-Business (B2B) Digital Networking Meeting with Thai Dive Agents/Operators/Clubs
Date of Implementation : September 23, 2021 (proposed)
Venue : at TDEX 2021 site

Hybrid B2B Exchange	1. Organize a hybrid B2B within the TDEX site to allow minimum 5 Philippine dive stakeholders and 20 Thai buyers to participate
	2. Facilitate the presentation materials of Philippine sellers and prepare translated materials to distribute to the buyers
	3. Develop a buyers list and Invite travel buyers to the B2B; handle invitation and confirmation of attendance of at least 15 to 20 Thai dive agents
	4. Provide logistical requirements and arrange for the appropriate paraphernalia that will enable the successful implementation of the business meeting to include: (a) meetings room half day use; (b) Audio visual Equipment;(c) B2B digital video conferencing platform/tool; (d) 5 laptop and high speed internet; (d) Hire the services of Thai & English interpreters that will be available physically or digitally to assist in the negotiation meetings on need basis

II. TDEX 2021 PHILIPPINE BOOTH

- Dates :** September 23 to 26, 2021 (duration of the Thailand Dive Expo 2021)
- Venue :** BITEC Bangna, Bangkok, Thailand
- Booth Space:** 18sq.m. (3.00 x 6.00 m)

Installation & Booth Management	<ol style="list-style-type: none"> 1. Provide assistance in coordinating with organizers for DOT's booth space reservation and Philippine participation 2. Must be able to provide design and layout for the Philippine booth <ul style="list-style-type: none"> - 42" LED TV that will project dive videos and images in the Philippines. - A Philippine Information counter equipped with the health safety measures by the Organizer, with 1 Laptop Computer and digital application and should be bigger than the rest of the counters. - Additional Four Counters for 4 PH Stakeholders equipped with the health safety measures in compliance with the Organizer's standards, with 1 Laptop Computer / counter and high-speed internet digital application for B2C use. 3. General stand design theme: DIVE PHILIPPINES 4. Specific stand requirements: <ul style="list-style-type: none"> - Special Booth Shell Type design set-up inclusive of walls. - 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, floor must be covered with blue carpet.
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	<ul style="list-style-type: none"> - 1 set of system structure for backdrop (6.00 x 2.50m) - 1 set of system structure for tower (3.00 x 2.50 x 3.50m) - One (1) Philippine Information Counter should have the following: 1 Table /Counter with Laptop Computer, high speed internet & digital application for webinar, 2 black bar stool, 42" inch LCD screen, power outlet, lockable cabinet, brochure racks, exhibitor directory and stand layout, appropriate visuals and accessories, and clear PVC for health safety measure /social distancing. - Four (4) Individual workstations should have the following: 1 table/counter with laptop, high speed internet and digital application for webinar, lockable storage cabinet, 1 chair, individual electric outlets and adaptors, and clear PVC as required for social distancing. - 1 set of discussion table consist of 1 high round table with 2 white bar stools - Furniture should fit the tropical setting and conform to the recommended layout by bidding company to include counters, tables, chairs, shelves, etc. - All exhibition venue connections (electricity, suspensions, and permits) - Fast and reliable internet access / connection for all Laptop Computers with the required digital webinar application. - Provision of Four (4) laptop computer to be used for the B2C component of event - Provision of 7 units socket 5 Amp (Laptop 4-point, Information counter 1 point, Discussion 1 point, TV 1 point) - 8 units of Spotlight with arm for backdrop and tower - Sufficient power outlets and lighting - Other accessories needed to achieve the desired theme - Safety Standard Hygiene such as Alcohol-based-sanitizing gel must be provided at the respective Webinar Counters for B2C inside the Philippine booth for the visitors. - Daily stand cleaning and disinfection of the Philippine stand – before the opening, closing, and as needed (following the guidelines issued by the organizer). - Stand set-up 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. <ol style="list-style-type: none"> 5. Set-up and installation of the aforementioned booth while strictly following the rules and regulations set by the fair/event organizers. 6. Must handle and coordinate with the Organizer the Damage Insurance Fee 7. Dismantling inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.
Program Development & Main Stage Program	<ol style="list-style-type: none"> 1. Create a program/activities that will generate traffic to the digital medium that will connect our dive operators, Thai and Philippine, to the booth visitors. 2. Hire services of at least 3 (bilingual) Thai and English interpreters to help man, assist and do translations at the Philippine Booth on queries addressed to our Philippine exhibitors participating thru the digital medium. 3. Facilitate payment for Thai dive influencer who will present about diving in the Philippines 4. Invite expo goers to increase attendance for the Philippine presentation. 5. Dive Map/Brochure and Giveaways <ul style="list-style-type: none"> - Produce giveaways (500) pieces of reusable cloth 3 ply face mask Specifications: Outside- 500T Cotton Silk fabric (full screen), Inside- 100% Cotton Fabric (black color), with adjustable strap (black color), size- adult medium (W-17cm x H-15.5cm), w/colored Dive PH logo, (Design- for approval) - Produce/Print 1,000 colored copies (A4, back-to-back printing, glossy finish) of dive maps/brochures in Thai language.

VII. BUDGET

Total Estimated Budget: \$24,068.00 or PHP 1,203,400.00 with breakdown as follows:

1. Booth Special Shell Type Design and Installation, Rental of 4 Laptop Computers with high-speed internet, Thai & English interpreters, and Digital Application for B2C during the duration of expo: **\$7,368.00 or Php 368,400.00**
2. B2B digital Platform and rental of 5 Lap Top computers with high-speed internet, 3 (bilingual) Thai and English, coffee break (20-30 packed coffee /snack), networking and in booth expenses (collateral, giveaways, and 2 days speaker honorarium: **\$9,200.00 or Php 460,000.00**
3. Events Management Company Fee: **\$7,500.00 or PHP 375,000.00**

The total working budget must be inclusive of taxes and other applicable fees. Financial proposal should allow modifications in stand and layout and design according to the needs and requirements of the end user and organizer.

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

VIII. PAYMENT TERMS

Send bill arrangement, government terms

IX. CONTACT PERSON

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