

## TERMS OF REFERENCE

### PROJECT TITLE: BOOTH DESIGN, SET-UP AND DISMANTLING OF THE PHILIPPINE BOOTH AT THE AVIATION SHOW MENASA 2018 **November 13-14, 2018 in Dubai, UAE**

#### I PURPOSE/OBJECTIVES:

The Philippine Department of Tourism requires the services of a company engaged in the business of designing and setup booths for travel and consumer fairs for the Philippine Stand at The Aviation Show MENASA 2018.

The setup 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.

#### II. BACKGROUND

Aviation Festival MENASA is part of the global aviation festival series that brings over thousands of airlines executives, airport officials, data suppliers, and other stakeholders through two days of incredible content and networking opportunities. The global aviation series spans across regional events dedicated to cover the most relevant topics for the specific super-region, namely: Aviation Festival Americas, Aviation Festival Africa, Aviation Festival Europe, Aviation Festival Asia, and Aviation Festival MENASA.

The Department has secured an 18 sq. m. booth for the above event.

#### III. SCOPE OF WORK/DELIVERABLES

The Philippine Department of Tourism requires a package of services of a UAE-based stand contractor / builder 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 setup the stand.

#### Booth Details

1. Size 18 sq. meters/island stand or 3 sides open
    - Height limitation of 3.5m
    - Elevation of 4"
  2. Layout - materials for rental only
    - Two (2) individual meeting tables with at least 2 chairs each.
    - One (1) VIP area
    - One (1) Philippine Information Counter with It's More Fun in the Philippines logo
  3. Booth graphics: ITS MORE FUN IN THE PHILIPPINES destination photos
    - Specific stand requirements
      - Stand installation inclusive of appropriate lighting, storage cabinets/lockers for personal belonging.
      - One video wall measuring 1.5 x 2 meters in the middle of the backdrop
      - Appropriate backdrop visuals/overhead ceiling banners/interior decor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting
      - Carpeted flooring
      - All exhibition venue connections and fees (ample supply of electricity, suspensions and permits)
      - Water and coffee provision during the event dates
      - 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 setup and dismantling supervision and stand maintenance for the duration of the fair.
- B. Coordination with other service providers that is needed in the setup of the booth (Ancillary services etc.)
- C. Disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers.
- D. All materials used for the booth set up are considered as waste materials after the event.

#### IV. TIME FRAME AND SCHEDULE OF WORK

The contract duration is a period of four (4) days with the following schedule of work:

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|-------------------|--|
| 1. November 12    | Build-up Philippine booth<br>(or according to official event schedule) |
| 2. November 13-14 | Stand maintenance  |
| 3. November 15    | Stand Dismantling (or according to official event schedule)            |

Note: Booth design should be submitted with the proposal.

- V. BUDGET Total Budget allocation for the Philippine booth is amounting to Php 1,047,400.00 (or its equivalent in US Dollar) One Million Forty — Seven Thousand Four Hundred Pesos inclusive of government taxes. 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 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.

- VI. PROJECT OFFICER  
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