

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION FOR JATA "TABIHAKU" TRAVEL SHOWCASE 2013 IN TOKYO, JAPAN

II. BACKGROUND:

In line with its goal of boosting travel movement to the Philippines from Japan, the Tourism Promotions Board (TPB) North Asia will be participating in the JATA "Tabihaku" Travel Showcase on September 12 to 15, 2013.

The JATA Travel Showcase 2013 is both a trade fair featuring one whole day dedicated for the exhibitors to meet one-on-one with their Japanese counterparts and a consumer fair where destinations and suppliers can showcase their travel offerings and appeal directly to Japanese tourists.

Last year, attendance at the JATA Tourism Forum and Travel Showcase topped the 100,000 mark for the fifth straight year with an all-time high of 125,989 visitors and a total of 708 exhibitors from 156 countries.

III. PURPOSE/OBJECTIVES:

A. The Philippine Tourism Promotions Board is in need of the services of a Japan-based company engaged in the business of designing and constructing booths for travel and consumer fairs for the Philippine booth at the JATA Travel Showcase 2013.

B. The construction of the aforementioned booth is aimed at attaining the following objectives:

1. The booth should appeal to the event's visitors with a showcase of three destinations: Cebu, Bohol and Taguig.
2. The booth should also create impact that will generate a positive "name recall" of the Philippines as well as create atmosphere that reflects the Philippine tourist destinations and the "it's more fun in the Philippines" image, attract and encourage consumer to visit the Philippine booth.
3. Provide highly functional yet aesthetic booth areas that will enable the conduct of tabletop business meetings between Philippine delegates and the Japanese agents as well as provide for an event space for the conduct of a) demonstrations on applications and b) cultural presentations

4. IV. SCOPE OF WORK/DELIVERABLES:

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

A. Design of the Philippine booth of 15 booth spaces or approximately 135 sqm. for JATA "Tabihaku" Travel Showcase 2013 that strictly abides by the rules and regulations set by the event organizers.

B. Construction of Philippine booth at the JATA "Tabihaku" Travel Showcase 2013 to include the following areas:

1. Booth area (10 booth area space)
2. Storage Area (approximately 1 booth area space)
3. Event Area (approximately 4 booth area space)

With the following requirements:

- Brand signage and other signage (4 signage and 1 participant signage)
- 4 compartmentalized sections, each with a reception desk and brochure area to highlight the three destinations and airline sponsor
- elevated platform for the stage area
- 1 major counter that can accommodate 6 participating companies
- Furniture for the counters/reception desk
- 3 flat LED TVs and 3 DVD players;
- outlets for sound and electrical systems at the stage and for the counter areas/reception desk
- sofa lounge set with tables and chairs at the event area during the consumer (2) days.

C. Dismantling of the aforementioned booths and egress on the date 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. Construction/set-up of Philippine booth - September 11, 2013
2. Egress of Philippine booth - September 15, 2013

VI. TECHNICAL REQUIREMENT

- Five (5) years experience with design and construction in fairs and exhibition in Japan.
- Must be a Japan based company
- Must have a complete manpower complement to meet deadlines of JATA Secretariat

VII. APPROVED BUDGET FOR THE CONTRACT:

Total Budget allocation for the Philippine Booth for JATA "Tabihaku" Travel Showcase 2013 is **JPY6,500,000** or **PhP2,834,585.00** inclusive of taxes, or its equivalent in Japanese currency based on the published exchange rate prevailing on the day of bid opening.

The winning bid shall be determined based on bid with most responsive proposal to the criteria set forth by TPB and advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

VIII. EVALUATION PROCEDURE:

The winning bid shall be selected not solely based on the amount of bid but the Tourism Promotions Board –Bids and Awards Committee (TPB-BAC) shall also consider the overall design of the booth based on these bidding documents provided that the amount of bid does not exceed the above total budget.

The Lowest Calculated Bid (LCB) shall be post-qualified by the TPB -BAC to determine whether the bidder concerned complies and is responsive to all the requirements and conditions as specified in these bidding documents. If determined upon post qualification that the bidder with the LCB fails, the other terms and conditions in these bidding documents including the design of the booth, the PDOT-BAC shall consider the bidder with the second LCB, and so on, to determine the Lowest Calculated and Responsive Bid (LCRB) for this bidding.

VIII. PAYMENT PROCEDURE

By practice, Japanese contractors will bill the Tourism Promotions Board after the completion of the services.

CONFORME:

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