

TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN, CONSTRUCTION AND EVENT MANAGEMENT FOR JAPAN ASSOCIATION OF TRAVEL AGENTS (JATA) TOURISM EXPO 2015

II. BACKGROUND:

The JATA Tourism Expo is a travel fair which combined the JATA travel trade fair for the outbound market and the Tabi Fair Japan, a travel exhibition for domestic travel. This integration with the trade business event not only reinvents the JATA to be a more consumer oriented exhibition but also positions the expo to be the world's largest scale and fully comprehensive tourism event.

The JATA Tourism Expo dedicates the first day to a series of tourism fora /symposia and business meetings for participating trade exhibitors. The remaining two days are dedicated to showcasing travel offerings and brand appeals directly to the Japanese consumers.

Unlike other business outbound travel fairs such as the ATF, ITB and WTM, JATA Tourism Expo has become an important brand exercise for National Tourism Offices showcasing destination attractions/offerings and destination appeals. This is done with either one or a combination of the following activities : (a) talk show (b) mini product seminar explaining tour program (c) trivia question contest (d) beverage/cuisine experience (e) music and cultural performance/experience (g) local goods display and some sampling (h) mascot photo opportunities (i) meet and greet celebrity and (j) games.

All of the above serve any of the following objectives: (a) communicating brand appeal and improving awareness thru educational activities and (b) marketing of travel product by the private sector.

The Philippine participation will take on the above objectives with the end view to (a) create awareness of the Philippines' anchor destinations (b) communicate the appeals of new segments identified for this trade fair such as long stay, retirement, ESL and leisure diving and (c) strengthen the communication plan targeting young and elder ladies.

In 2014 the Tourism Promotions Board spearheaded the event with 12 private sector participation. Given its consumer oriented nature unlike ATF and ITB participation of private sector is generally of this scale. For 2015 the Philippine booth will be spearheaded by the D.O.T and jointly managed with the Tourism Promotions Board on a **cost share arrangement**. Originally designed as 12 booth space this year's booth will be expanded to 22 booth space with approximately the same number of private sector properties for hotels and resorts and will be complemented with approximately 8 private sector service provider selling niche products. With the expanded participation the Philippine booth will be able to have a full time stage to conduct brand awareness activities and an exhibit space that can communicate the lifestyle (ex: shopping) element of our brand.

Last year, attendance at the JATA Tourism Forum and Travel Showcase topped the 100,000 mark for the seventh year with an all-time high of 157,589 visitors, 151 and 47 Japanese prefectures exhibitors.

III. BOOTH DESIGN CONCEPT AND DIRECTION

The 2015 Philippine participation will make milestone with a new form of participation, one that integrates (a) the expo format of message walls and linking showcase of Philippine lifestyle product to destination experience (b) the institutional travel fair business oriented functional design and (c) talk show format to communicate the brand essence.

1. Key Elements of Philippine Booth in JATA 2015:

- Zone configuration

The Philippine Booth will have two distinct zones. One is a functional zone for the participating Philippine sellers and a **second zone dedicated for the promotion of the Philippine tourism branding**. This format is distinctly different from the Philippine participation in WTM and ITB which enjoys a large number of private sector participation scattered liberally across the Philippine pavilion with the sole objective of generating business leads.

In order to make the Philippine booth in JATA more inclusive, it will be able to accommodate a total of 20 sellers representing hotels and resorts (12 table allocations) and niche market (8 table allocations for ESL, Retirement, Long stay). Given this consideration, a minimum of 4 booth space will be reserved for stage and audience space, 1 booth space for mini product seminar and minimum 1 message wall.

Given this environment, the Philippine participation will adopt the same strategy as the competitors and dedicate sufficient space for branding with the use of wall messaging and talk show/stage events. This will compose the dedicated second zone. The design may adopt a compartmentalized approach or a free flowing concept that seamlessly integrate the two zones while retaining a separate functional business space for the seller participants of leisure and niche products.

- Stage use

Again this is different to the Philippine's institutional use of stage space for cultural performances. Under this concept, the stage will be maximized with (a) talk shows (b) launches (c) impact events (subject to TPB timetable) and (d) cultural event to highlight the 60th Phil Japan Friendship Year. Therefore, we will require a larger space for stage. This form of participation is common with top destination pavilions such as Hawaii (America), Korea and Taiwan.

The Philippine stage will be equipped with a monitor, sound system and basic technical requirement of musicians/performers. Basic has been selected due to sound restrictions imposed by the organizers.

Expected stage use:

1. Trade Day

- (a) Bloggers Mini Reception/ Award
- (b) Launch of Free Magazine Ladies Edition
- (c) Launch of key campaign for 2016 (TBA and subject to TPB timetable)
- (d) Launch of Tie up campaign (TBA): Saison Credit

2. Consumer Day

- (a) Mini concert of Gao (Jazz pop) - MC
- (b) Talk show – suggested topics
 - Diving in the Philippines (Testimonial from Divers Magazine model)
 - Vacationing with Mother (Testimonial from Reality Star “Shitsuren ni Kiku”)
 - Blogger Topic (Testimonials from Bloggers)
 - Trivia Interactive Game Events (c/o Carriers)
 - Children choir (TBC)
 - Winning bidder recommended activity
 - Mini seminar space

A 6-8 seater space with a monitor panel will be reserved for product seminar. The common practice of travel agents and providers of domestic tourism is to dedicate 30% of booth space for a mini product seminar. Held hourly, the travel agent's booth is teeming with visitors eager to listen to a 15-30 minutes explanation sessions of tour programs. The Philippines will invite agent & partners to conduct a mini seminar as well as allow the space for programmed AVP on said tour programs. **Long stay, ESL, retirement and diving AVP will be included in the slot for viewing.**

- Towering Façade/ Message Appeal

The façade should be towering enough to be “noticed” from a distance. The booth is strategically located facing the main entrance. Therefore, any images utilized should preferably communicate the target segment. It may be noted that to our back diagonally is Korea, which will likely have a towering stage facing the pathway, while to our left is China, which is known for its loud performances. Bordering the domestic tourism destinations, the Philippines will be left of a Japanese province (TBC).

The visuals/graphics are not included in the budget and should be provided in the appropriate format by TPB Marketing Communications and do not require conversion at Tokyo end.

- Travel Trade business and functional space

To enhance private sector participation we will provide functional areas that will enable the private sector delegates to display their brochures and conduct business meetings between travel agents and consumers. As usual there will be a designated common area for business transactions.

- Philippine Window shopping and Lifestyle Experience

The booth design will provide for a “Philippine Window shopping and Lifestyle Experience” which is a product showcase of selected high-end products as a teaser to the Philippine shopping experience targeting the Japanese ladies market with the end to promote the Philippines as a shopping destination. Philippine products to be displayed will be decided in consultation with the Commercial Office of the Philippine Embassy in Tokyo/CITEM.

2. *Communication Plan*

DOT Tokyo has reinvented the communication plan for Japan and targets senior and young Ladies and the mother daughter tandem. Its core message is ITS MORE FUN IN THE PHILIPPINES with something for the old and something new for the young. Its message is Safe to explore on your own : It's a ladies market and Purposeful Life: It's a senior market.

This merge of target segments of DOT and TPB for senior market and the young ladies market respectively not only fast tracks the outbound travel but also takes into account the basic need for a healthy growth of the female market and the aging population with good disposable income.

III. BOOTH VISUAL DESIGN DIRECTION

1. The booth design should appeal to the event's visitors utilizing a combination of or use any of the following images: (a) the train wrap images for Japan (b) Dentsu activation "Shitsuren ni Kiku" images of Mother Daughter vacationing in Boracay (TBC) (c) TPB Marketing Com TV Commercial Film and (d) DOT niche market e.g. ESL, Long Stay, Retirement, Dive, Health & Wellness. The text messages should convey the DOT Tokyo Field Office advocacy "Daughter travel with your Mom".
2. The booth should create an impact that will generate a positive "name recall" for the Philippine destinations **as a ladies brand** as well as create an atmosphere that reflects the "fun" image of the islands and its people to attract/encourage consumers to visit.
3. Provide a message wall with the text directed by the DOT Tokyo Field Office
4. Visual requirements such as train wrap, "Shitsuren ni Kiku" and niche products will be provided by DOT/TPB. Conversion of graphic files for big / hi resolution format will likewise be provided by TPB or the providing agency.

IV. SCOPE OF WORK/DELIVERABLES:

The Department of Tourism and the Philippine Tourism Promotions Board are 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 space at the JATA Travel Showcase 2015. Likewise they are in need of a company that will manage the execution of the events programmed by the agency as well as the provider.

The Philippine Department of Tourism requires the following services:

A. **BOOTH DESIGN CONCEPTUALIZATION AND CONSTRUCTION**

Booth design conceptualization and construction of the 198 sq. m. Philippine booth in JATA Tourism Expo (22 booth spaces) adhering to rules and regulations set by the JATA organizers.

For purposes of branding, the design should refer to the booth visual direction.

The construction of the Philippine booth at the JATA Tourism Expo 2015 should consider the basic deliverables in each of the following areas:

1. Main Reception Area
 - Reception Counter / Desk
 - Brochure display system/schemes
 - Sufficient number of Chairs
 - Electrical outlet
 - Campaign logo
2. Business Zone Area (Travel Trade Business Area/ B2B)
 - **20 table top with lockable storage cabinet**
 - Two (2) Chairs for each table top (total of 40 chairs for 20 table top)
 - Company signage of the 20 sellers
 - Exhibitor directory with graphic design
 - Meeting area (minimum 4 chairs and one table each in a lounge set-up)
 - Brochure display system/schemes

3. Branding Zone Area

- Graphic design adopting the Philippine booth visual design concept (with appropriate number of panels)
- Flat Screen monitor TV(s) with USB and appropriate player device
- Electrical outlets for player and equipment
- Display area for the window shopping lifestyle experience (display shelves and/or 2 mannequins) with appropriate signage and other graphic design to complement high-end Philippine products display e.g. souvenirs, gifts, lifestyle products (bags, jewelries, fabrics/weaves) etc.
- Message wall(s)
- Any other prop(s) to enhance the ladies brand

4. Stage(preferably elevated)

- Stage with backdrop and audience space of approximately 4 booth space (reduction by 1 booth space may we allowed in the event of increased table top business section participation)
- Sound system (appropriate for talk show, performances / cultural shows)
- Electrical outlets for equipment
- Furniture (portable) which can be used for talk show presentation
- Flat screen monitor with laptop / computer device

5. Mini Seminar Area (approximately one booth space area)

- Appropriate sound system
- Electrical outlets for equipment
- Seating area for approximately 6 persons
- Flat Screen monitor with laptop and computer device (preferably with back panel)
- Presentation area

6. Storage area / Dressing Room for performers (with 1 rack to store brochure)

7. 1 Message wall (text to be determined by DOT Tokyo)

Note: Visuals defining the brand will be provided by DOT Tokyo. It is recommended that the Provider design graphics to complement these visuals and tie in the necessary brand elements that define a ladies brand.

B. DISMANTLING AND DISPOSAL OF BOOTH

Dismantling of the aforementioned booths and egress on the date designated by the event organizers and proper disposal of the materials use in the booth

C. EVENT MANAGEMENT

Event Management - programming of periodic promotional activities to draw visitors to the Philippine booth. Events management deliverables include the following cost:

- Provide for event operation staff complement to include 1 stage director, 2 technician for AVP and sound for all AVP areas and 1 all around assistant for three days
- Coordinate speakers' technical requirements (Note: Speakers to be selected by DOT and not part of this contract)

- Execute the talk show designed/programmed by DOT Tokyo (talents not part of this contract)
- Design and execute **own** trivia activity/event for the Philippine booth which will generate public attendance. Contract to include talent(s) of their choice however cost of contract does not include prizes for said event.
- Coordinate the business day event requirement of DOT Tokyo
- Coordinate permits and other requirements with the organizers / authorities needed for the implementation of the Philippine events
- Coordinate and assist in securing permits required for the lifestyle product display

V. TIME FRAME AND SCHEDULE OF WORK:

The contact duration is for a period of one (1) month with the following schedule of work:

1. Booth design concept	July 2015
2. Construction/set-up of Philippine booth	September 2015
3. Egress of Philippine booth	September 2015
4. Event Management	During Event Period

VI. TECHNICAL REQUIREMENT

- Must have a 3-year's experience with booth design and construction and preferably experienced with the construction of a booth in JATA, Tabi fairs and other travel fairs in Japan. Preference will be given to contractors with experience in construction booth for Asian and ASEAN countries.
- Include the data on booth design and construction experience (Name of Event, Venue, Booth size, and Contractor Name)
- Include the bio data of the event management team
- Include the details regarding the suggested plan for the trivia activity to be implemented as part of this contract

VII. BUDGET:

JPY 14,193,000 (tax included) and inclusive of design, construction, dismantling, disposal and stage event management

VIII. PAYMENT PROCEDURE

By practice, Japanese contractors will bill the Department of Tourism Tokyo Office after the completion of the services. Contractor is required to post a five percent (5%) of the contract price as performance bond subject to refund upon completion of the contract.