



November 29, 2023

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified suppliers/ companies for the design, set-up and dismantling of the Philippine Booth in FITUR 2024 on January 24-28, 2024.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before December 8, 2023 info@pdotlondon.co.uk or jing@itsmorefuninthephilippines.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,

A handwritten signature in black ink that reads "Gerard Panga".

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London

TERMS OF REFERENCE

I. PROJECT TITLE: DESIGN AND SET-UP OF THE PHILIPPINE BOOTH IN FITUR 2024

EVENT : FERIA INTERNACIONAL DE TURISMO (FITUR) 2024
VENUE : IFEMA, MADRID, SPAIN
DATE : 24-28 January 2024

II. BACKGROUND:

The Department of Tourism, through the DOT London Office will again participate in the FITUR 2024 from 24 to 28 January 2024 at IFEMA, Madrid, Spain.

FITUR is an annual international trade exhibition in Spain for tourism professionals. It is considered the premier travel fair in the entire Ibero-American market and one of the biggest tourism gatherings in the world.

The 2023 event was a major travel trade business-to-business platform which gathered 222,000 travel trade professionals and consumer guests, a growth of 99.8% from the 2022 attendance. It marked the normalcy in the travel industry as the said event attested to the huge demand for travel post pandemic and the significance of FITUR among the international travel community.

The Department has consistently participated in this event in the past years with the strong support from the Philippine private sector companies. This year, the DOT delegation will be composed of ten (10) private sector companies both tour operators and Philippine hotels/resorts, and DOT officials and staff and members of the Congress. The business that will be generated by the Philippine tour operators and hotels/ resorts will be a big boost to the country's tourism industry while the presence of the Philippine lawmakers will give a stronger support for better policy preparation that will further improve the country's tourism sector as it continue to position itself as the tourism powerhouse of Asia.

III. PURPOSE/OBJECTIVES:

The DOT, through its London Office is in need of the services of a Booth Contractor who has the capability to implement the design of the

Philippine Booth into a most feasible structural form that will conform to the exhibit guidelines of the venue.

1. The Company must be an accredited contractor of the FITUR organizer;
2. The Company must have a dedicated team who will focus on Set-up;
3. The Company must have a minimum of five (5) years of experience in the business of setting up of special booths for large-scale events, preferably in tourism travel trade fairs/exhibitions; and,
4. The Company must have the capability to invest, purchase, and coordinate its shipment, to the FITUR site, of Philippine-made decorations and accent pieces needed to complete the Philippine experience through its booth design.

The concept for the Philippine Booth should have a total design approach – being able to integrate Filipino creativity & artistry, interior design, furniture, home accessories and space planning while showing how to strike a balance between business opportunities and social responsibilities. The design must be environmentally and sustainably created featuring the principles of ecological sustainability. The Filipino brand must also be included as part of the holistic appeal and shall highlight the wellness tourism product of the country.

The design of the Philippine Booth aims to attain the following objectives:

1. Generate positive “name recall” of the Philippine tourism brand and strengthen the Philippines’ claim to be a preferred tourist destination for the European market, specifically the Ibero-American market
2. Create an atmosphere that reflects a modern Philippines claiming its position as one of the premiere destinations in Asia;
3. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine Booth;
4. Feature Filipino brand in tourism and wellness tourism product offerings through senses that can bring a feeling of warmth and immediately connect them to the country;

5. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, table top business meetings, and other promotional activations;
6. Highlight the featured Philippines destinations with focus on tourism and trade products;
7. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting Philippines to the European market; and,
8. The design should incorporate Philippine architecture or traditional Filipino design that uniquely identifies the Philippines.

IV. SCOPE OF WORK/DELIVERABLES

1. A functional design template for the Philippine Booth that will showcase the country's iconic products and offerings as one of the premiere travel and leisure destinations in Asia, taking into consideration the rules and regulations set forth by the FITUR 2024 organizers.
2. Philippine Booth Details:
 - Total Exhibit Space: 123 sqm
 - Booth Number: 6CO3, IFEMA, Madrid, Spain
 - Layout: Pavilion set-up with four (4) sides open

See Exhibit floorplan for reference

3. Provide individual company work stations or negotiating tables with 3-4 chairs for each Philippine private sector exhibitor (maximum of 10 co-exhibitors), to include installation of the following:
 - One (1) table
 - Cushioned seats
 - Small lockable storage cabinet
 - Individual electric outlets (should be concealed or bolted on an elevated platform) and adaptors

- Co-exhibitor name / signage with logo
 - Table centerpiece, if needed
 - A brochure stand/rack (per table)
 - Strong Wi-fi connectivity
4. One (1) activation area that should be multi-directional and strategically positioned that can double up for animator/s, live performance/s, and media briefs/announcements;
- equipped with performers/ animators technical riders;
 - seating areas;
 - Printed Visuals/graphics on wall panel/s; and,
 - Table/s and stand racks for display of products.
5. One (1) semi-enclosed VIP Reception Area and/or Lounge that can comfortably accommodate 5-8 officials/guests and should have the following:
- Lounge chairs or sofa
 - Center and side tables
 - two (2) round meeting tables with 4 chairs each
 - 1 huge LCD screen and DVD player and/or USB port
 - Strong WI-FI / internet access
 - Appropriate accessories
 - Console tables with lockable cabinets
 - Furniture and fixtures should depict a modern Philippines and conform to the general theme, “Love The Philippines”;
6. VIP Reception area must be positioned in the center of the pavilion with the work stations/ negotiating tables surrounding the reception area;
7. One (1) Information counter with at least 2 chairs, concealed power outlets, lockable cabinets or drawers, brochure racks, appropriate visuals and accessories as well as easel stands for the following:
- announcements/activities during the event
 - QR code for the travel app and website
 - Directory of the Philippine Exhibitors;
8. Cocktail bar as station of the Flair Bartender during the daily networking cocktails at the Philippine Stand;

9. Appropriate storage area with lockers to accommodate personal belongings/effects of Philippine sellers/ reps, storage areas should have the following: lockable lockers wardrobe/coat hangers, mirror, shelves for brochures to include a mini office area for the color printer with ink, bond paper, etc;
10. Space for the Service kitchen cum dining area (for the Philippine delegation) which should have the following items and appropriate storage: sink for washing up and food washing with running water, hot and cold water dispenser, coffee maker or percolator, small refrigerator, microwave, griddle, fire blankets/extinguisher, storage cabinets and shelves, trash bins with ample supply of trash bags, small dining area with counters and bar stools, lockable door;
11. Letter cut-outs "PHILIPPINES" visible enough to see in different angles from afar. The letter cut-outs should be in 3D form, preferably LEDs so the colors can be easily changed;
12. Set-up of stand to include fabrication of walls, storage, kitchen, wardrobe (with lockable lockers) and VIP area, suspension/hanging brand header, flooring, electrical wiring, lighting etc.;
13. Digital printing, using appropriate materials, for backdrop visuals/overhead ceiling banners with trusses/interior decor as needed, fresh plants and flowers, sufficient lighting plan and fixtures and other decorative elements and accessories;
14. Elevated carpeted platform/floor to conceal the electrical wirings and connections;
15. Furniture and fixtures should complement the overall Philippine experience;
16. Increase sensory appeal of the Philippines booth through scents and sounds that evoke the identity of the country;
17. Ensure getting all exhibition venue requirements for a strong WI-FI / internet connection;
18. Sufficient power outlets and amperes;

19. Daily stand cleaning – before the opening and the closing of the exhibition;
20. Stand set-up and dismantling with supervision and maintenance for the duration of the fair;
21. Assignment of a stand-by technical manpower for the duration of the fair for on-site problems, and to supervise the ingress/egress, booth set-up and installation, maintenance and dismantling;
22. The contractor will be in charge of filling/accomplishing the necessary electrical connections, health and safety requirements and other forms needed by the organizers;
23. Secure/order 24-hour power circuit for the refrigerator and freezer as need be;
24. Set-up and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers;
25. The rental or purchasing (Preferred), shipping, hauling and storage (if needed) of Philippine made furniture and accessories must be shouldered by the supplier;
26. Delivery/transportation services for goods and materials from DOT office/airport/storage to IFEMA;
27. Dismantling, inclusive of shipment back to Manila/UK/or point of destination of contractor, storage and/or disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers; and,
28. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed.
29. Secure the necessary operational permits, licenses required i.e. external catering licenses, music license, necessary insurances, etc. to ensure smooth onsite operations.

V. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for the period indicated with the following schedule of work:

DATE	ACTIVITY
December 12, 2023	Issuance of Notice of Award and to Proceed
January 22, 2024	Set-up of Philippine booth at the IFEMA, Madrid, Spain or according to official schedule
January 24-28, 2024	FITUR 2024 22 - Stand maintenance
	Stand dismantling

VI. BUDGET

Total Budget allocation for the Philippine booth is PHP3,700,000.00

THREE MILLION SEVEN HUNDRED THOUSAND PHP (Php3,700,000.00) OR APPROXIMATELY FIFTY NINE THOUSAND TWO HUNDRED EUROS (EURO59,200.00) inclusive of all applicable taxes. The financial proposal should allow for modifications in stand layout and design in accordance with the needs and requirements of the end user.

Note: The qualified consultants are required to make a presentation of the bid during the opening of the financial proposal

VII. PAYMENT PROCEDURE

OUTPUT	%
Upon signing of the contract - DOT to commence processing of payment	50% of contract price
Upon completion of the project and satisfactory delivery of services, set-up and dismantling of the booth	50% of the remaining contract
Total:	100%

XI. CRITERIA FOR EVALUATION

1. Consultant must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

CRITERIA	WEIGHT
Quality	
<ul style="list-style-type: none"> • Experience in the design and set-up of booth for large-scale and international events, including years of experience and number of projects handled; 	35%
<ul style="list-style-type: none"> • Adherence to the proposed features of the booth with emphasis on the "Filipino feel" and Philippine accents at the booth 	35%
<ul style="list-style-type: none"> • Plan of approach and methodology with emphasis on the clarity, feasibility, innovativeness and comprehensiveness of the plan approach, and the quality of interpretation of project problems, risks and suggested solutions; 	20%
<ul style="list-style-type: none"> • Quality of personnel to be assigned to the project which covers suitability of key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff. 	10%
Total:	100%

XII. DEADLINE FOR SUBMISSION OF PROPOSAL

PROPOSAL TO BE SUBMITTED (By e-mail) TO:

Contact Persons:

GEARARD O. PANGA

Tourism Attachè

Philippine Department of Tourism – London Office

info@pdotlondon.co.uk or jing@pdotlondon.co.uk

on or before December 8, 2023

Signed:

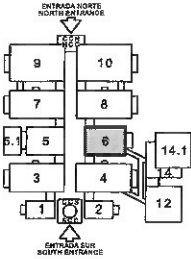


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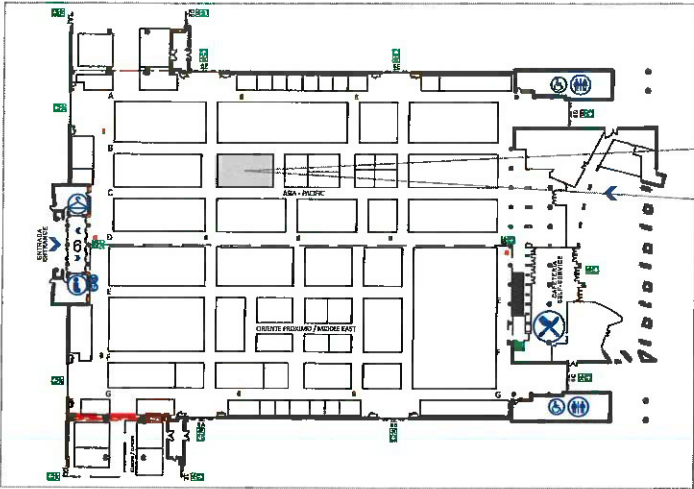
Tourism Attachè, PDOT London Office

EDICIÓN EDITION
FITUR 2024
PABELLÓN PAVILION
Pabellón 6
SUPERFICIE SURFACE M²
123.00

FECHA DATE
19/06/2023 16:20:52 +00:00



SITUACIÓN DEL STAND STAND LOCATION



NÚMERO NUMBER	ÁREA AREA	NOMBRE EXPOSITOR EXHIBITOR NAME	2ª PLANTA 2º FLOOR
6C03	123,00	PHILIPPINE DEPARTMENT OF TOURISM	—

PLANTA DEL STAND STAND FLOOR Contractual

