

TERMS OF REFERENCE

I. **PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION OF THE PHILIPPINE BOOTH AT THE MARINE DIVING FAIR 2016 IN TOKYO, JAPAN**

II. **BACKGROUND :**

In line with its objectives to increase tourism traffic from Japan, the Tourism Promotions Board (TPB) will be participating in the Marine Diving Fair (MDF) 2016 scheduled 01-03 April at the Sunshine City Convention Center in Tokyo, Japan.

Considered among the largest dive and resort consumer fairs in Asia, MDF 2016 is a trade and consumer show organized in cooperation with Marine Arts Centre Co., publisher of Japan's four major dive magazines. Over 200 exhibitors composed of NTOs, resorts, dive operators, airlines and dive equipment suppliers participate in the event to touch base with more than 50,000 enthusiasts that visit annually.

With the Philippine's inherent advantage in marine and coastal resources, the archipelago has been receiving Japan's fast growing dive segment estimated at 5 million. The country ranks consistently among the top five dive destinations of the market with multiple awards in MDF yearly alongside Palau and the Maldives.

The Marine Diving is considerably a **consumer promotion** event where retailing is actively conducted. The venue is similar to SM Mega Mall Event Halls with low ceiling and booths by international countries are all elongated given the constraints of the event venue. Most participants adopt the same design for the last 4 years for branding purpose. Not much investment is put in the design and construction and most countries opt for decorating ready made shells as exhibit space. This is largely due to the constraints of an elongated format. Focus of the participants is retailing therefore design must allow easy access of the participants to the consumers that traverse the halls.

Albeit limitations in the exhibition it is one of the very few diving related exhibits that generate a substantive number of visitors.

Last Year's MDF fair generated 51,112 visitors of which 82% percent were divers who have spending power to travel for diving and stay in resorts.

III. **PURPOSE/OBJECTIVES:**

The Tourism Promotions Board requires the following package of services from the **designated official contractor of the organizer of the MDF 2016** which is in the business of designing and constructing booths for travel and consumer fairs for the Philippine participation to the Marine Diving Fair 2016

A. Design of the Philippine booth: For branding purpose, the design should preferably be a modification of previous year design within the prescribed budget. In the event that inflation does not allow the same within the prescribed budget then a new design can be presented.

B. Construction of the Philippine booth that aims to attain the following objectives:

1. The booth should appeal to the event's visitors, projecting the Philippine diving destinations as a premier location for scuba divers and resort guests. It should likewise project the fun aspect of diving consistent with the current campaign "It's more fun in the Philippines."
2. Provide a functional yet aesthetic booth area that will enable the conduct of tabletop business meetings between the Philippine participants and the Japanese consumers.

IV. SCOPE OF WORK/DELIVERABLES

A. DESIGN

Modified or new Design of the Philippine booth constituting 6 booth spaces, approximately 54 square meters at the Marine Diving Fair 2016 that abides by the rules and regulations set by the event organizers.

B. CONSTRUCTION AND DISMANTLING

B1. Construction of the said booth that would include the following provisions:

- Philippine brand "It's more fun in the Philippines" logo in the Japanese language (Motto Tanoshi) and the "Visit the Philippines Again 2016" logo
- Panels with an underwater image and exhibitors list
 - Digital images are not included in the cost.
- Counters/Tables to accommodate about 12 participants with electrical outlets for laptops/tablets and tabletop display modules;
- About 15 chairs for the above participants;
- Participating company name signages;
- Events area with TV monitor/s and DVD Player/s;
- Storage area;
- Adequate lighting;

B2. Dismantling of the aforementioned booth and egress on the date designated by the event organizers.

B3 Execute a trivia game within the booth area to generate attention. Cost of the materials necessary for the game shall be part of the contractor's budget however the prizes and raffles will be borne by the DOT Tokyo Field Office. Likewise, the contractor should assign a game master/coordinator for the execution of the games.

V. TIME, FRAME AND SCHEDULE OF WORK:

The contract duration is for a period of 6 calendar days with the following work schedule:

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| 1. Construction and set up of Philippine booth | 30-31 April 2016 |
| 2. Dismantling and egress | 03 April 2016 |
| 3. Design and approval of the booth | Prior to the event |
| 4. Trivia games | 01-03 April 2016 |

VI. QUALIFICATIONS:

Design and construction firm should be the organizer's official contractor for the event

VII. PROPOSAL:

The bidder will be expected to submit technical and financial proposals which includes (among others):

- a. A brief profile and description of the company
- b. Certification of Registration issued by relevant government authority in Japan
- c. List and evidence of relevant work experience for at least 3 years
- d. List of personnel to be assigned with their curriculum vitae
- e. Certification of official contractor issued by the organizer of the fair
- f. Proposed Booth Design and layout
- g. Financial proposal

VII. BUDGET:

Total budget allocation for the Philippine booth is US\$30,000 or the Philippine equivalent based on the published exchange rate prevailing on the day of bid opening.

VIII. PAYMENT PROCEDURE:

By practice, Japanese contractors will bill the Department of Tourism Tokyo after the completion of said services.

CONFORME:

(Authorized Signature)
(Name and Title of Signatory)
(Date)