



**PASUGUAN NG PILIPINAS**

**EMBASSY OF THE PHILIPPINES**

**SEOUL**

August 2, 2018

### **INVITATION FOR PROPOSALS**

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced company based in Korea engaged in the business of professional exhibition booth design, set-up, dismantling and booth parts rental and services for its participation in the Busan International Travel Fair (BITF2018) to be held at BEXCO, Busan, Korea on September 07 - 10, 2018.

Interested companies may submit booth plans and quotations following the attached Terms of Reference on or before 16 August 2018 5:00pm to:

Philippine Department of Tourism-Korea  
Suite 801, President Hotel, Euljiro1-ga  
Jung-gu, Seoul 04533 Korea  
Tel no: (02) 598-2290 Fax: (02) 3180520  
Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr) and [lily@philippinetourism.co.kr](mailto:lily@philippinetourism.co.kr)

A handwritten signature in black ink, appearing to read "Maria Corazon Jorda-Apo".

**MARIA CORAZON JORDA-APO**  
Tourism Director & Attaché  
PDOT-Korea

## TERMS OF REFERENCE

<b>I. PROJECT TITLE</b>	:	<b>PHILIPPINE BOOTH SET UP AND CONSTRUCTION AT THE Busan International Travel Fair 2018</b>
DATE	:	September 07 ~ 10, 2018
VENUE	:	BEXCO, South Korea
ITEM	:	Philippine Booth Design, Set-up/Dismantling and Booth Parts Rental

### II. BACKGROUND

In line with the Philippine Department of Tourism- Korea's efforts to intensify Philippine Tourism Promotions in South Korea, the PDOT-Korea in cooperation with Tourism Promotions Board will participate and will set-up a 54-square-meter Philippine booth at the BITF2018(Busan International Travel Fair 2018) in Busan, South Korea that will be shared with the Philippine travel trade partners specializing on travel. Several activities will be undertaken at the Philippine booth to attract more booth visitors and create stronger consumer interest during exhibition day.

### III. PURPOSES / OBJECTIVES

The DOT is in need of the services of a well-experienced professional company engaged in the business of professional exhibition booth design, set-up/dismantling and booth parts rental and services. A company with previous experience with the Department on similar projects in Korea will be an advantage.

### IV. SCOPE OF WORK / DELIVERABLES

Following are the services required by the Philippine Department of Tourism:

#### A. Booth design

- Wooden construction
- Design should adhere to the campaign/theme: "It's More Fun in the Philippines"

#### B. Booth details

1. Booth size is 54sqm

2. Lay-out

Must have:

- Main Stage equipped with backdrop, stage and sound system for event.
- Booth elevation should be at least 4000mm
- Suspended banner distinctive of the Philippines and Philippine branding must be visible from all areas of the exhibition hall
- Information and reception counter equipped with lockable storage space for Philippine information and promotional materials
- Video Screen with advance audio video capability well suited for the area surface provided
- All graphic work in appropriate high print quality
- Storage – 2set, Safety lockers equipped with locks for use of delegates and staff



- Discussion Table with 3 chairs - 3set.
- Hot/cold water dispenser -1unit
- High chair – 4pcs
- Refrigerator -1ea
- Multi shelving rack - 2ea
- Signage for event – 2pcs
- Plants – 1set
- Event corner set-up (Halo–Halo stand with utensils/games with props and 4 event masters)
- Modular backdrop with design -1set

### 3. Other features

- Individual power outlet for meeting areas, Information Counter, storage area
  - Strong Lighting in general areas to highlight stand visibility
  - On-site supervision and service during the show
  - Caveat - All proceedings in relation to this project will be subject to the budget, accounting and audit rules of the Republic of the Philippines.
- C. Set-up, installation and dismantling of the Philippine booth must conform to the schedule, rules and regulations set by the organizers.

## V. TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit working design drawings and cost schedules before August 16 2018, 5 PM.

September 05 -06, 2018	Booth setup/construction and turnover
September 07- 10, 2018	Exhibition Proper
September 11, 2018	Egress/Booth dismantling

## VI. BUDGET

**Total budget allocation for the Philippine Booth is KRW 22,000,000**











