



19 September 2019

## INVITATION FOR PROPOSALS

The Philippine Department of Tourism Korea is in need of the service of a well- experienced company based in Korea engaged in the business of professional exhibition booth design set-up and dismantling booth parts rental and services for its participation in the 16<sup>th</sup> Busan International Food Expo (BIFE 2019) to be held at BEXCO, Busan, Korea on October 10-12, 2019.

Interested companies may submit quotations following the attached **Terms of Reference** on or before **September 27, 2019 at 5:00 PM** to:

Philippine Department of Tourism-Korea  
Suite 801, President Hotel, Euljiro1-ga  
Jung-gu, Seoul 04533 [Koreapdot@commkorea.com](mailto:Koreapdot@commkorea.com)  
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)

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

## TERMS OF REFERENCE

I. PROJECT TITLE	:	<b>PHILIPPINE BOOTH DESIGN AND SET UP AT THE 16<sup>th</sup> BUSAN INTERNATIONAL FOOD EXPO 2019 (BIFE 2019)</b>
DATE	:	October 10 – 12, 2019
VENUE	:	BEXCO, Busan, South Korea
ITEM	:	Philippine Booth Design, Set-up/Dismantling Booth Parts Rental and Services

### II. BACKGROUND

In line with the Philippine Department of Tourism-Korea's efforts to intensify Philippine Tourism promotion in South Korea, and Philippine food and travel in particular, the PDOT in cooperation with the Tourism Promotions Board will participate for the first time in the 16<sup>th</sup> Busan International Food Expo (BIFE 2019) to be held at BEXCO, Busan on October 10 – 12, 2019. Busan International Food Expo (BIFE 2019) is the biggest international food expo in Busan, Korea hosted by Busan Metropolitan City and Korea Foodservice Industry Association. The organizer has been successfully holding the fair for the past 16 years.

In relation to this, DOT will set-up a 72 square-meter Philippine booth at the BIFE 2019 that will be shared with the suppliers of Philippine foods and Department of Agriculture. Several activities like Philippine food cooking demonstration, games, cultural performance, food tasting and others 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, construction/dismantling and booth parts rental and services. A company with previous experience with the Department on similar projects in Korea is an advantage. Booth Space was provided by the organizer to the Philippine for free.

### 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 72 sqm

2. Lay-out

Must have:

- Main Stage equipped with backdrop, stage and sound system for performance
- Kitchen set up with sink and cooking equipment for cooking demonstration- induction cooker, pots, pens and other kitchen utensils needed
- At least four (4) individual negotiation counters for each company/exhibitor with company signage suitable for B2B meetings and negotiations. Counters must integrate / be equipped with lockable storage intended for exhibitor promotional and information materials as well as personal belongings with relation to their participation
- High chair- 4 pcs

- Suspended banner distinctive of the Philippines and Philippine branding must be visible from all areas of the exhibition hall
- Video Screen with advance audio video capability well suited for the area surface provided
- All graphic work in appropriate high print quality
- 3D Photo zone – 4nos
- Items for Photo zone -1set
- Information counter with 3 high chairs for PDOT/TPB
- Storage – 2set, Safety lockers equipped with locks for use of delegates and staff located
- Display deck- 3 units
- High table with 2 chairs - 2set.
- Hot/cold water dispenser -1unit
- Refrigerator with big freezer– 1ea
- Signage for event – 2pcs
- Plants – 1set
- Ice-making machine with 200pcs cups and spoons
- Local décor materials
- Event corner (Game/event with props materials and 1 event master and 2 assistants)

### 3. Other features

- Individual power outlet with adaptor for each negotiating table, 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. Construction, 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 within seven (7) days of their receipt of this document.

October 08-09, 2019	Booth setup/construction and turnover
October 10-12, 2019	Exhibition Proper
October 12-13, 2019	Egress/Booth dismantling

## VI. BUDGET

Total budget allocation for the Philippine Booth is KRW 30,000,000