



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

11 August 2017

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced Korea-based company engaged in the business of professional exhibition booth design, construction, dismantling and booth parts rental for its participation in the Korea Study Abroad Fair - Fall 2017 to be held at the 1st Floor COEX-Hall A, Gangnam-gu, Seoul, Korea on September 2-3, 2017. A company with previous working experiences with the Department on similar projects is preferred.

Interested companies may submit booth plans and quotations following the attached Terms of Reference on or before 22 August 2017 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@7107.co.kr and lilylibosada@7107.co.kr

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

MARIA CORAZON JORDA-APO
Tourism Director and Attache

TERMS OF REFERENCE

I. PROJECT TITLE	:	PHILIPPINE BOOTH SET UP AND CONSTRUCTION AT THE KOREA STUDY ABROAD FAIR-FALL, SEPTEMBER 2017
DATE	:	September 02~03, 2017
VENUE	:	COEX, Seoul, Korea
ITEM	:	Philippine Booth Design, Construction/Dismantling and Booth Parts Rental

II. BACKGROUND

- In line with the Department's efforts to further develop the market for English as a Second Language Program in Korea, DOT-Korea will Participate in the Korea Study Abroad Fair – Spring 2017 on September 2-3, 2017.
- PDOT will set-up a 54-square-meter booth at the fair with individual counters to be occupied by PDOT-Korea and 6 to 8 Philippine ESL schools.
- In addition to school-to-student consultations at the booth, whole-day activities will be undertaken at the Philippine booth by PDOT-Korea to attract more booth visitors and create stronger consumer interest during exhibition days. As support to participating schools, PDOT will provide additional Philippine tourism information for the benefit of students/families who will visit the fair.

III. PURPOSES / OBJECTIVES

The DOT is in need of the services of a well-experienced professional Korea-based company engaged in the business of professional exhibition booth design, construction/dismantling and booth parts rental. A company with previous working experience with the Department on similar projects in Korea is preferred.

IV. SCOPE OF WORK / DELIVERABLES

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

A. Booth design

- Block System
- Design should adhere to the campaign/theme : "It's More Fun in the Philippines" and "Visit ASEAN@50"

B. Booth details

1. Booth size is 54 sqm
2. Lay-out

Must have:

- Suspended banner distinctive of the Philippines that must be visible from all areas of exhibition hall
- Reception counter equipped with storage space for Philippine information and promotion materials
- 6-8 consultation counters for participating schools
- Video Screen with advance audio video capability well suited for the area surface provided
- All graphic work in appropriate high print quality
- Discussion Table with 3 chairs - 2set.
- Hot/cold water dispenser -1unit
- High chair – 4pcs.
- Signage for event
- Storage

3. Other features

- Individual power outlet for meeting areas Information Counter and Storage.
 - 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 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 six (7) days after posting of this document in PDOT-Korea website and Philippine Embassy, Seoul bulletin board.

August 31 ~ September 01, 2017	Booth setup/construction and turnover
September 02~03,2017	Exhibition Proper
September 03, 2017	Egress/Booth dismantling

VI. BUDGET

Total budget allocation for the Philippine Booth is KRW 21,000,000.

