



**PASUGUAN NG PILIPINAS**

**EMBASSY OF THE PHILIPPINES**

**SEOUL**

15 May 2017

### **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, construction, dismantling and booth parts rental for its participation in the Hana Tour International Travel Show (HITS 2017) to be held at KINTEX, Goyang-si, Seoul, Korea on June 8-11, 2017. Preferably, the company should have previous experience with the Department on similar projects in Korea.

Interested companies may submit booth plans and quotations following the attached Terms of Reference on or before 23 May 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  
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**LILIOSA B. LIBOSADA**  
Officer-In-Charge

**Philippine Department of Tourism-Korea**

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## TERMS OF REFERENCE

### I. PROJECT TITLE : PHILIPPINE BOOTH DESIGN, SET-UP AND DISTMANTLING AT THE HANA TOUR INTERNATIONAL TRAVEL SHOW 2017

DATE : June 08 – 11, 2017

VENUE : KINTEX, 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 the Tourism Promotions Board will participate once again in the Hana Tour International Travel Show (HITS 2017) to be held at COEX, Seoul on June 1-4, 2017. HITS is the biggest international travel show for B2B and B2C business engagement hosted by Hana Tour, Korea's largest tour wholesaler.

DOT will set-up a 54-square-meter Philippine booth at the HITS 2017 to be held at KINTEX in Gyunggi, South Korea that will be shared with the Philippine travel trade partners specializing on travel. Several activities will be undertaken at the Philippine booth which includes daily performances by Filipino performing group 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 based in Korea engaged in the business of professional exhibition booth design, construction/dismantling and booth parts rental. Preferably, the company should have previous experience with the Department on similar projects in Korea.

### 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" and "Visit ASEAN@50"

#### B. Booth details

1. Booth size is 54sqm

## 2. Lay-out

Must have:

- Main Stage equipped with backdrop, stage and sound system for performance.
- Booth elevation should be at least 4000mm
- At least eight (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
- 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 with safety lockers equipped with locks for use of delegates, staff and entertainers
- Discussion Table with 3 chairs – 4 sets
- Hot/cold water dispenser -1unit
- High chair – 4 pcs
- Signage for event – 2pcs
- Plants – 1set

## 3. Other features

- Individual power outlet for each negotiating table, meeting areas, Information Counter, storage area with adaptors to fit the Philippine system
- 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 after posting of this document in PDOT-Korea website and Philippine Embassy-Seoul bulletin board.

June 05-07, 2017 Booth setup/construction and turnover

June 08-11, 2017 Exhibition Proper

June 11-12, 2017 Egress/Booth dismantling

## VI. TERMS OF PAYMENT

The services will be paid within fifteen (15) days after submission to PDOT-Korea of the invoice or statement of account.

## VII. BUDGET

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

