



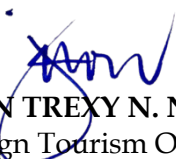
15 May 2025

REQUEST FOR QUOTATION

The Philippine Department of Tourism-Korea requires a reliable design and/or exhibition company to prepare and execute designs & offline marketing projects of the Philippine Showroom in Korea for 2025.

Interested companies may send quotations following the attached Terms of Reference on or before **22 May 2025, 10:00 AM** to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro 16
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: pdot@philippinetourism.co.kr


JOHN TREXY N. NOVEROS
Foreign Tourism Officer
PDOT-Korea



Philippine Department of Tourism - Korea

Suites 102 & 801, President Hotel, Euljiro 16, Jung-gu, Seoul, 04533, South Korea
Tel: (822) 598-2290 Fax : (822) 318-0520 Email: pdot@philippinetourism.co.kr Website: www.philippinetourism.co.kr

TERMS OF REFERENCE

I. PROJECT TITLE : PHILIPPINE SHOWROOM IN KOREA OPERATIONS 2025
DATE : Year-round 2025

II. BACKGROUND

Since its opening in July 2012, the Philippine Showroom has served as a comprehensive resource for travel information about the Philippines. Strategically located across from Seoul City Hall and as the only national tourism organization (NTO) in Seoul with a showroom in the area, it offers the public a glimpse of the Philippines through destination graphics, crafts, LED displays, and other visual elements. Currently, the Philippine Showroom has been instrumental in assisting walk-in visitors, particularly in registering for the eTravel and addressing inquiries related to it.

The Philippine Showroom in Korea has proven to be an invaluable asset in maintaining the Philippines' visibility in Korea. By utilizing the showroom as an outdoor advertising space, highlighting Philippines as an ideal tourist destination. It also offers visitors an immersive experience of the Philippines, showcasing destination graphics, crafts, videos, decor, furniture, and interactive activities.

III. OBJECTIVES

- To leverage the Philippine Showroom and its activation events in support of promoting the Love the Philippines' branding campaign; and
- To provide the Philippines constant physical visibility in the market thru offline channel to complement digital marketing platforms.

IV. ELIGIBILITY

A South Korea-based Design and/or Exhibition Company shall have at least five (5) years of experience in preparing and executing designs & offline marketing projects. A company/agency with previous experience in handling tourism/travel industry projects is an advantage.

V. SCOPE OF WORK / DELIVERABLES

The following are the services to be provided by the event production and management company:

A. VISUALS AND DISPLAYS (not limited to)

- Design, layout of window and indoor displays
- Design, layout of contents for LED/TV
- Change of campaign visuals
- Display materials
- Floral décor
- Other operational maintenance necessary for the PH Showroom

B. OFFLINE PROJECTS

- Execution of at least one (1) quarterly marketing activities or consumer activations that will be formulated by the DOT-Korea like the below activities but not limited to:
 - a. Filipino Food Tasting
 - b. PH Independence Day Celebration
 - c. Pop-up stores
 - d. Parol-making Workshop

- Provision of manpower such as game master, interpreter or coordinator if necessary
- Provision of event supplies with campaign or event branding
- Production of corporate giveaways/prizes as tokens for the participants
- Production of appropriate promotional materials (e.g.. backdrops, banners, posters, flyers, or others)
- Provision of logistics/transport
- Provision of professional photo and video documentation services and outputs

The DOT-Korea may include/specify other deliverables that may be necessary to execute their proposed concept.

VI. TIME FRAME AND DOCUMENTARY REQUIREMENTS

All interested parties are to submit the following documents on or before **22 May 2025, 10:00AM:**

1. Quotation
2. Company Registration
3. Company Profile

Time Frame:

May 22, 2025

Deadline for submission of Quotation

Evaluation and selection

Issuance of Notice of Award

Issuance of Notice to Proceed

May 23-December 2025

Project preparation and implementation

VII. BUDGET

The total budget allocation for project is USD60,000 (USD40,000 to cover displays and management and USD20,000 to marketing activities)

VIII. TERMS OF PAYMENT

Payment of services will be based on agreed payment terms between PDOT-Korea and the management company. Payment is to be released per quarter after the company's submission of the invoice with the corresponding deliverables and PDOT-Korea's issuance of certification that deliverables are complete and acceptable.