



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

06 February 2017

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced 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 - Spring 2017 to be held at the 3rd Floor COEX-Hall C, Gangnam-gu, Seoul, Korea on March 25-26, 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 16 February 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


LILIOSA B. LIBOSADA
Officer-In-Charge

TERMS OF REFERENCE

I. PROJECT TITLE : PHILIPPINE BOOTH SET UP AND CONSTRUCTION AT THE KOREA STUDY ABROAD FAIR-SPRING 2017

DATE : March 25~26, 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. To be held on March 25~26, 2017, PDOT-Korea will be participating in the pavilion blocked by the Korea Overseas Study Association (KOSA), a non-profit organization with members composed of agents in Korea that organized overseas study programs for Korea students.
- PDOT will set-up a 36-square-meter booth at the Korea Study Abroad Fair-Spring 2017 which is within the Philippines block to be occupied by 12 Philippine ESL schools beside PDOT on one side and by KOSA and its member agents on the other side.
- Whole-day activities will be undertaken at the Philippine booth to attract more booth visitors and create stronger consumer interest during exhibition day. As support to participating schools, Philippine booth 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 company engaged in the business of professional exhibition booth design, construction/dismantling and booth parts rental. Preferably, the company should have previous working 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

- 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 36 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

- 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

- 4 movable It's More Fun in the Philippines standee/ X banners
- 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.

March 23-24, 2017 Booth setup/construction and turnover

March 25-26, 2017 Exhibition Proper

March 26, 2017 Egress/Booth dismantling

VI. BUDGET

Total budget allocation for the Philippine Booth is KRW 18,000,000.