



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

15 May 2018

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, set-up, dismantling and booth parts rental and services for its participation in the Hana Tour International Travel Show (HITS 2018) to be held at KINTEX, Goyang-si, Seoul, Korea on June 7-10, 2018.

Interested companies may submit booth plans and quotations following the attached Terms of Reference on or before 24 May 2018 5:00pm 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@philippinetourism.co.kr and lily@philippinetourism.co.kr

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

MARIA CORAZON JORDA-APO
Tourism Director & Attaché
PDOT-Korea

TERMS OF REFERENCE

- I. PROJECT TITLE** : **PHILIPPINE BOOTH DESIGN AND SET UP AT THE HANA TOUR INTERNATIONAL TRAVEL SHOW 2018**
- DATE** : June 07 – 10, 2018
VENUE : KINTEX, South Korea
- ITEM** : Philippine Booth Design, Construction/Dismantling and Booth Parts Rental

II. BACKGROUND

In relation to this, DOT will set-up a 54-square-meter Philippine booth at the HIT(HANATOUR INTERNATIONAL TRAVEL SHOW) 2018 in KINTEX, Goyang-si, South Korea that will be shared with the Philippine travel trade partners specializing on travel. Several activities 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. Preferably, the company shall have previous experienced 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"

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
- 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 – 2set, Safety lockers equipped with locks for use of delegates and staff located

- Discussion Table with 3 chairs - 3set.
- Hot/cold water dispenser -1unit
- High chair – 6pcs
- Refrigerator -1ea
- Signage for event – 2pcs
- Local Philippine décor materials
- Plants – 1set
- Event corner (halo-halo stand with utensils and server / games with props and event master)
- Modular backdrop with design -1set
- iPad Stand - 1 set

3. Other features

- Individual power outlet 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.

June 03-05, 2018	Booth setup/construction and turnover
June 07-10, 2018	Exhibition Proper
June 10-11, 2018	Egress/Booth dismantling

VI. BUDGET

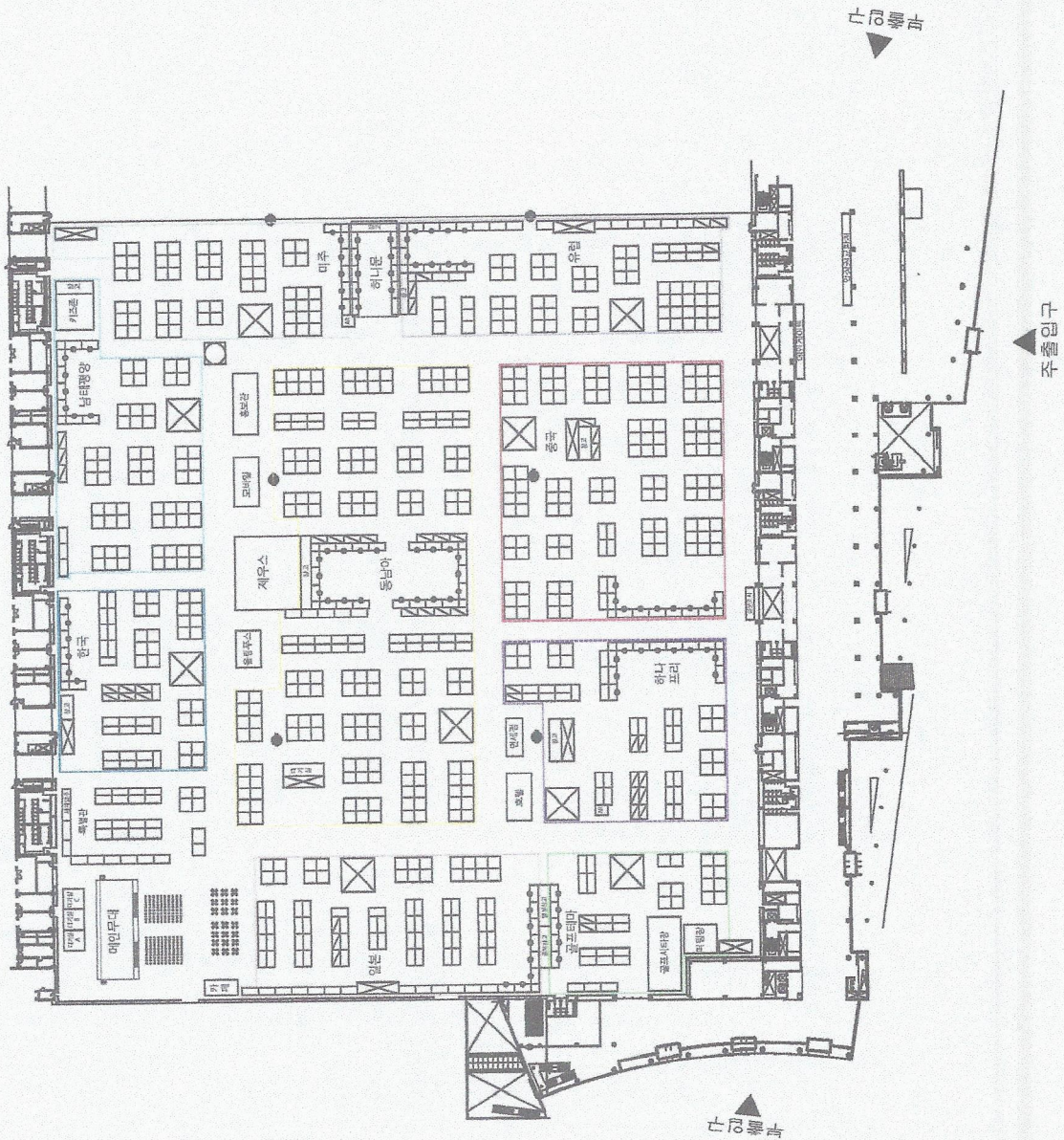
Total budget allocation for the Philippine Booth is KRW 21,000,000



Designed by	HNT Marketing
Checked by	HANATOUR
Version	Version. 7-2
Date	2018. 4. 17

Booth Total : 1,146부스

- 유 럽 : 107 (표 19 / 프 6 / 독 60 / 예 10 / 기타 12)
- 미 주 : 73 (표 0 / 프 0 / 독 58 / 예 5 / 기타 10)
- 남 태 : 84 (표 3 / 프 3 / 독 60 / 예 8 / 기타 10)
- 한 국 : 74 (표 24 / 프 6 / 독 26 / 예 6 / 기타 12)
- 중 국 : 147 (표 6 / 프 3 / 독 117 / 예 9 / 기타 12)
- 하나프리카 : 81 (표 27 / 프 10 / 독 20 / 예 11 / 기타 13)
- 동남아 : 241 (표 43 / 프 11 / 독 150 / 예 20 / 기타 17)
- 필리핀 : 73 (표 13 / 프 2 / 독 18 / 예 5 / 기타 35)
- 일 본 : 108 (표 62 / 프 3 / 독 22 / 예 8 / 기타 13)
- 허니문 : 12 (표 1 / 예 9 / 기타 2)
- 특별관 : 30 (표 24 / 독 6)
- 제우스 : 32 (독 32)
- 면세점 : 4 (독 4)
- 호텔 : 8 (독 8)
- 모바일 : 8 (독 8)
- 홍보관 : 10 (독 10)
- 응원부스 : 6 (독 6)
- 키즈존 : 9 (독 9)
- 키베테리아 : 3 (독 3)
- 메인무대 : 30 (독 30)
- 기타공간 : 6



대기질 부문

PDOT	PDOT	PDOT
PDOT	PDOT	PDOT

기동

매국	매국	30	31	32	33
41	42	45	44	45	49

공공부스

매국	12	13	14	15	16
매국	25	26	매국27	28	29

매국	30	31	31	32	33
매국	37	38	37	38	39

관리면23	관리면20	관리면25	관리면23
관리면19	관리면19	관리면24	관리면24
관리면20	관리면20	관리면25	관리면20
관리면19	관리면24	관리면19	관리면25
관리면20	관리면25	관리면20	관리면24
관리면19	관리면24	관리면19	관리면25

인원4	인원1	인원4	인원1
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매국	38	39	31	34	35	36	37	38	39	40	41
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