



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

18 October 2017

### INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced professional company based in South Korea engaged in the business of professional outdoor display and exhibition booth set-up/construction and dismantling to set up the Philippine lantern and booth at the **Seoul Lantern Festival 2017** to be held in Seoul, Korea on November 3-19, 2017. Preferably, the company shall 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 27 October 2017 to:

Philippine Department of Tourism-Korea  
Suite 801, President Hotel, Euljiro1-ga  
Jung-gu, Seoul 100-191, Korea  
Tel no: (02) 598-2290 Fax: (02) 3180520  
Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr)

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

**MARIA CORAZON APO**  
Tourism Director and Attache

#### Philippine Department of Tourism-Korea

Embassy of the Republic of the Philippines, 5-1, Itaewon 2-dong, Yongsan-gu, Seoul 140-857, Korea Tel : (822) 796-7387 ~ 89 Fax : (822) 796-0827  
Suites 102 & 801, Paiknam Bldg., Euljiro 1 (il)ga, Jung-gu, Seoul 100-191, Korea  
Tel: (822) 598-2290 Fax : (822) 318-0520  
E-mail : [pdot@7107.co.kr](mailto:pdot@7107.co.kr) Website : [www.7107.co.kr](http://www.7107.co.kr)

## TERMS OF REFERENCE

### I. PROJECT TITLE : PHILIPPINE LANTERN SET-UP/ CONSTRUCTION AND DISMANTLING AND BOOTH SET-UP/DECORATION AT THE SEOUL LANTERN FESTIVAL 2017

DATE	:	November 3 - 19, 2017
VENUE	:	Cheonggyecheon Plaza to Supyogyo Bridge, Seoul, South Korea
ITEM	:	Philippine Lantern Set-up and Booth Construction and Dismantling

### II. BACKGROUND

As part of the Philippines' intensified tourism promotions campaign in Korea, the Philippine Department of Tourism Korea will participate in the Seoul Lantern Festival 2017 organized by the Seoul Metropolitan Government and Seoul Tourism Organization. Since its inception in 2009, the annual Seoul Lantern Festival, one of the representative festivals in Seoul, is held throughout the period from the first Friday of November to the third Sunday of November. Every year nearly 3 million visitors can expect to see lanterns from different countries along the 1.2km Cheonggyecheon Stream with various things to see stretching all the way from Cheonggye Plaza and Supyogyo Bridge.

In relation to this, DOT will showcase our famed capiz lanterns thru set-up of Big Wall adorned by capiz lanterns in an area along the stream as specified by the organizer. Alongside the showcase of Philippine lanterns, PDOT-Korea will be provided with an information booth space (3x3 m) where Philippine tourism information materials and giveaways will be given out to visitors through daily booth events.

### III. OBJECTIVES

The main objective of participating in the event is to maintain the Philippines' presence in this well-attended annual festival in Seoul and to further intensify recall and/or awareness on the Philippines thru showcase of our famed capiz lanterns and the culture of celebrating Christmas in the Philippines and intensive information dissemination on tourism destinations and attractions, as well as consumer activation events at the Philippine booth among the large number of event visitors throughout the festival.

The DOT is in need of the services of a well-experienced professional company based in South Korea engaged in the business of professional outdoor display and exhibition booth set-up/construction and dismantling. Preferably, the company shall 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. Lantern and Booth Set-up/Construction and Dismantling

- Lantern set-up: Capiz Lanterns of the Philippines Wall set up
- Booth set-up: Decoration thru banners and signage of 3x3 booth

## **B. Details**

1. Metal Wall : 10M x 1.5M x 5.5M(H)
2. Wood Base : 12M x 2.4M (elevate from the stream)
3. Electrical Works (includes installation and maintenance during the festival)
4. Main Sign (LED Light AdvertisingText) : 4.5M x 1.0M
5. Graphics (backlighted) 1.2M x 0.6M - images c/o PDOT
6. Set-up of metal works and dismantling (set-up of lanterns into towers and dismantling)
7. Booth Set-up: 3 banner and 3 signages for a 3x3 booth size
8. Supervision and monitoring from set-up to dismantling

**C. Construction, installation and dismantling 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 (6) days of their receipt of this document.

October 31 – November 02, 2017	Set-up/Construction
November 03 – 19, 2017	Festival Proper
November 20, 2017	Egress/Dismantling

## **VI. BUDGET**

Total budget allocation for the project is \$45,000.00