

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2019-0247

**REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**“HIRING OF EXPERIENTIAL MARKETING COMPANY FOR
MANILA FAME SPECIAL EVENTS”**

| | |
|--|------------------------------|
| Approved Budget | : PHP 980,000.00 |
| Pre-Bid Conference | : 24 September 2019, 02:00PM |
| Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation | : 27 September 2019, 05:00PM |
| Opening of Bid | : 01 October 2019, 02:00PM |

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

Eligibility Documents (1st Envelope)

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.

3. Latest Income or Business Tax Return stamped and received by BIR
4. Notarized Omnibus Sworn Statement
5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Financial Bid (2nd Envelope)

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.

Qualitative Evaluation Documents (3rd Envelope)

1. Company Profile reflecting the length of service in the industry
2. List of clients / projects in the last five (5) years
3. List of clients / projects with government agencies
4. Concept Brief
5. List of event requirements (equipment and roster of performers and personnel)

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309 or email at citembac@citem.com.ph.


ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee



REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above Small Value Procurement with ABC of Php 50,001 and above
 Lease of Real Property and Venue Others : _____

Date: 18-Sep-19

RFQ No: 2019-0247

Company Name: _____
 Address: _____
 Contact No.: _____

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed and stamped in an envelope and submitted to CITEM BAC.

| | | | | | |
|---------------------------------|-------------------|-------|--------|--------|----------------|
| Schedule of Pre-Bid Conference: | 24 September 2019 | Time: | 2:00PM | Venue: | Meeting Room 1 |
| Schedule of Opening of Bids: | 01 October 2019 | Time: | 2:00PM | Venue: | Meeting Room 1 |

| QUANTITY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION | UNIT PRICE | AMOUNT |
|----------|------|--|------------|--------|
| | | Hiring of an Experiential Marketing Company for Manila FAME Special Events | | |
| | | Venue: World Trade Center Metro Manila, Pasay City | | |
| | | Duration: 17-19 October 2019, 9:00AM - 7:00PM | | |
| | | <i>Please see attached Terms of Reference for more details.</i> | | |
| | | Approved Budget : Php 980,000.00 | | |
| | | Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Eval. Document. : 27 September 2019, 05:00PM | | |

Terms and Condition:

- 1.) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2.) Bid price must be **Inclusive of Value Added Tax**.
- 3.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5.) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood and shall conform with the terms and conditions of this requirement.

Date Submitted

Signature over printed name of the Authorized Company Representative

Designation: _____

Telephone no.(s) _____

E-mail: _____

TERMS OF REFERENCE

Hiring of an Experiential Marketing Company for
Manila FAME Special Events



I. EVENT BRIEF

| | |
|-----------------------|--|
| Title of Event | Hiring of an Experiential Marketing Company for Manila FAME Special Events |
| Date | 17 October 2019 |
| Time | 04:00 PM – 07:00 PM |
| Venue | World Trade Center Metro Manila |
| Budget | PHP 980,000.00 |

II. RATIONALE

Manila FAME is the Philippines' premier sourcing event for premium-quality artisanal products for the home, fashion, and lifestyle. It is more than a business platform and a venue to showcase Filipino design and ingenuity. It is a catalyst for inclusive growth supporting local micro, small and medium enterprises (MSMEs), women-led businesses, and creative communities. Manila FAME tells the more than the story behind the brands and the products, it narrates the culture and traditions of the Filipinos.

This October 2019, the umbrella theme and over-all direction for Manila FAME, Heritage Reimagined, shall continue to be followed for the product development program under Design Commune, and for the conceptualization of all promotional materials and other essentials for Manila FAME.

The upcoming Manila FAME this October 2019 marks the 70th edition, a milestone not only for CITEM as the organizer, but for all the relevant stakeholders that have supported Manila FAME through the years. In order to celebrate this milestone, special events shall be organized.

With this, CITEM shall engage the services of an Experiential Marketing Company that will conceptualize the program of the Manila FAME Special Events, manage the events to provide the exhibitors, buyers and guests with a unique experience, and coordinate with all suppliers needed in relation to the successful mounting of the Special Events.

The Manila FAME Special Events include the Official Opening Ceremony of Manila FAME, management of all activities, performers, design and styling of the stage at the lobby, and the Networking Cocktails.

III. OBJECTIVES

1. To engage the services of an Experiential Marketing Company for Manila FAME October 2019;
2. To define the selection process in choosing the Experiential Marketing Company for Manila FAME October 2019;
3. To identify the qualifications of the prospective bidder; and
4. To enumerate the requirements from the Experiential Marketing Company.

IV. EVENT REQUIREMENTS

A. Manila FAME Official Opening Ceremony

Date : 17 October 2019

Venue: WTCMM Lobby

1. **Creative Concept and Program of Events (For CITEM's approval)**
 - Creative concept must be based on Heritage Reimagined and must keep in mind the milestone of Manila FAME's 70th edition.
 - Program of Events that must include the following required events/announcements:
 - Opening Remarks from CITEM Executive Director
 - Keynote Speeches from Department of Trade and Industry Secretary and other distinguished guests

- Announcement of the other special features and showcases at Manila FAME
- Acknowledgement of partners and sponsors
- Spiels and script based for host and voice over talent based on Program of Events

2. Technical Requirements

- Experiential Marketing Company must be able to deliver the following:
 - LED Video Wall with dimensions no less than 9ft x 12ft
 - Professional disc jockeys' equipment and performance table/booth
 - Mobile lights and sounds systems enough to light the event, with audible and clear-quality sound system and coverage system
 - All required cabling for electrical, fire safety, etc.
 - Gen set and fuel charge (if deemed necessary)

3. Performers, Talents and Personnel Requirements

- Experiential Marketing Company ensure delivery of service of the performers, hosts, talents and other personnel. Performers and talents to be provided by the Experiential Marketing Company must be approved by CITEM.
 - Creative and Production Director with Production Assistants
 - Must ensure the efficient management and coordination of the technical, logistical, and creative requirements of the activities
 - Ushers/Usherettes (3)
 - Two (2) Professional disc jockeys (DJ)
 - Must have expertise in producing and remixing music for at least five (5) years
 - Must have experience in mixing music for local and international events
 - Professional Voiceover (1)
 - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years

B. Manila FAME Stage Management

Date : 17-19 October 2019

Venue: WTCMM Lobby

1. Stage Design and Styling (For CITEM's approval)

- Conceptualize stage design and styling that reflects the approved color schemes and graphics of Manila FAME October 2019 edition.
- Specifications: Acrylic Stage with dimensions no less than 11.811ft x 19.685 x 3ft

2. Technical Requirements

- Experiential Marketing Company must be able to deliver the following:
 - LED Video Wall with dimensions no less than 9ft x 12ft
 - Professional disc jockeys' equipment and performance table/booth
 - Mobile lights and sounds systems enough to light the event, with audible and clear-quality sound system and coverage system
 - All required cabling for electrical, fire safety, etc.
 - Gen set and fuel charge (if deemed necessary)

3. Performers, Talents and Personnel Requirements

- Experiential Marketing Company ensure delivery of service of the personnel.
 - Creative and Production Director with Production Assistants
 - Must ensure the efficient management and coordination of the technical, logistical, and creative requirements of the activities
 - Two (2) Professional disc jockeys (DJ)
 - Must have expertise in producing and remixing music for at least five (5) years
 - Must have experience in mixing music for local and international events

- Professional Voiceover (1)
 - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years
 - Must provide voice recording announcements to be played during Manila FAME

C. Manila FAME Networking Cocktails

Date : 17 October 2019

Venue: WTCMM Lobby

1. Creative Concept and Program of Events (For CITEM's approval)

- Creative concept must be based on Heritage Reimagined and must keep in mind the milestone of Manila FAME's 70th edition.
- Program of Events that must include the following required events/announcements:
 - Brief Opening Remarks from CITEM Executive Director
 - KATHA Awards Announcement
 - Acknowledgement of partners and sponsors
- Spiels and script based for host and voice over talent based on Program of Events

2. Technical Requirements

- Experiential Marketing Company must be able to deliver the following:
 - LED Video Wall with dimensions no less than 9ft x 12ft
 - Professional disc jockeys' equipment and performance table/booth
 - Mobile lights and sounds systems enough to light the event, with audible and clear-quality sound system and coverage system
 - All required cabling for electrical, fire safety, etc.
 - Gen set and fuel charge (if deemed necessary)

3. Performers, Talents and Personnel Requirements

- Experiential Marketing Company ensure delivery of service of the performers, hosts, talents and other personnel. Performers and talents to be provided by the Experiential Marketing Company must be approved by CITEM.
 - Creative and Production Director with Production Assistants
 - Must ensure the efficient management and coordination of the technical, logistical, and creative requirements of the activities
 - One (1) Professional disc jockeys (DJ)
 - Must have expertise in producing and remixing music for at least five (5) years
 - Must have experience in mixing music for local and international events
 - Band / Performance Group (Music and Dance)
 - Must have experience in performing in networking events
 - Professional Host (1)
 - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years
 - Professional Voiceover (1)
 - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years

V. TENTATIVE SCHEDULE

| | DATES | TIME |
|---------------------------------|--------------------|---------------------|
| INGRESS / TECH REHEARSAL | 15 October 2019 | 05:00 PM – 12:00 AM |
| | 16 October 2019 | 08:00 AM – 12:00 AM |
| | 17 October 2019 | 12:01 AM – 02:00 AM |
| PROGRAM PROPER | 17-19 October 2019 | 04:00 PM – 07:00 PM |
| EGRESS | 19 October 2019 | 07:00 PM – 09:00 PM |

IV. QUALIFICATION REQUIREMENTS AND SELECTION PROCESS

| CRITERIA | DOCUMENT/S TO BE SUBMITTED | VALUE POINT |
|---|--|-------------|
| 1. The company should be at least 20 years in the experiential marketing industry, including experience in brand activation, events management, guest management, production and stage design and styling. <ul style="list-style-type: none"> i. More than 20 years experience - 15 points ii. 20 years experience - 10 points iii. Less than 20 years experience - 5 points | Company Profile must reflect length of service in the industry | 15 |
| 2. The company must have handled at least five (5) similar projects in the last five (5) years. <ul style="list-style-type: none"> i. More than five (5) projects - 10 points ii. At least five (5) projects - 5 points iii. Less than five (5) projects - 2 points | List of clients / projects in the last five (5) years | 10 |
| 3. Experience with any government agency in organizing Special Events or similar projects. <ul style="list-style-type: none"> i. With government experience - 15 points ii. With no government experience - 5 points | List of clients / projects with government agencies | 15 |
| 4. The company must submit proposed Concept Brief for CITEM's Evaluation. | Concept Brief | 45 |
| 5. The company must send a list of equipment, roster of performers and personnel based on the listed Event Requirements above. | List of Event Requirements | 20 |
| TOTAL | | 100 |

Only those who receive a passing score of **90** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.


V. ESTIMATED BUDGET

Total Budget - PHP 980,000.00 (inclusive of taxes)
 Procurement Mode - Small Value Procurement

VI. CONDITIONS OF PAYMENT

The contracted Experiential Marketing Company, which will be engaged as soon as awarded, and shall be compensated Seven Hundred Fifty Thousand Pesos (PHP 980,000.00) only, inclusive of taxes.

Prepared by:


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 TMS, Fashion Lifestyle Division

Noted by:


 Marjo F. Evio
 Division Chief

Recommending Approval:


 Atty. Anna Grace Marpuri
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Approved by:


 Paulina Suaco-Juan
 Executive Director