

# **PHILIPPINE BIDDING DOCUMENTS**

## **PROCUREMENT OF A DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS**

Government of the Republic of the  
Philippines

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# Table of Contents

<b>Glossary of Acronyms, Terms, and Abbreviations .....</b>	<b>3</b>
<b>Section I. Invitation to Bid.....</b>	<b>6</b>
<b>Section II. Instructions to Bidders.....</b>	<b>8</b>
1. Scope of Bid .....	8
2. Funding Information.....	8
3. Bidding Requirements .....	8
4. Corrupt, Fraudulent, Collusive, and Coercive Practices.....	8
5. Eligible Bidders.....	8
6. Origin of Goods .....	9
7. Subcontracts .....	9
8. Pre-Bid Conference .....	9
9. Clarification and Amendment of Bidding Documents .....	9
10. Documents comprising the Bid: Eligibility and Technical Components .....	10
11. Documents comprising the Bid: Financial Component .....	10
12. Bid Prices .....	10
13. Bid and Payment Currencies .....	11
14. Bid Security .....	11
15. Sealing and Marking of Bids .....	11
16. Deadline for Submission of Bids .....	12
17. Opening and Preliminary Examination of Bids .....	12
18. Domestic Preference .....	12
19. Detailed Evaluation and Comparison of Bids .....	12
20. Post-Qualification .....	13
21. Signing of the Contract .....	13
<b>Section III. Bid Data Sheet .....</b>	<b>14</b>
<b>Section IV. General Conditions of Contract .....</b>	<b>15</b>
1. Scope of Contract .....	15
2. Advance Payment and Terms of Payment .....	15
3. Performance Security .....	15
4. Inspection and Tests .....	15
5. Warranty .....	16
6. Liability of the Supplier .....	16
<b>Section V. Special Conditions of Contract .....</b>	<b>17</b>
<b>Section VI. Schedule of Requirements .....</b>	<b>19</b>
<b>Section VII. Technical Specifications .....</b>	<b>20</b>
<b>Section VIII. Checklist of Technical and Financial Documents .....</b>	<b>27</b>

# ***Glossary of Acronyms, Terms, and Abbreviations***

**ABC** – Approved Budget for the Contract.

**BAC** – Bids and Awards Committee.

**Bid** – A signed offer or proposal to undertake a contract submitted by a bidder in response to and in consonance with the requirements of the bidding documents. Also referred to as *Proposal* and *Tender*. (2016 revised IRR, Section 5[c])

**Bidder** – Refers to a contractor, manufacturer, supplier, distributor and/or consultant who submits a bid in response to the requirements of the Bidding Documents. (2016 revised IRR, Section 5[d])

**Bidding Documents** – The documents issued by the Procuring Entity as the bases for bids, furnishing all information necessary for a prospective bidder to prepare a bid for the Goods, Infrastructure Projects, and/or Consulting Services required by the Procuring Entity. (2016 revised IRR, Section 5[e])

**BIR** – Bureau of Internal Revenue.

**BSP** – Bangko Sentral ng Pilipinas.

**Consulting Services** – Refer to services for Infrastructure Projects and other types of projects or activities of the GOP requiring adequate external technical and professional expertise that are beyond the capability and/or capacity of the GOP to undertake such as, but not limited to: (i) advisory and review services; (ii) pre-investment or feasibility studies; (iii) design; (iv) construction supervision; (v) management and related services; and (vi) other technical services or special studies. (2016 revised IRR, Section 5[i])

**CDA** - Cooperative Development Authority.

**Contract** – Refers to the agreement entered into between the Procuring Entity and the Supplier or Manufacturer or Distributor or Service Provider for procurement of Goods and Services; Contractor for Procurement of Infrastructure Projects; or Consultant or Consulting Firm for Procurement of Consulting Services; as the case may be, as recorded in the Contract Form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.

**CIF** – Cost Insurance and Freight.

**CIP** – Carriage and Insurance Paid.

**CPI** – Consumer Price Index.

**DDP** – Refers to the quoted price of the Goods, which means “delivered duty paid.”

**DTI** – Department of Trade and Industry.

**EXW** – Ex works.

**FCA** – “Free Carrier” shipping point.

**FOB** – “Free on Board” shipping point.

**Foreign-funded Procurement or Foreign-Assisted Project**– Refers to procurement whose funding source is from a foreign government, foreign or international financing institution as specified in the Treaty or International or Executive Agreement. (2016 revised IRR, Section 5[b]).

**Framework Agreement** – Refers to a written agreement between a procuring entity and a supplier or service provider that identifies the terms and conditions, under which specific purchases, otherwise known as “Call-Offs,” are made for the duration of the agreement. It is in the nature of an option contract between the procuring entity and the bidder(s) granting the procuring entity the option to either place an order for any of the goods or services identified in the Framework Agreement List or not buy at all, within a minimum period of one (1) year to a maximum period of three (3) years. (GPPB Resolution No. 27-2019)

**GFI** – Government Financial Institution.

**GOCC** – Government-owned and/or –controlled corporation.

**Goods** – Refer to all items, supplies, materials and general support services, except Consulting Services and Infrastructure Projects, which may be needed in the transaction of public businesses or in the pursuit of any government undertaking, project or activity, whether in the nature of equipment, furniture, stationery, materials for construction, or personal property of any kind, including non-personal or contractual services such as the repair and maintenance of equipment and furniture, as well as trucking, hauling, janitorial, security, and related or analogous services, as well as procurement of materials and supplies provided by the Procuring Entity for such services. The term “related” or “analogous services” shall include, but is not limited to, lease or purchase of office space, media advertisements, health maintenance services, and other services essential to the operation of the Procuring Entity. (2016 revised IRR, Section 5[r])

**GOP** – Government of the Philippines.

**GPPB** – Government Procurement Policy Board.

**INCOTERMS** – International Commercial Terms.

**Infrastructure Projects** – Include the construction, improvement, rehabilitation, demolition, repair, restoration or maintenance of roads and bridges, railways, airports, seaports, communication facilities, civil works components of information technology projects, irrigation, flood control and drainage, water supply, sanitation, sewerage and solid waste management systems, shore protection, energy/power and electrification facilities, national buildings, school buildings, hospital buildings, and other related construction projects of the government. Also referred to as *civil works or works*. (2016 revised IRR, Section 5[u])

**LGUs** – Local Government Units.

**NFCC** – Net Financial Contracting Capacity.

**NGA** – National Government Agency.

**PhilGEPS** - Philippine Government Electronic Procurement System.

**Procurement Project** – refers to a specific or identified procurement covering goods, infrastructure project or consulting services. A Procurement Project shall be described,

detailed, and scheduled in the Project Procurement Management Plan prepared by the agency which shall be consolidated in the procuring entity's Annual Procurement Plan. (GPPB Circular No. 06-2019 dated 17 July 2019)

**PSA** – Philippine Statistics Authority.

**SEC** – Securities and Exchange Commission.

**SLCC** – Single Largest Completed Contract.

**Supplier** – refers to a citizen, or any corporate body or commercial company duly organized and registered under the laws where it is established, habitually established in business and engaged in the manufacture or sale of the merchandise or performance of the general services covered by his bid. (Item 3.8 of GPPB Resolution No. 13-2019, dated 23 May 2019). Supplier as used in these Bidding Documents may likewise refer to a distributor, manufacturer, contractor, or consultant.

**UN** – United Nations.

## **Section I. Invitation to Bid**

# **INVITATION TO BID FOR THE PROCUREMENT OF A DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS**

1. The Center for International Trade Expositions and Missions, through the IP CORPCOMM TIER 2 APP FY 2022 intends to apply the sum of Five Million Pesos (Php 5,000,000.00) being the ABC to payments under the contract for Procurement of a Digital Marketing Services for Paid Digital Ads of CITEM Projects. Bids received in excess of the ABC shall be automatically rejected at bid opening.
2. The Center for International Trade Expositions and Missions now invites bids for the above Procurement Project. Delivery of the Goods is required seven (7) days after the receipt of notice to proceed (NTP) until June 2023. Bidders should have completed, within three (3) years from the date of submission and receipt of bids, a contract similar to the Project. The description of an eligible bidder is contained in the Bidding Documents, particularly, in Section II (Instructions to Bidders).
3. Bidding will be conducted through open competitive bidding procedures using a non-discretionary “*pass/fail*” criterion as specified in the 2016 revised Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 9184.


Bidding is restricted to Filipino citizens/sole proprietorships, partnerships, or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to RA No. 5183.



4. Prospective Bidders may obtain further information from *Center for International Trade Expositions and Missions* and inspect the Bidding Documents at the address given below during *Mondays to Fridays, 8:00AM - 5:00PM*.
5. A complete set of Bidding Documents may be acquired by interested Bidders on **28 November 2022** from the given address and website(s) below *upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of Five Thousand Pesos (Php 5,000.00)*. The Procuring Entity shall allow the bidder to present its proof of payment for the fees *through electronic means. Payment shall be made thru CITEM Bank Account below, a copy of bank deposit slip should be emailed to the BAC Secretariat:*

- o Bank : Landbank of the Philippines
- o Account Name : CITEM
- o Account Number : 1772 1038 63
- o Bank Address : LBP Century Park (Harrison Plaza) Branch
- o Swift Code : TLBPPHMM

6. The *Center for International Trade Expositions and Missions* will hold a Pre-Bid Conference on **06 December 2022, 2:00PM** via Zoom which shall be open to prospective bidders. Please set your Zoom name into this format: Name Surname\_Company Name. Below is the access the conference:

 <https://zoom.us/j/8549547139>

 854 954 7139

7. Bids must be duly received by the BAC Secretariat through manual submission at the office address indicated below on or before *20 December 2022, 02:00PM*. **Late bids shall not be accepted.**
8. All Bids must be accompanied by a bid security in any of the acceptable forms and in the amount stated in **ITB** Clause 14.
9. Bid opening shall be on *20 December 2022, 02:00PM via Zoom*. Bids will be opened in the presence of the bidders' representatives who choose to attend the activity. Please set your Zoom name into this format: Name Surname\_ Company Name. Below is the access the conference:  
 <https://zoom.us/j/8549547139>  
 854 954 7139
10. Bidders may access the prescribed forms and sample formats in this link: <https://bit.ly/3Vt8zUN>
11. The *Center for International Trade Expositions and Missions* reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Sections 35.6 and 41 of the 2016 revised IRR of RA No. 9184, without thereby incurring any liability to the affected bidder or bidders.
12. For further information, please refer to:

**CITEM-BAC Secretariat**

Center for International Trade Expositions and Missions  
Golden Shell Pavilion  
Roxas Blvd. Cor. Sen. Gil Puyat Ave., Pasay City  
Tel no. +63(2) 8-831-2201 loc. 294/309  
Email: [citembac@citem.com.ph](mailto:citembac@citem.com.ph)  
Website: [www.citem.com.ph](http://www.citem.com.ph)

13. You may visit the following websites:

For downloading of Bidding Documents: <https://citem.gov.ph/procurement/invitation-to-bid>

**28 November 2022**



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

## ***Section II. Instructions to Bidders***

### **1. Scope of Bid**

The Procuring Entity, Center for International Trade Expositions and Missions wishes to receive Bids for the Procurement of a Digital Marketing Services for Paid Digital Ads of CITEM Projects with identification number **CITEM 2022-0157**

The Procurement Project (referred to herein as “Project”) is composed of one lot, the details of which are described in Section VII (Technical Specifications).

### **2. Funding Information**

2.1. The GOP through the source of funding as indicated below for the year 2022 in the amount of Five Million Pesos (Php 5,000,000.00).

2.2. The source of funding is GOCC, the Corporate Operating Budget.

### **3. Bidding Requirements**

The Bidding for the Project shall be governed by all the provisions of RA No. 9184 and its 2016 revised IRR, including its Generic Procurement Manuals and associated policies, rules and regulations as the primary source thereof, while the herein clauses shall serve as the secondary source thereof.

Any amendments made to the IRR and other GPPB issuances shall be applicable only to the ongoing posting, advertisement, or **IB** by the BAC through the issuance of a supplemental or bid bulletin.

The Bidder, by the act of submitting its Bid, shall be deemed to have verified and accepted the general requirements of this Project, including other factors that may affect the cost, duration and execution or implementation of the contract, project, or work and examine all instructions, forms, terms, and project requirements in the Bidding Documents.

### **4. Corrupt, Fraudulent, Collusive, and Coercive Practices**

The Procuring Entity, as well as the Bidders and Suppliers, shall observe the highest standard of ethics during the procurement and execution of the contract. They or through an agent shall not engage in corrupt, fraudulent, collusive, coercive, and obstructive practices defined under Annex “I” of the 2016 revised IRR of RA No. 9184 or other integrity violations in competing for the Project.

### **5. Eligible Bidders**

5.1. Only Bids of Bidders found to be legally, technically, and financially capable will be evaluated.



- 5.2. Foreign ownership limited to those allowed under the rules may participate in this Project.
- 5.3. Pursuant to Section 23.4.1.3 of the 2016 revised IRR of RA No.9184, the Bidder shall have an SLCC that is at least one (1) contract similar to the Project the value of which, adjusted to current prices using the PSA's CPI, must be at least equivalent to:
  - a. For the procurement of Non-expendable Supplies and Services: The Bidder must have completed a single contract that is similar to this Project, equivalent to at least fifty percent (50%) of the ABC.
- 5.4. The Bidders shall comply with the eligibility criteria under Section 23.4.1 of the 2016 IRR of RA No. 9184.

## 6. Origin of Goods

There is no restriction on the origin of goods other than those prohibited by a decision of the UN Security Council taken under Chapter VII of the Charter of the UN, subject to Domestic Preference requirements under **ITB** Clause 18.

## 7. Subcontracts

- 7.1. The Bidder may subcontract portions of the Project to the extent allowed by the Procuring Entity as stated herein, but in no case more than twenty percent (20%) of the Project.

The Procuring Entity has prescribed that Subcontracting is not allowed.

- 7.2. Subcontracting of any portion of the Project does not relieve the Supplier of any liability or obligation under the Contract. The Supplier will be responsible for the acts, defaults, and negligence of any subcontractor, its agents, servants, or workmen as fully as if these were the Supplier's own acts, defaults, or negligence, or those of its agents, servants, or workmen.

## 8. Pre-Bid Conference

The Procuring Entity will hold a pre-bid conference for this Project on the specified date and time **via Zoom** as indicated in paragraph 6 of the **IB**.

## 9. Clarification and Amendment of Bidding Documents

Prospective bidders may request for clarification on and/or interpretation of any part of the Bidding Documents. Such requests must be in writing and received by the Procuring Entity, either at its given address or through electronic mail indicated in the **IB**, at least ten (10) calendar days before the deadline set for the submission and receipt of Bids.

## 10. Documents comprising the Bid: Eligibility and Technical Components

- 10.1. The first envelope shall contain the eligibility and technical documents of the Bid as specified in **Section VIII (Checklist of Technical and Financial Documents)**.
- 10.2. The Bidder's SLCC as indicated in **ITB** Clause 5.3 should have been completed within **three (3) years** prior to the deadline for the submission and receipt of bids.
- 10.3. If the eligibility requirements or statements, the bids, and all other documents for submission to the BAC are in foreign language other than English, it must be accompanied by a translation in English, which shall be authenticated by the appropriate Philippine foreign service establishment, post, or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines. Similar to the required authentication above, for Contracting Parties to the Apostille Convention, only the translated documents shall be authenticated through an apostille pursuant to GPPB Resolution No. 13-2019 dated 23 May 2019. The English translation shall govern, for purposes of interpretation of the bid.

## 11. Documents comprising the Bid: Financial Component

- 11.1. The second bid envelope shall contain the financial documents for the Bid as specified in **Section VIII (Checklist of Technical and Financial Documents)**.
- 11.2. If the Bidder claims preference as a Domestic Bidder or Domestic Entity, a certification issued by DTI shall be provided by the Bidder in accordance with Section 43.1.3 of the 2016 revised IRR of RA No. 9184.
- 11.3. Any bid exceeding the ABC indicated in paragraph 1 of the **IB** shall not be accepted.
- 11.4. For Foreign-funded Procurement, a ceiling may be applied to bid prices provided the conditions are met under Section 31.2 of the 2016 revised IRR of RA No. 9184.

## 12. Bid Prices

- 12.1. Prices indicated on the Price Schedule shall be entered separately in the following manner:
  - a. For Goods offered from within the Procuring Entity's country:
    - i. The price of the Goods quoted EXW (ex-works, ex-factory, ex-warehouse, ex-showroom, or off-the-shelf, as applicable);

- ii. The cost of all customs duties and sales and other taxes already paid or payable;
  - iii. The cost of transportation, insurance, and other costs incidental to delivery of the Goods to their final destination; and
  - iv. The price of other (incidental) services, if any, listed in the **BDS**.
- b. For Goods offered from abroad:
- i. Unless otherwise stated in the **BDS**, the price of the Goods shall be quoted delivered duty paid (DDP) with the place of destination in the Philippines as specified in the **BDS**. In quoting the price, the Bidder shall be free to use transportation through carriers registered in any eligible country. Similarly, the Bidder may obtain insurance services from any eligible source country.
  - ii. The price of other (incidental) services, if any, as listed in the **BDS**.

### **13. Bid and Payment Currencies**

- 13.1. For Goods that the Bidder will supply from outside the Philippines, the bid prices may be quoted in the local currency or tradeable currency accepted by the BSP at the discretion of the Bidder. However, for purposes of bid evaluation, Bids denominated in foreign currencies, shall be converted to Philippine currency based on the exchange rate as published in the BSP reference rate bulletin on the day of the bid opening.
- 13.2. Payment of the contract price shall be made in Philippine Pesos.

### **14. Bid Security**

- 14.1. The Bidder shall submit a Bid Securing Declaration<sup>1</sup> or any form of Bid Security in the amount indicated in the **BDS**, which shall be not less than the percentage of the ABC in accordance with the schedule in the **BDS**.
- 14.2. The Bid and bid security shall be valid until valid until **120 calendar days upon opening of bids**. Any Bid not accompanied by an acceptable bid security shall be rejected by the Procuring Entity as non-responsive.

### **15. Sealing and Marking of Bids**

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<sup>1</sup> In the case of Framework Agreement, the undertaking shall refer to entering into contract with the Procuring Entity and furnishing of the performance security or the performance securing declaration within ten (10) calendar days from receipt of Notice to Execute Framework Agreement.

Each Bidder shall submit one copy of the first and second components of its Bid.

The Procuring Entity may request additional hard copies and/or electronic copies of the Bid. However, failure of the Bidders to comply with the said request shall not be a ground for disqualification.

If the Procuring Entity allows the submission of bids through online submission or any other electronic means, the Bidder shall submit an electronic copy of its Bid, which must be digitally signed. An electronic copy that cannot be opened or is corrupted shall be considered non-responsive and, thus, automatically disqualified.

## **16. Deadline for Submission of Bids**

16.1. The Bidders shall submit on the specified date and time and either at its physical address or through online submission as indicated in paragraph 7 of the **IB**.

## **17. Opening and Preliminary Examination of Bids**

17.1. The BAC shall open the Bids in public at the time, on the date, and at the place specified in paragraph 9 of the **IB**. The Bidders' representatives who are present shall sign a register evidencing their attendance. In case videoconferencing, webcasting or other similar technologies will be used, attendance of participants shall likewise be recorded by the BAC Secretariat.

In case the Bids cannot be opened as scheduled due to justifiable reasons, the rescheduling requirements under Section 29 of the 2016 revised IRR of RA No. 9184 shall prevail.

17.2. The preliminary examination of bids shall be governed by Section 30 of the 2016 revised IRR of RA No. 9184.

## **18. Domestic Preference**

18.1. The Procuring Entity will grant a margin of preference for the purpose of comparison of Bids in accordance with Section 43.1.2 of the 2016 revised IRR of RA No. 9184.

## **19. Detailed Evaluation and Comparison of Bids**

19.1. The Procuring Entity's BAC shall immediately conduct a detailed evaluation of all Bids rated "*passed*," using non-discretionary pass/fail criteria. The BAC shall consider the conditions in the evaluation of Bids under Section 32.2 of the 2016 revised IRR of RA No. 9184.

19.2. If the Project allows partial bids, bidders may submit a proposal on any of the lots or items, and evaluation will be undertaken on a per lot or item

basis, as the case maybe. In this case, the Bid Security as required by **ITB** Clause 14 shall be submitted for each lot or item separately.

19.3. The descriptions of the lots or items shall be indicated in **Section VII (Technical Specifications)**, although the ABCs of these lots or items are indicated in the **BDS** for purposes of the NFCC computation pursuant to Section 23.4.2.6 of the 2016 revised IRR of RA No. 9184. The NFCC must be sufficient for the total of the ABCs for all the lots or items participated in by the prospective Bidder.

19.4. The Project shall be awarded as follows:

One Project having several items that shall be awarded as one contract.

19.5. Except for bidders submitting a committed Line of Credit from a Universal or Commercial Bank in lieu of its NFCC computation, all Bids must include the NFCC computation pursuant to Section 23.4.1.4 of the 2016 revised IRR of RA No. 9184, which must be sufficient for the total of the ABCs for all the lots or items participated in by the prospective Bidder. For bidders submitting the committed Line of Credit, it must be at least equal to ten percent (10%) of the ABCs for all the lots or items participated in by the prospective Bidder.

## **20. Post-Qualification**

20.1. Within a non-extendible period of five (5) calendar days from receipt by the Bidder of the notice from the BAC that it submitted the Lowest Calculated Bid, the Bidder shall submit its latest income and business tax returns filed and paid through the BIR Electronic Filing and Payment System (eFPS) and other appropriate licenses and permits required by law and stated in the **BDS**.

## **21. Signing of the Contract**

21.1. The documents required in Section 37.2 of the 2016 revised IRR of RA No. 9184 shall form part of the Contract. Additional Contract documents are indicated in the **BDS**.

### **Section III. Bid Data Sheet**

<b>ITB Clause</b>	
5.3	<p>For this purpose, contracts similar to the Project shall be:</p> <p>a. Digital Marketing Services for Paid Digital Ads - this refers to any engagement wherein the bidder has produced any ad that is published on social media, website or any onlisme platform.</p> <p>b. completed within three (3) years prior to the deadline for the submission with receipts of bids.</p>
7.1	Subcontracting is not allowed.
10	<p><b>Statement of the Bidder's SLCC similar to the contract to be bid shall contain the following:</b></p> <p>i. Name of the completed contract with contract date, period and amount, which should correspond to the required percentage of the ABC to be bid. The value is adjusted to the current prices using the Philippine Statistics Authority consumer price indices, when necessary;</p> <p>ii. The relevant period or delivery date when the said SLCC was completed; end user's acceptance or official receipt(s) or sales invoice issued for the contract, and;</p> <p>Definition or description of the similar project or major categories of work.</p> <p><b>Statement of the Bidder of all its ongoing government and private contracts, including contracts awarded but not yet started shall contain the following:</b></p> <p>i. Names of outstanding contracts with other contracting party, i.e., Procuring Entity or private company allowed by the rules, contract date, period and amount or value; and</p> <p>ii. Kinds of Goods and dates of delivery.</p>
12	The price of the Goods shall be quoted DDP <i>Center for International Trade Expositions and Mission, Golden Shell Pavilion, Roxas Boulevard cor. 1300 Sen. Gil J. Puyat Ave, Pasay, 1300 Metro Manila</i> or the applicable International Commercial Terms (INCOTERMS) for this Project.
14.1	<p>The bid security shall be in the form of a Bid Securing Declaration, or any of the following forms and amounts:</p> <p>a. The amount of not less than P100,000.00, if bid security is in cash, cashier's/manager's check, bank draft/guarantee or irrevocable letter of credit; or</p> <p>b. The amount of not less than P250,000.00, if bid security is in Surety Bond.</p>
19.3	<i>Item is being bidded out as Single Lot</i>
20.2	<i>No further instructions</i>
21.2	<i>No further instructions</i>

## **Section IV. General Conditions of Contract**

### **1. Scope of Contract**

This Contract shall include all such items, although not specifically mentioned, that can be reasonably inferred as being required for its completion as if such items were expressly mentioned herein. All the provisions of RA No. 9184 and its 2016 revised IRR, including the Generic Procurement Manual, and associated issuances, constitute the primary source for the terms and conditions of the Contract, and thus, applicable in contract implementation. Herein clauses shall serve as the secondary source for the terms and conditions of the Contract.

This is without prejudice to Sections 74.1 and 74.2 of the 2016 revised IRR of RA No. 9184 allowing the GPPB to amend the IRR, which shall be applied to all procurement activities, the advertisement, posting, or invitation of which were issued after the effectivity of the said amendment.

Additional requirements for the completion of this Contract shall be provided in the **Special Conditions of Contract (SCC)**.

### **2. Advance Payment and Terms of Payment**

2.1. Advance payment of the contract amount is provided under Annex "D" of the revised 2016 IRR of RA No. 9184.

2.2. The Procuring Entity is allowed to determine the terms of payment on the partial or staggered delivery of the Goods procured, provided such partial payment shall correspond to the value of the goods delivered and accepted in accordance with prevailing accounting and auditing rules and regulations. The terms of payment are indicated in the **SCC**.

### **3. Performance Security**

Within ten (10) calendar days from receipt of the Notice of Award by the Bidder from the Procuring Entity but in no case later than the signing of the Contract by both parties, the successful Bidder shall furnish the performance security in any of the forms prescribed in Section 39 of the 2016 revised IRR of RA No. 9184.

### **4. Inspection and Tests**

The Procuring Entity or its representative shall have the right to inspect and/or to test the Goods to confirm their conformity to the Project specifications at no extra cost to the Procuring Entity in accordance with the Generic Procurement Manual. In addition to tests in the **SCC, Section VII (Technical Specifications)** shall specify what inspections and/or tests the Procuring Entity requires, and where they are to be conducted. The Procuring Entity shall notify the Supplier in writing, in a timely manner, of the identity of any representatives retained for these purposes.

All reasonable facilities and assistance for the inspection and testing of Goods, including access to drawings and production data, shall be provided by the Supplier to the authorized inspectors at no charge to the Procuring Entity.

## **5. Warranty**

- 5.1 In order to assure that manufacturing defects shall be corrected by the Supplier, a warranty shall be required from the Supplier as provided under Section 62.1 of the 2016 revised IRR of RA No. 9184.
- 5.2 The Procuring Entity shall promptly notify the Supplier in writing of any claims arising under this warranty. Upon receipt of such notice, the Supplier shall, repair or replace the defective Goods or parts thereof without cost to the Procuring Entity, pursuant to the Generic Procurement Manual.

## **6. Liability of the Supplier**

The Supplier's liability under this Contract shall be as provided by the laws of the Republic of the Philippines.

If the Supplier is a joint venture, all partners to the joint venture shall be jointly and severally liable to the Procuring Entity.



## **Revised Section V. Special Conditions of Contract**

<b>GCC Clause</b>	
1	<p><b>Delivery and Documents –</b></p> <p>For purposes of the Contract, “EXW,” “FOB,” “FCA,” “CIF,” “CIP,” “DDP” and other trade terms used to describe the obligations of the parties shall have the meanings assigned to them by the current edition of INCOTERMS published by the International Chamber of Commerce, Paris. The Delivery terms of this Contract shall be as follows:</p> <p>“The delivery terms applicable to this Contract are delivered to the <i>Center for International Trade Expositions which is located at Golden Shell Pavilion, Roxas Boulevard cor. Sen. Gil Puyat Avenue, Pasay City, Philippines</i>. Risk and title will pass from the Supplier to the Procuring Entity upon receipt and final acceptance of the Goods at their final destination.”</p> <p>Delivery of the Goods shall be made by the Supplier in accordance with the terms specified in Section VI (Schedule of Requirements).</p> <p>For purposes of this Clause the Procuring Entity’s Representative at the Project Site is <i>Timothy P. Alcantara, Information Officer III, CCSD</i>.</p> <p><b>Incidental Services –</b></p> <p>The Contract price for the Goods shall include the prices charged by the Supplier for incidental services and shall not exceed the prevailing rates charged to other parties by the Supplier for similar services.</p> <p><b>Transportation</b></p> <p>Where the Supplier is required to conduct on-site training at the office of the Center for International Trade Expositions and Missions in Golden Shell Pavilion cor. Sen. Gil Puyat Ave., Pasay City, Philippines, shall be arranged by the Supplier, and related costs shall be included in the Contract Price.</p> <p>Where the Supplier is required under this Contract to transport the Goods to a specified place of destination within the Philippines, defined as the Project Site, transport to such place of destination in the Philippines, including insurance and storage, as shall be specified in this Contract, shall be arranged by the Supplier, and related costs shall be included in the contract price.</p> <p><b>Patent Rights</b></p> <p>The Supplier shall indemnify the Procuring Entity against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the Goods or any part thereof.</p>

2.2

The payment terms should be as follows:

The winning bidder will be paid 100% after meeting the minimum deliverables and turning over a final accomplishment report about the engagement. The winning bidder can bill on a monthly basis for actual ads placed and corresponding spends inclusive of applicable agency fees and taxes.

#### Failure to Meet the Target Requirements

The winning bidder shall be paid based on the delivery of the following targeted objectives: Clicks to Site, Total Page Likes, and Post Engagements.

The winning bidder shall be given the corresponding payment deduction in case they are not able to deliver the minimum objectives required under the contract:

Ad Objective	Objective Count	Total Estimated Spending (in Php)*	Cost per Objective*
Clicks to Site	364,985	P1,940,000 or 38.8% of total contract amount	P5.3
Total Page Likes	170,649	P2,760,000 or 55.2% of the total contract amount	P16.17
Post Engagements	844,370	P300,000 or 6% of the total contract amount	P 0.35

*\*Total and Cost per objective in the matrix was made under the assumption that the total contract cost is 5 million. If the contract cost will be lower than 5M, the cost per objective shall be adjusted based on the percentage of the total contract amount allotted to each of the objective. The computation of cost per objective shall be computed as:*

*1 Click to Site = (38.8% of the total contract cost ÷ 364,985)*

*1 Page Like = (55.2% of the total contract cost ÷ 170,649)*

*Post Engagements = (6% of the total contract cost ÷ 844,370)*

4

The inspections and tests that will be conducted are: (1) monthly assessment of ad objective delivery; (2) one-time assessment of six-month ad objective delivery with the supplier's further recommendation and insight.

## **Section VI. Schedule of Requirements**

The delivery schedule expressed as weeks/months stipulates hereafter a delivery date which is the date of delivery to the project site.

<b>Item No.</b>	<b>Item</b>	<b>Specifications</b>	<b>Total</b>	<b>Delivered, Weeks / Months</b>
1	Ad Objective	Minimum Objective Target on Meta Platforms <ul style="list-style-type: none"> <li>• 364,985 clicks to site</li> <li>• 170,649 total page likes</li> <li>• 844,370 post engagements</li> </ul> The target objective must be in line with the budget breakdown and interest target stipulated under Section VII. Technical Specifications of this Philippine Bidding Document.	Six-month campaign	December 2022 – June 2023
2	Monthly Ad Report	The company must prepare and submit an analytical campaign report about the paid ads at the conclusion of each monthly campaign duration (including screenshots of paid ads)	6 Report (one every month)	December 2022 – June 2023
3	Terminal Report	The company must submit final report on all the accomplished deliverables under the engagement with insights and recommendation for future ad boosting activities.	1 Report	June 2023

I hereby commit to comply and deliver all the above requirement in accordance with the above stated schedule.

\_\_\_\_\_  
**Name of Company/Bidder Representative**  
 Date

(Signature Over Printed Name)  
**Bidder/Authorized**

## ***Revised Section VII. Technical Specifications***

### **I. BACKGROUND**

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Department of Trade and Industry (DTI).

CITEM is committed to developing, nurturing, and promoting globally-competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.

With the goal in mind to aid Philippine products become more competitive on the international sphere, CITEM needs to take steps to identify and reach new market opportunities.

### **II. RATIONALE**

CITEM is expanding its core services from exhibitions to exhibitions with content and digital marketing. This is brought about by the evolving marketing and sourcing landscapes, and by the disruption in the physical trade show/ events industry. The agency is aggressively promoting products from the Philippine export and manufacturing sectors through the following projects:

- Manila FAME (home, fashion and lifestyle)
- CREATE Philippines (creative)
- IFEX Philippines NXTFOOD Asia and FoodPhilippines (food and beverages)
- Sustainability Solutions Expo (sustainability)

Content remains to be the primary driver of traffic for digital platforms. CITEM is not exempted in using a viable content strategy to push unique stories of great interest to international buyers' block, including features on Filipino craftsmanship, sustainable materials and processes, and the local communities indirectly being served by exhibitors who participate in CITEM projects.

In content marketing, content promotion is just as equally as important as content development. As CITEM expands its export promotion activities and service with the use of digital platforms, the Agency has been ramping up its efforts to aggressively conduct content distribution through social media boosting. Through targeted online boosting, CITEM will be able to recruit new audiences and build awareness about our digital platforms through key social media platforms, such as Facebook and Instagram.

Boosting posts in social media channels continue to be the top choice of marketers to promote content. Such choices underscore the power of paid advertising to get the attention of the target audience and addresses the limitation placed by the algorithm of popular social media platforms.

It is also crucial for CITEM to establish lasting relationships with both customers and non- customers at the same time impact return of investments per project. Primarily, CITEM must focus on building subscribed audiences, generating sales/revenues, and fostering loyalty with existing stakeholders (buyers, exhibitors, etc.).

The table above highlights how a successful content marketing strategy can be beneficial to organizations. The 2020 data for the B2BContent Marketing Benchmarks, Budgets, and Trends in North America also shows reliance of international marketers on content marketing to boost brand awareness, inform target audiences, cement their credibility, generate demands/leads, nurture clients, build loyalty, drive traffic to in- person events, boost sales/revenues, build subscribed audience, and support the launch of a new product.

Content must be promoted using paid distribution channels to maximize return on investment. Online paid advertising placed on key social media sites provides the

following benefits:

- Effective way to promote content
- Immediate results
- Conduct targeted campaigns
- Higher audience reach
- Economical
- Provides valuable analytics
- Wide array of ad format options
- Remarketing to influence the marketing funnel (i.e. awareness, interest, consideration, desire, action, loyalty)

Further, the Philippines's reputation as the social media capital of the world gives CITEM a great opportunity to reach more audiences by placing ads in key social media sites. With the

average spending of 4 hours and 15 minutes on social media and 11 hours on the internet every day (Kemp, 2021), CITEM's signature events can take advantage of the time and exposure that online ads give if they are strategically placed in the sites frequently visited by web users.

The rise of e-commerce is also a key driver in Filipinos' increased use of the internet. CITEM can take advantage of this rise and translate it to exposure and potential business for exhibitors by targeting potential buyers through social media ads, linking our signature events and exhibitors' social media or e-commerce accounts into the content of threads.

### III. OBJECTIVE

With the contract cost and current following of CITEM social media platforms, the goal of this contract is to generate at least 364,985 clicks to site, 170,649 total page likes and 844,370 post engagements cumulatively in the platforms designated for signature programs. On top of organic efforts, the hiring of a digital marketing service provider will allow CITEM to reach and possibly exceed targets set internally and by external monitoring agencies.

### IV. SCOPE OF WORK AND DELIVERABLES Definitions:

**Campaign:** A series of advertisement messages that share a single idea and theme implemented in social media and online.

**Goal(s) of the campaign:** Can vary from brand, awareness, website traffic, social engagement, displaying video ads, lead generation, conversion and sales, understanding target audience, event participation and other social media/online indicators that are crucial to campaign performance.

**Campaign duration:** Refers to the implementation of ad spending or placements in CITEM Social Media platforms as specified under Section V. Budget, Contract and Payment Milestones

**Content:** The information being transmitted to the reader or audience. The reader or audience will have the best idea possible of what they are reading or viewing. Content may come in the form of Facebook and/or Instagram postings (images, link share, videos, etc.)

**Targeted country:** The specific country where the ads placed by the Digital Marketing Service via Facebook, Instagram, or Google will be shown. The target countries were determined by the Communications and Creative Services Department (CCSD) primarily because materials to be promoted are dependent on CITEM postings. These postings will be provided later as submission of developed content would come from another outsourced supplier, internal content approval of CITEM, and actual posting of contents.

**Ad sets:** One or more ads being placed at a chosen platform. An ad is the creative content that the Digital Marketing Service will use in the campaign and will be created by CITEM based on the messaging direction set by CCSD and/or the Project Team(s). The ad sets will be shown via the Facebook, Instagram, and/or Google accounts of CITEM and will be paid using through credit card of the supplier.

**Digital Marketing Service:** The outsourced agency to be tapped by CITEM for the campaign. They will be designated as "Advertiser" at the official Facebook and/or Instagram accounts of CITEM's signature events and will be given Google Analytics access as well. The Digital Marketing Service will define

targeting, budget, schedule, bidding and placement at the ad set level upon consultation with CCSD and/or the Project Team(s).

Digital Marketing services require a diverse skill set, including paid social media advertising expertise, sales skills, specific marketing channel expertise, ability to think objectively, ability to execute and analyze drip marketing campaigns, a mix of creativity and analytical abilities, good copy and visual storytelling abilities, understanding of brevity, ability to analyze quantifiable metrics, listening skills, agility, and basic design skills. The current manpower setup of the CCSD lacks the mentioned skills of a Digital Marketing Service team who can manage the paid campaigns of the division at Facebook, Instagram, Google, and other platforms.

Demographic: A particular sector of a population. The target demographic and countries for each campaign will be determined by CCSD and the Project Team(s) primarily because materials to be promoted are dependent on CITEM postings. These postings will be provided later as submission of developed content would come from another outsourced supplier, internal content approval of CITEM, and actual posting of contents. The Digital Marketing Specialist will calibrate ad sets according to the ad goals set by CCSD and/or the Project Team(s).

A. Digital Marketing Service Undertakings

1. The company must be able to initiate effective marketing campaigns that will translate CITEM marketing goals into actual goals and objectives;
2. The company must be able to recommend ways on how to convert audiences into customers;
3. The company must be capable of communicating highly rewarding and effective campaign platforms to the CITEM team;
4. The company must be able to develop a strategy for paid ad campaigns;
5. The company must be capable of undertaking research and recommend which interest/s to use to reach different countries;
6. The company must be able to provide reports regularly on the strategy and results of campaign tests;
7. The company must be able to provide solutions or suggestions on groups encountered in the delivery of the service or undertaking;
8. The company must have the capacity to launch, place, and manage the ads via Facebook and Instagram for the campaign duration of each project based on identified postings by CCSD and/or Project Team(s). These postings will be provided later as content dependent on a range of variables – submission of developed content by another outsourced supplier, internal content approval of CITEM, and actual posting of content;
9. The company must have a dedicated team who will collaborate with CCSD and/or the Project Team(s), as necessary, especially in following the set limit for ad spending or placements per project (as described on Section V);
10. The calculation of the total deduction will depend on the cost per ad as stipulated under Section V. Budget, Contract Duration, and Payment Milestones of this terms of reference.
11. The company must present its payment method in placing the ads for the entire duration of the campaign(s);
12. The company must prepare and submit an analytical campaign report about the paid ads at the conclusion of each monthly campaign duration (including screenshots of paid ads launched);
13. The company must be able to recalibrate its strategy and execution arising from unforeseen situations beyond CITEM's control and may be brought about by the pandemic.

B. CITEM Undertakings

1. Set direction or goal performance metrics of paid ad campaigns;
2. Assess recommendations provided by the supplier on platforms where to place the ads;
3. Designate a project coordinator for each project to monitor progress.
4. Allocate the budgets for the paid campaigns and service fees;
5. Prepare the content postings for Facebook and Instagram; and
6. Prepare the necessary internal paperwork for the payment of Digital Marketing Service as detailed in the Table of Ad Spending.

**BUDGET, CONTRACT DURATION, AND PAYMENT MILESTONES**

**A. Budget Source**

A total budget of Five Million Pesos (Php5,000,000.00) is allotted for the ad placements, inclusive of all taxes and fees. The budget will be sourced from the Digital Advertising Budget and the breakdown of allocation based on signature program is as follows:

**Operations Group 1: Php2,450,000**

- A. Digital: Manila FAME = Php1,950,00
- B. Digital: CREATE Philippines = Php500,000

**Operations Group 2: Php2,550,000**

- A. Digital: IFEX Philippines = Php1,550,000
- B. Digital: Sustainability Solutions Expo = Php500,000
- C. Digital: FoodPhilippines = Php500,000

This budget is based on the targets projected for each signature show. The budget shall be spent based on the ad spending matrix below, inclusive of management and service fees:

Brand	Targeting	Platform	Objective	Est. Deliveries	Estimated Gross Investment
Manila FAME	Locations: South Korea, United Kingdom, Netherlands, Australia, Thailand, Hong Kong, Singapore, UAE Demogs: Males/Females, 25-65+ Interests: Interior design, Modern architecture, Home Improvements, Home Décor Products, Elle Decor, Interior architecture, Design & Interior, Town & Country (magazine), Lifestyle, Life & Style (magazine), Furniture, seats of cane, osier, bamboo, seats of bamboo or rattan, LAMPS, LIGHTINGS, Chandelier or other electric ceiling and wall lighting, HOME DECOR, Tableware, kitchenware of wood, Basketwork, wickerwork, fashion, Footwear, rubber/plastic soles & textile uppers, Jewelry of precious metals Behaviors: People who prefer high-value goods	Facebook / Instagram	Clicks to Site	281,681	₱1,190,000
		Facebook	Page Likes	45,632	₱700,000
		Facebook	Engagements	119,446	₱60,000
Create Philippines	Location: PH, SG, UAE, HK, JP, US Demography: Males/Females, 25-55	Facebook	Page Likes	36,615	₱440,000
		Facebook	Engagements	31,476	₱60,000

IFEX Connect	<p>Locations: UAE, Australia, United States, Japan, Saudi Arabia</p> <p>Demogs: Males/Females, 25-45</p> <p>Interest: B2B, Tropical Food, Healthy, Organic, Natural, Asian Food, Philippines, Philippine food, Retailers, Grocery, Supermarkets, Hotel, Restaurant, Cafe, HORECA, Food and Hotel, Private Label, Groceries, Specialty food, Walmart, Costco, Kroger, Aldi, Lidl, Tesco, Carrefour, Trader Joes, Whole Foods Market, Good and Gather, Saladplate, Food52, Epicurious, SeriousEats, Bon Appetit, Alibaba, FHA Match, SIAL Paris, Anuga, Gulfood, Vinitaly, Winter and Summer Fancy Food Show, SIAL, SIAL Paris, FOODEX</p> <p>Japan, Fine Food Australia Behaviors: Food &amp; Restaurant page admins or Frequent international travelers Job title: Hotel Managers, Importers, Distributors, CEO, COO, Supply Officer, Founder, Co-Founder, Owner, President, Vice President, Import Manager, Export Manager, Chef, Restaurateur, Restaurant management, Head Chef, Chef/Line Cook, Grill Chef, Kitchen Manager/Chef, Restaurant Owner, Executive Sous Chef, Chef/Caterer, Restaurant General Manager, Regional Sales Manager-, Brand Manager, Senior Production Manager, Food Science Technologist, Food Scientist, Butcher, Bakery Associate, Baker, Store Manager, Head Chef, Sous Chef, Hotel Manager, Chef, Restaurateur, Executive Chef, Restaurant Manager, Food and Beverage director, Director, Food and Beverage Manager, Caterer</p> <p>Industry: Food, Beverages and Restaurants</p>	Facebook / Instagram	Clicks to Site	83,304	₱750,000
		Facebook	Page Likes	41,876	₱740,000
		Facebook	Engagements	172,533	₱60,000
FOOD Philippines	<p>Locations: South Korea, Mexico, Germany, Hong Kong, Taiwan, France, Switzerland, Canada, Belgium, United Kingdom</p> <p>Demogs: Males/Females, 25-45</p> <p>Interests: Small business, Asian cuisine, Fruit, Michelin Guide, Vegetable, Food &amp; Wine, Small Business Owners, Cuisine, Restaurant management, Gourmet Foods, Food Network, Food, International trade, Adventure, Behaviors: Food &amp; Restaurant page admins or Frequent international travelers, Job title: Chef, Restaurateur, Restaurant management, Head Chef, Chef/Line Cook, Grill Chef, Kitchen Manager/Chef, Restaurant Owner, Executive Sous Chef, Chef/Caterer, Restaurant General Manager, Cooking Chef, Pizza Chef, Food Service Director, Restaurateur, Food Manager, Restaurant Supervisor, Sous Chef, Kitchen Chef, Food and Beverage Director, Chef de partie, or Food and Beverage Manager, Industry: Food and Restaurants</p>	Facebook	Page Likes	19,153	₱440,000
		Facebook / Instagram	Engagements	132,718	₱60,000
Sustainability Solutions Exchange (SSXO)	<p>Demogs: Males/Females, 18-65+</p> <p>Interests: Efficient energy use, Ecotourism, Healthy Habits, Natural product, Natural environment, Nature, Sustainable energy or Organic product</p>	Facebook	Page Likes	27,373	₱440,000
		Facebook	Engagements	388,199	₱60,000

Winning Bidder will recommend the most cost-efficient ad placements in Facebook and/or Instagram and place the ads for CITEM approval. Bidder will also pay for the ad placements in advance and submit a Monthly Billing Invoice for Actual Ads placed. CITEM will then make arrangement to pay the Actual Ads placed. Winning Bidder must commit and fulfill the following KPIs within the contract period.



Item	Specification	Statement of Compliance								
Ad Objective	<p>Minimum Objective Target on Meta Platforms</p> <ul style="list-style-type: none"> <li>• 364,985 clicks to site</li> <li>• 170,649 total page likes</li> <li>• 844,370 post engagements</li> </ul> <p>The target objective must be in line with the budget breakdown and interest target stipulated under Section VII. Technical Specifications of this Philippine Bidding Document.</p>									
Monthly Ad Report	The company must prepare and submit an analytical campaign report about the paid ads at the conclusion of each monthly campaign duration (including screenshots of paid ads).									
Terminal Report	The company must submit final report on all the accomplished deliverables under the engagement with insights and recommendation for future ad boosting activities.									
<b>VI. MODE OF PROCUREMENT</b>	The mode of procurement shall be Public Bidding. After passing the technical, financial and qualitative evaluation, the lowest calculated and responsive bidder shall be the winning bidder.									
<b>VI. PROJECT DURATION</b>	The contracted firm will run the campaign and place ads on the indicated social media platforms for six months upon signing of the contract and job order (JO). The contract shall take effect upon the Winning Bidder's actual receipt of the Notice to Proceed (NTP).									
<b>VII. OWNERSHIP</b>	All creative concepts and original materials formulated and designed in conjunction with this project shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use.									
<b>VIII. PAYMENT TERMS</b>	<p>The content developer shall be paid based on the delivery of the following targeted objectives: Clicks to Site, Total Page Likes, and Post Engagements.</p> <p>The winning bidder shall be given the corresponding payment deduction in case they are not able to deliver the minimum objectives required under the contract:</p> <table border="1" data-bbox="448 1556 699 1736"> <thead> <tr> <th>Ad Objective</th> <th>Objective Count</th> </tr> </thead> <tbody> <tr> <td>Clicks to Site</td> <td>364,985</td> </tr> <tr> <td>Total Page Likes</td> <td>170,649</td> </tr> <tr> <td>Post Engagements</td> <td>844,370</td> </tr> </tbody> </table> <p><i>*Total and Cost per objective in the matrix was made under the assumption that the total contract cost is 5 million. If the contract cost will be lower than 5M, the cost per objective shall be adjusted based on the percentage of the total contract amount allotted to</i></p>	Ad Objective	Objective Count	Clicks to Site	364,985	Total Page Likes	170,649	Post Engagements	844,370	
Ad Objective	Objective Count									
Clicks to Site	364,985									
Total Page Likes	170,649									
Post Engagements	844,370									

	<p><i>each of the objective. The computation of cost per objective shall be computed as:</i></p> <p><i>1 Click to Site = (38.8% of the total contract cost ÷ 364,985)</i>  <i>1 Page Like = (55.2% of the total contract cost ÷ 170,649)</i>  <i>Post Engagements = (6% of the total contract cost ÷ 844,370)</i></p>	
<b>IX. BUDGET</b>	Php 5,000,000 or Five Million Pesos, inclusive of all applicable taxes.	
<b>X. NON-DISCLOSURE AND CONFIDENTIAL INFORMATION</b>	It is understood that the winning bidder agrees on the following upon his/her submission of proposal/bid to CITEM: that there is a Non-Disclosure Agreement between CITEM and the contracted party; that all materials/content created or developed by reason of this engagement/contract will form part of CITEM's content library and will be exclusively owned by CITEM; that the winning bidder will ensure that no copyright infringement will occur in the implementation of the project; and CITEM reserves the right to impose penalty if performance is unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set.	

## Qualitative Evaluation Documents

Documentary Requirements	Statement of Compliance
<p><b>Work Portfolio with Technical Qualifications</b></p> <ul style="list-style-type: none"> <li>• Years in the Industry (at least six years of experience to get max rating)</li> <li>• Projects Involved (at least 20 projects to get max score)</li> </ul>	
<p><b>Case studies</b></p> <ul style="list-style-type: none"> <li>• Submit three detailed case studies on social media ad campaigns. Each case study will be given 10 points.</li> </ul>	

I hereby certify that the statement of compliance to the foregoing Technical Specifications are true and correct, otherwise, if found to be false either during bid evaluation or post-qualification, the same shall result to automatic disqualification of our bid.

**CERTIFIED CORRECT:**

\_\_\_\_\_  
Name & Signature of Authorized Representative

\_\_\_\_\_  
Position

## Qualitative Evaluation and Technical Bid

Passing Score: 90 points

To fully satisfy and not compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. Bidder shall be required to submit the following requirements which will be used to evaluate the bidder's qualifications.

Qualifications (90% passing score)	Document/s	Rating
<p><b>Technical Qualifications and Work Portfolio</b></p> <ul style="list-style-type: none"> <li>• Operating in the advertising and digital industries for six or more years – 5 point per year (max of 30 points)</li> <li>• Must have at least 20 projects involving social media campaigns with clients such as media companies, services, and government agencies – 2 point per project (max of 40 points)</li> </ul>	Work Portfolio	70 points
<p><b>Case studies</b> Submit three detailed case studies on social media ad campaigns. Each case study will be given 10 points.</p>	Case Studies	30 points
	Total	100

## **Section VIII. Checklist of Technical and Financial Documents**

### **I. TECHNICAL COMPONENT ENVELOPE**

#### **Class "A" Documents**

##### Legal Documents

- (a) Valid PhilGEPS Registration Certificate (Platinum Membership) (all pages);  
**or**
- (b) Registration certificate from Securities and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or Cooperative Development Authority (CDA) for cooperatives or its equivalent document,  
**and**
- (c) Mayor's or Business permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zones or Areas;  
**and**
- (d) Tax clearance per E.O. No. 398, s. 2005, as finally reviewed and approved by the Bureau of Internal Revenue (BIR).

##### Technical Documents

- (e) Statement of the prospective bidder of all its ongoing government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid; **and**
- (f) Statement of the bidder's Single Largest Completed Contract (SLCC) similar to the contract to be bid, except under conditions provided for in Sections 23.4.1.3 and 23.4.2.4 of the 2016 revised IRR of RA No. 9184, within the relevant period as provided in the Bidding Documents; **and**
- (g) Original copy of Bid Security. If in the form of a Surety Bond, submit also a certification issued by the Insurance Commission;  
**or**  
Original copy of Notarized Bid Securing Declaration; **and**
- (h) Conformity with the Technical Specifications, which may include production/delivery schedule, manpower requirements, and/or after-sales/parts, if applicable; **and**
- (i) Original duly signed Omnibus Sworn Statement (OSS);  
**and** if applicable, Original Notarized Secretary's Certificate in case of a corporation, partnership, or cooperative; or Original Special Power of Attorney of all members of the joint venture giving full power and authority to its officer to sign the OSS and do acts to represent the Bidder.

##### Financial Documents

- (j) The Supplier's audited financial statements, showing, among others, the Supplier's total and current assets and liabilities, stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two (2) years from the date of bid submission; **and**

- (k) The prospective bidder's computation of Net Financial Contracting Capacity (NFCC); **or**  
A committed Line of Credit from a Universal or Commercial Bank in lieu of its NFCC computation.

**Class "B" Documents**

- (l) If applicable, a duly signed joint venture agreement (JVA) in case the joint venture is already in existence; **or**  
duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful.

**II. FINANCIAL COMPONENT ENVELOPE**

- (m) Original of duly signed and accomplished Financial Bid Form; **and**
- (n) Original of duly signed and accomplished Price Schedule(s).

Other documentary requirements under RA No. 9184 (as applicable)

- (o) *[For foreign bidders claiming by reason of their country's extension of reciprocal rights to Filipinos]* Certification from the relevant government office of their country stating that Filipinos are allowed to participate in government procurement activities for the same item or product.
- (p) Certification from the DTI if the Bidder claims preference as a Domestic Bidder or Domestic Entity.

