



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
 info@citem.com.ph www.citem.com.ph



JO Number:

2023-0207

PR No.:

2023-0442

JO Date:

10/13/2023

PR Date:

10/05/2023

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CONTRACTOR/SUPPLIER **MARITZI YUVIENCO TULLAO**
MARKETING CONSULTANCY
ADDRESS
 Unit 602 G/F Casino Suites 4508 Casino Street, Palanan Makati City
MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM
PAYMENT TERM
PLACE OF DELIVERY
DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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HIRING OF PHOTOGRAPHY AND VIDEOGRAPHY DOCUMENTATION SERVICES FOR MANILA FAME 2023 **Php799,000.00**

SCOPE OF WORK

A. EXHIBITOR/VENUE PHOTOGRAPHY

- Professionally shoot, photo document and capture the following:
- Exhibitor booths (approx. 300 exhibitors), best angles, preferably without people or with minimal distractions around and within the booth;
 - Sample products (3 or more items) within each exhibitor booth that best represents the product line of the brand or company; and
 - All angles, clusters, and details all special settings and venue.

B. EVENTS PHOTOGRAPHY

- Professionally shoot, photo document and capture the following:
- All activities and special events of Manila FAME 2023 at WTC (registration, opening ceremony, VIP tour, guests, branded sessions, etc.);
 - Exhibitor, buyer, visitor and product interactions; and
 - Presence of all VIP, media, celebrities and guests in attendance during the event.
 - Special setting Partner Agencies, Sponsors.
 - Buyer and Exhibitor Interview

C. EVENTS VIDEOGRAPHY

- Professionally shoot and capture the following on video:
- Establishing, registration, major programs and all other side-activities and events;
 - Presence of all VIPs, government officials, media and celebrities, among others, in attendance during the event;
 - Exhibitors' booths, products, exhibition spaces, talks/seminars, special settings;
 - Interactions between exhibitors, buyers and visitors;
 - Buyer and exhibitor interviews; and
 - All program highlights and activities (registration, opening ceremony, VIP tour, guests, etc.).
 - Timelapse documentation of Ingress to official opening.
2. Assign a separate team to cover onsite buyer and exhibitor interviews together with the Communications and Content Team. The team must at least have one (1) videographer, one (1) audio recordist and one (1) coordinator.

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department

CONFORME:

MARITZI TULLAO
 Name & Signature of Contractor/Supplier

Date

BUR No. **MF-20101215**
 DATE **10/17/2023**
 AMOUNT **Php799,000.00**

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

NORMAN D. BAGULBAGUL
 OIC-DM, CCSD

Approved by:

DR. EDWARD L. FERERA PH.D.
 Executive Director

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CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO MARKETING CONSULTANCY ADDRESS Unit 602 G/F Casino Suites 4508 Casino Street, Palanan Makati City MODE OF PROCUREMENT Small Value Procurement	DELIVERY TERM PAYMENT TERM PLACE OF DELIVERY DATE OF DELIVERY
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- D. POST PRODUCTION**
1. Produce professional-quality same-day-edits (SDEs) of the following:
 - Day 1 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding);
 - Day 1 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding);
 - Day 2 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding);
 - Day 2 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding);
 - Day 3 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding); and
 - Day 3 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding).
 2. Produce professional-quality 1-minute highlight videos of the following:
 - Opening Ceremony + VIP Tour + Buyer's Lounge;
 - Exhibition Halls + Special Settings;
 - Talk and Seminars
 3. All outputs must be exported in this format: 16:9, H.265, mp4, 1080p, color-corrected, with copyright-free music and Manila FAME branding.

- E. TURNOVER**
- Provide the following in a portable hard drive during the event:
- All raw (unedited) and sorted photos taken after every session or as required by CITEM; and
 - Two (2) SDEs (90s and 15s) at the end of each day for three (3) days.
- Submit edited, color-corrected, and properly labeled photos and all raw and edited highlight videos in a 4TB portable hard drive to CITEM strictly on or before 15 working days after the last day of the event.
- All photos and videos taken, together with the 4TB portable hard drive shall be owned by CITEM.

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours, ATTY. ANNA GRACE I. MARPURI OIC-DM, CS Department CONFORME: MARITZI TULLAO Name & Signature of Contractor/Supplier Date _____	BUR No. UE-23101215 DATE 10/12/2023 AMOUNT Php799,000.00 Funds Available: MALERNA C. BUYAO Chief, Controllership Division	Recommended by: NORMAN D. BAGULBAGUL OIC-DM, CCSD Approved by: DR. EDWARD L. FERINA PH.D. Executive Director
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- REQUIREMENTS**
- A. PHOTOGRAPHY EQUIPMENT**
- Equipment/Accessories
 - Professional digital SLR camera, with at least 24 megapixel, preferably full-frame, CMOS sensor;
 - A quick transfer system of images/photos from camera to other devices (Mac OS, Android, PC based); and
 - Standard equipment/accessories of tripod and external off-camera flash/es.
- B. VIDEOGRAPHY EQUIPMENT**
- Professional full-sensor mirror less cameras capable of, at least, full HD (1980x1080) resolution, 60 frames per second and 3000 ISO.
 - Standard professional-grade rigs, stabilizers, lenses, lighting equipment and audio equipment capable of capturing for both portrait and landscape orientations.
- C. PRODUCTION TEAM**
- 1. Photographers**
- At least four (4) exhibitor/venue photographers, with one assistant each dedicated to shoot and document exhibitor booths, sample products within each exhibitor booth, physical arrangements and signage, and special settings.
 - At least two (2) event photographers, with at least one assistant dedicated to document all activities, special events (registration, opening ceremony, exhibit tour, etc.), and interactions during the event.
 - At least one (1) photographer dedicated to cover photography requirements for CITEM's social media team.
 - Additional photographers or assistants are at the discretion of the service provider.
 - At least two (2) Special setting photographers, with at least one assistant dedicated to document all product and vignette shots for the special setting focusing on product development products during the event.
- 2. Videographers**
- At least two (2) event videographers, with at least one assistant dedicated to document all major activities, special settings, products, interactions and other exhibit halls.
 - At least two (2) event videographers, with at least one assistant dedicated to cover talks and seminars, cooking demonstrations, food tasting activities and product presentations.
 - At least one (1) event videographer with audio equipment dedicated to cover exhibitor and buyer interviews.
 - Additional videographers or assistants are at the discretion of the service provider.
 - At least two (2) event videographer, with at least one assistant dedicated to document all product and vignette shots for the special setting focusing on all product development products during the event.

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

ATTY. ANNA GRACE J. MARPURI
 OIC-DM, CS Department
 CONFORME:

MARITZI TULLAO
 Name & Signature of Contractor/Supplier
 Date

BUR No. **MF-23101215**
 DATE **10/19/2023**
 AMOUNT **Php799,000.00**

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:
NORMAN D. BAEULBAGUL
 OIC-DM, ECSD

Approved:
DR. EDWARD L. FERREIRA, JR.
 Executive Director



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RESPONSIBILITIES OF THE SERVICE PROVIDER

- During and after the event, the service provider shall:
- Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required;
 - Ensure the availability of all personnel onsite one (1) hour before the start of the event and one (1) hour after the end of the event;
 - Ensure the capability in terms of equipment and personnel; and,
 - Deliver all the requirements in a timely manner.

RESPONSIBILITIES OF CITEM

- During and after the event, CITEM shall:
- Provide Shot List to be finalized with the supplier.
 - Help the service provider/contractor in facilitating or acquiring easy access to all products and areas identified for coverage.
 - Exclusively keep the rights/ownership of all images/concepts created or developed by reason of this engagement/contract.

TIMELINE OF ACTIVITIES

- Pre-production Meeting - October 16, 2023
- Event Proper - October 19-21, 2023
- Submission of raw photos and SDEs per day - October 19-21, 2023
- Final submission of all files - November 13, 2023

BUDGET

The Contracted Price for this requirement is Php799,000.00 inclusive of all applicable taxes

PENALTIES

Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.

TOTAL AMOUNT IN WORDS:	Seven Hundred Ninety Nine Thousand Pesos	Php 799,00.00
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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department
 CONFORME:

[Signature]
 Name & Signature of Contractor/Supplier
MARITZI TULLAO
 Date

BUR No. **ME-2310/215**
 DATE **10/17/2023**
 AMOUNT **Php799,000.00**

Funds Available:
[Signature]
MALERNA C. BUVAO
 Chief, Controllership Division

Recommended by:
[Signature]
NORMAN D. BAGULBAGUL
 OIC-DM, CCSD
 Approved by:
[Signature]
DR. EDWARD L. FERREIRA PH.D.
 Executive Director

[Handwritten mark]