



**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:  
**2021-0038**  
 PR No.:  
**2021-0077**

JO Date:  
**05/29/2021**  
 PR Date:  
**03/23/2021**

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CONTRACTOR/SUPPLIER **CO STUDIO ADVERTISING SERVICES INC.**  
 ADDRESS **221 Flordeliz cor. Guam Sts., Brgy. La Paz 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
<b>HIRING OF KEY OPINION LEADERS 2021 FOR FAME+ DIGITAL EVENTS</b> <b>SCOPE OF WORK</b> 1. Provide KOLs who has qualification in any of the fields mentioned (a. Philippine Coffee Preparation and Appreciation b. Resort living / island living c. Pocket space decoration and d. Home garden design), with the following qualifications: a. Having worked with clients including but not limited to corporations/ private companies, brands, or government institutions, or have collaborated with other influencers of the same field; b. Relevant jobs or business held in the field (food and beverage, food styling, food and lifestyle, design and decoration) OR c. A strong following on social media (Instagram, Facebook, Twitter) with at least 10,000 followers in any of the identified platforms with key followers (including artists, designers, creatives, influencers and brands or businesses) relevant to the target audience of FAME 2. Execute social medial promotion through creation of a video, or equivalent formats such as stories and series of photos that will tell a visual narrative of a particular lifestyle interest that incorporates locally selected home and lifestyle products in a particular mentioned topic 3. Video or Image post should convey the lifestyle topic, mention of the products used and where they can be sourced around the Philippines, and mention of FAME+ as the platform for sourcing well-crafted home lifestyle products from the Philippines. a. Create a video format, production of video with a length between 2-8 minutes running time b. For image format, production of lifestyle vignettes with image size not less than 300dpi resolution and 1920x720 (portrait and landscape). c. Post-production editing for video content subject to approval of the Digital Lifestyle Events Curator and CITEM d. Set design and props – (provide items such as cookware, appliances, and accessories aside from the products from brands/companies pre-identified by CITEM such as products from the FAME+ exhibitors) e. Provide necessary location / set for the execution of the video cleared with the Digital Lifestyle Curator and CITEM			<b>Php480,000.00</b>

TOTAL AMOUNT IN WORDS: **Php**

This order is placed subject to the following terms and conditions:  
 The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of \_\_\_\_\_ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,  
  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division  
 CONFORME:  
  
**Roana C. Olano**  
 Name & Signature of Contractor/Supplier  
 Date

BUR No. **MFO-21060424**  
 DATE **06/23/2021**  
 AMOUNT **Php480,000.00**  
 Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1  
 Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director



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MODE OF PROCUREMENT **Small Value Procurement**

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<b>HIRING OF KEY OPINION LEADERS 2021 FOR FAME+ DIGITAL EVENTS</b>  4. Posting of video or images on KOL's social media (Instagram, Facebook) KOL to propose prime time posting to CITEM. KOL and CITEM will agree on posting schedule. Material should be posted between May 1 – November 15, 2021 on specific dates and time agreed between the KOL and CITEM.  5. Mention and promotion of products featured and FAME+ (verbal mentions of products and services in the original video with charges to be added by CITEM for reposting on FAME+ and other social media platforms)  6. Turnover of image and or video file for CITEM distribution in FAME+ as well as its own social media platforms as deemed fit  <b>PERIOD OF ENGAGEMENT</b>  The KOLs provider shall be engaged to come up with lifestyle videos to be aired between May 1 – November 15, 2021.  Proposed timeline for posting of content subject to changes as agreed between CITEM and the Digital Lifestyle Curator:  <table style="margin-left: 40px;"> <tr> <td>Philippine Coffee Preparation and Appreciation</td> <td>MAY 2021</td> </tr> <tr> <td>Resort Living / Island Living</td> <td>MAY 2021</td> </tr> <tr> <td>Home Garden Design</td> <td>JULY 2021</td> </tr> <tr> <td>Pocket Spaces Decoration</td> <td>SEPTEMBER 2021</td> </tr> </table>  <b>BUDGET AND MODE OF PAYMENT</b>  Budget for this project is PHP 480,000 inclusive of all taxes to cover in providing four (4) KOLs to be charged to CITEM budget for Manila FAME 2021.  Budget broken down as follows:	Philippine Coffee Preparation and Appreciation	MAY 2021	Resort Living / Island Living	MAY 2021	Home Garden Design	JULY 2021	Pocket Spaces Decoration	SEPTEMBER 2021			
Philippine Coffee Preparation and Appreciation	MAY 2021										
Resort Living / Island Living	MAY 2021										
Home Garden Design	JULY 2021										
Pocket Spaces Decoration	SEPTEMBER 2021										

TOTAL AMOUNT IN WORDS: \_\_\_\_\_ Php

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Very truly yours,  
  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division  
  
 CONFORME:  
  
**Roana C. Olanó**  
 Name & Signature of Contractor/Supplier  
  
 \_\_\_\_\_  
 Date

BUR No. **MFO-21060424**  
 DATE **06/23/2021**  
 AMOUNT **Php480,000.00**  
  
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 Chief, Controllership Division

Recommended by:  
  
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 OIC-DM, Operations Group 1  
  
 Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director



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<b>HIRING OF KEY OPINION LEADERS 2021 FOR FAME+ DIGITAL EVENTS</b>			
Philippine Coffee Preparation and Appreciation		Php120,000.00	
Resort Living / Island Living		Php120,000.00	
Home Garden Design		Php120,000.00	
Pocket Spaces Decoration		Php120,000.00	
<p>Payment shall be made in the following schedule:</p> <p>50% upon submission of video outline and selection of products from exhibitors</p> <p>50% upon full delivery and turnover of the final version of the lifestyle video</p> <p>The KOL provider can bid on a per line item basis. This will not further prevent the bidder from taking interest to bid in all other line items.</p>			
<b>DEDUCTIONS, PENALTIES AND TERMINATION OF CONTRACT</b>			
<p>1. Bidder shall work on an agreed timeline and schedule unless a different timeline is set by CITEM.</p> <p>2. Payment shall be based on a per line-item or based on the output delivered by the Provider/ bidder</p> <p>3. CITEM shall recommend for a maximum of 40% deduction from the contract price should the video output or images be below the standard of the Digital Lifestyle Events Curator and CITEM or should the video be delivered beyond the agreed dates of posting.</p> <p>4. CITEM reserves the right to terminate, cancel or discontinue the contract should it deem necessary and shall compensate the provider according to the delivered services.</p>			

TOTAL AMOUNT IN WORDS:	Four Hundred Eighty Thousand Pesos	Php 480,000.00
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