



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: EMB - 53525

Date: 11/15/2022

R.F.Q. No.: 202211-12307

Delivery As scheduled

Gentleman:

Please quote hereunder your lowest possible price(s) for the following item(s) which is/are urgently needed by this office. It is requested that the quotation be signed, sealed or stamped and submitted to the Supply Section, Ground Floor Department of Trade and Industry, 361 Sen. Gil J. Puyat Avenue, Makati City, Metro Manila.

NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
	1.0	UNIT	Provision of Services --Hiring of an Events Management company for the 2022 National Export Congress and Exporters' Night on December 6 and 7, 2022. See attached TOR		

*****NOTHING FOLLOWS*****

Remarks All item should be treated as one lot. Please note on the delivery term indicated above. ABC-PHP998,000.00

Prepared by:

MARYLYN GRACE M. AMPOAN
ADMIN. OFFICER II

Very truly yours,

MARY ANN D. YULAS
SUPERVISING ADMIN. OFFICER

DTI SHOPPING COMMITTEE
Department of Trade and Industry

As per your request, I/We have indicated the prices of the above mentioned articles on the Unit Price and Total Price columns.

Date Submitted

Signature over Printed Name

POSITION: _____

COMPANY: _____

**TERMS OF REFERENCE
HIRING OF AN EVENTS MANAGEMENT COMPANY FOR THE
2022 NATIONAL EXPORT CONGRESS AND EXPORTERS' NIGHT**

i. Background

The National Exporters' Week (NEW) is an annual event led by the Department of Trade & Industry (DTI), in partnership with the Philippine Exporters Confederation Inc. (PHILEXPORT) and the Export Development Council (EDC). Presidential Proclamation 931, series of 1996 declared the first week of December as the NEW in order to obtain total commitment of the government and the private sector to continuously work together to sustain export promotion and development. Hence, the yearly celebration of the NEW has evolved into an important national event. Regional offices of the DTI, PHILEXPORT and the academe also celebrate the event with various activities in line with the year's chosen theme.

The theme for this year's event is "Exporting Breakthroughs". This theme emphasizes the need to harness the experience, expertise and knowledge of both public and private stakeholders in international trade, build on our competitive advantage by pursuing innovation, gain flexibility and resilience through diversification and market access, and cultivate a competitive mindset among all stakeholders in order to achieve/realize exporting breakthroughs.

The NEW will feature a line-up of thematic sessions/forums on a wide variety of export-related topics, business to business matching activities, and exhibition featuring exporters, export enablers, and e-commerce platforms and service providers. The National Export Congress (NEC) will be the culminating event of the NEW where identified initiatives of government and the private sector that support and empower exporters will be laid out. The new Philippine Export Development Plan (2023-2028) will also be launched during this year's NEC.

Another highlight of this event is the Exporters' Night, wherein both exporters and Trade Regulatory Government Agencies (TRGAs) will be awarded and recognized for their contributions and innovations in the export industry.

Below is the schedule of activities for the 2022 NEC and Exporters' Night:

ACTIVITIES	DATE	VENUE
A. Exporters' Night	6 December	Hotel
1. Awarding of Exporters		
2. Recognition of Trade Regulatory Government Agencies		
3. Networking Cocktail Reception		
B. National Export Congress	7 December	PICC
1. Plenary (Forum/ Thematic & Panel Discussions)		

2. Ceremonial Signing of the Statement of Support of EDC Council Members for the PEDP		
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II. Objectives

1. To obtain total commitment of the government and the private sector to continuously work together to sustain export promotion and development.
2. To encourage and motivate exporters and institutions to provide the best products and implement best practices towards performance excellence by granting various awards and tokens; and to build a community of Philippine exporters and export enablers to support one another.

III. Project Proponent & Partners

1. DTI-Export Marketing Bureau (**Proponent**)
2. DTI Trade Promotions Group
3. DTI-Regional Operations Group
4. Export Development Council
5. Philippine Exporters Confederation, Inc. (PHILEXPORT)
6. Export Enablers
 - i. Trade Regulatory Government Agencies
 - ii. Business Support Organizations

IV. Target Participants

The **National Exporters' Congress** will be participated in by about 700-1000 stakeholders from the following groups:

- Private sector (including exporters, manufacturers, micro, small and medium enterprises (MSMEs), foreign embassies and commercial/economic diplomats, business chambers and councils, foreign buyers, e-commerce platforms and service providers)
- Government sector (including policy makers, Trade Regulatory Government Agencies)
- Business Support Organizations
- Student and academe

About 300 stakeholders from the private and government sectors will be invited to participate in the **Exporters' Night**.

V. Scope of Services

Start date: Upon signing of Notice to Proceed

End date: December 2022

Duration of the Actual Event: 06-07 December 2022

Location: Metro Manila

DTI will need the services of an Events Management Company (EMC) to provide comprehensive services for the following:

TARGET DATE OF IMPLEMENTATION	COMPONENTS
November 2022	<p>Event Plan</p> <ul style="list-style-type: none"> • Submit a comprehensive event plan within 3 days after the issuance of Notice to Proceed, to include but not limited to the following: <ul style="list-style-type: none"> ○ Event Planning Organizational Chart ○ Detailed Timeline ○ Budget Plan ○ Venue and Floorplan ○ Audio-Visual, Lighting, and Staging Arrangements ○ ICT Requirements ○ Entertainment ○ Communication Channels
November 2022 – December 2022	<p>Marketing Communications Campaign</p> <ul style="list-style-type: none"> • Submit a comprehensive marketing communications plan within 3 days after the issuance of Notice to Proceed, to include but not limited to the following: <ul style="list-style-type: none"> ○ Event branding aligned with the event theme ○ Pre-Event Page (Microsite with Registration System) ○ Social Media Marketing Strategy ○ Event hashtag ○ Teaser Campaigns ○ Event marketing partnerships and sponsorships ○ Email Marketing ○ Event Advertising • Manage and oversee the design and production of all promotional graphics and materials for integrated marketing communications strategy to include but not limited to social media exposure, as well as traditional media and printed collaterals. <ul style="list-style-type: none"> ○ Digital teaser campaigns <ul style="list-style-type: none"> ▪ 1 Save the Date ▪ 2 Pre-Event Video Teasers ▪ 10-15 Social Media cards for Online Promotions <i>Note: files should be submitted in jpeg, png, gif, or mp4 (as applicable) and in an editable file</i> ○ 2 Features in magazines and/or newspapers ○ 2 Pre-Event Press Release ○ 1 Post-Event Press Release ○ 2 Radio Guesting

TARGET DATE OF IMPLEMENTATION	COMPONENTS
	<ul style="list-style-type: none"> ○ 1 At-Event Press Conference or Interview ○ Media invitations (to at least 10 media outlets) ○ Collateral Design and Production (<i>Specific size and material, and other technical specifications shall be proposed by the EMC</i>) <ul style="list-style-type: none"> ▪ Tarpaulins ▪ Printed Souvenir Program (including Speaker's Profile) ▪ Signages, streamers, and directional signs of congress and info sessions ○ Event Documentation <ul style="list-style-type: none"> ● Coordinate with DTI and the other project partners in posting promotional materials on their respective websites and social media sites. <i>Note: DTI-EMB will closely coordinate with KMIS for the posting of promotional materials in the DTI Social Media Pages. DTI-EMB will also coordinate with KMIS for the use of DTI YouTube Page as a platform of the livestreaming of the event, aside from EMB's Facebook Page.</i>
November – December 2022	<p>Invitations and Registration</p> <ul style="list-style-type: none"> ● Design Electronic Direct Mail (EDM) including advisories, event program guide and speakers' profile, post event thank you letters, etc. ● Set-up a microsite with a registration system for all attendees/participants
November – December 2022	<p>Logistic and Technical Arrangements</p> <ul style="list-style-type: none"> ● Provide necessary venue props and paraphernalia, to include but not limited to the following: <ul style="list-style-type: none"> ○ 30 Acrylic Name Plates for Desks (8 x 2 inches) ○ 3 Straight Pop-Up Display (3 x 4 meters) ○ 4 Tarpaulin banners (21 ft x 8.8 ft or smaller) ○ 10 pull out standing banners (6 ft x 3 ft.) ○ 50 Directional arrow signs (24" x 18") ● Ensure availability of all facilities, utilities, and equipment necessary for the conduct of activities at the identified venue (e.g., internet, computer terminals, display goods storage, electrical capacity requirements), in coordination with the hotel management. ● Manage implementation of COVID-related safety protocols in the venue (e.g., provision of disinfection

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	<p>services and supplies, masks for the attendees, etc.), in coordination with the hotel management.</p> <ul style="list-style-type: none"> • Manage implementation of safety and security protocols in the venue (e.g., access to fire exits, licensed security staff, number of entry and exit points, appropriate safety equipment, etc.), in coordination with the hotel management. • Manage ingress and egress activities, in coordination with the hotel management. Meals, logistics and transportation of necessary manpower to be deployed should be shouldered by EMC. <p><i>Note: Ingress and egress activities shall entail necessary manpower, but we are of the view that the EMC is in the best position to determine the no. of manpower required depending of the capacity of their manpower vs. the magnitude of work.</i></p>
December 2022	<p>Event Proper</p> <ul style="list-style-type: none"> • Coordinate with DTI and the hotel management on the preparation and conduct of all the activities during the event. • Manage and ensure successful execution of the Exporters' Night and the National Export Congress. • Assign a dedicated Supervisor/overall coordinator who shall oversee, manage, and closely coordinate with DTI and the concerned Government agencies/ private sector entities on all arrangements required for all the activities. <p><i>National Export Congress</i></p> <ul style="list-style-type: none"> • Ensure availability of critical staff at the event, to include but not limited to the following: <ul style="list-style-type: none"> ○ 1 Event Producer ○ 2 Production Assistants ○ 1 Production Manager ○ 1 Stage Manager ○ 2 Audio Engineers/Technicians ○ 1 Lighting Designer ○ 1 Graphics Operator ○ 1 Teleprompter Operator ○ 1 Emcee and/or Voice-over Talent ○ 1 Time Keeper ○ 2 Registration Assistants

TARGET DATE OF IMPLEMENTATION	COMPONENTS
	<ul style="list-style-type: none"> • <u>Meals</u>, logistics and transportation of manpower to be deployed should be shouldered by <u>EMC</u>. • Provide production staff that includes stage manager, floor director, technical director, production assistants, and program director • Provide LED wall system (proposed stage setup will be presented by the EMC for approval) • Provide necessary equipment to facilitate smooth execution of event program such as microphones, switcher and DVD player, lights and sound system, teleprompter, etc. • Ensure successful execution of the event through, but not limited to, the following: <ul style="list-style-type: none"> ○ Production manager to manage to handle the over-all planning and execution of the event, with an expertise in implementing the overall creative, technical, and logistical elements that will help the event succeed (e.g., event design, build strategies, audiovisual production, networking, logistics, partner management, and client service) ○ Stage manager to supervise the execution of all elements in the production, and give direction by calling cues from the event flow, communicating directly to the crew during the presentations. ○ Audio engineers/technicians to design, install, and operate the audio system in the event venue. ○ Lighting technician/designer to install the event lighting package in the event venue; develops the lighting plot, taking into consideration the technical requirements, as well as the artistic aspects of color, coverage, and intensity; directs the lighting focus and creates the lighting looks used during the program. ○ Graphics designer to organize and operate all presentations and graphic elements in a production; create graphics and manage any on-site changes; and advances show graphics when prompted. ○ Production assistance to provide all necessary assistance and coordination with and among the producer and the crew. ○ Time keeper to alert speakers of time limit ○ Voice over talent to facilitate the program and provide reminders to all attendees

TARGET DATE OF IMPLEMENTATION	COMPONENTS
	<ul style="list-style-type: none"> • Manage speakers' presentations and address any technical difficulties that may arise • Provide an emcee/moderator for the National Export Congress and additional moderator during Plenary Sessions (preferably a media personality with knowledge in trade and business) • Provide and manage audience interaction app for live surveys • Provide live streaming of the event via internet during the event proper • Provide IDs or nametags for all registered and walk-in participants (maximum of 1000 pax). • Provide program booklets, which includes the profile of speakers, for all registered and walk-in participants (maximum of 1000 pax). <p><i>Signing Ceremony</i></p> <ul style="list-style-type: none"> • Organize, execute, and secure all requirements for the signing ceremony between EDC members, which will be witnessed by the President <ul style="list-style-type: none"> ○ Prepare script for the Emcee, as well as the program and blocking or seating arrangement of participants during the signing ceremony ○ Ensure availability of signing props and paraphernalia (e.g., signing table with chairs, signing folders, signing pens, etc.), podium for the Emcee and other speakers, backdrop design) ○ Manage documentation of the Signing Ceremony (included in the photograph and video production services) ○ Provide stage assistant to assist with the signing <p><i>Exporters' Night</i></p> <ul style="list-style-type: none"> • Plan, organize, execute, and secure all requirements for the Awarding Ceremony, Networking Cocktail Reception, and Raffle draw. <ul style="list-style-type: none"> ○ Plan and execute stage design ○ Create a program and floor plan ○ Provide a host of the awarding ceremony ○ Prepare script cards and autocue ○ Manage registration and table arrangement of participants

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	<ul style="list-style-type: none"> ○ Ensure availability of venue props and paraphernalia (e.g., cocktail tables with numbers, lights, sound, and video systems, banners, etc.) ○ Provide stage assistant to assist with the awarding ceremony ○ Coordinate with PHILEXPORT on the execution of the raffle draw
December 2022	<p>Live streaming</p> <ul style="list-style-type: none"> ● Provide internet for the nationwide broadcast/ live streaming ● Set-up studio for the live streaming shoot equipped with green screen facilities and HD video cameras ● Coordinate with the identified venue on the use of facilities, equipment, utilities, and other technical requirements ● Provide logistics for the production such as manpower as well as the meals, transportation, communication and supplies required for their deployment
December 2022	<p>Photography and Video Production Services</p> <ul style="list-style-type: none"> ● Provide technical set-up necessary for the video productions (e.g., HD cameras, green screen background, lights and sound systems, etc.), in coordination with the hotel management. ● Provide logistics such as manpower (as detailed below for the critical staff requirement), meals, transportation, communication and supplies. ● Provide Photo and Video Coverage with 3-5 minutes Same Day Edit (SDE) of the events from 6 to 7 December ● Ensure availability of critical staff (minimum number), to include but not limited to the following: <ul style="list-style-type: none"> ○ 1 Production Manager ○ 1 Graphic Designer/Keynote Producer and Video Playback ○ 1 Voice Over Talent ○ 1 Video Technical Director ○ 1 Sound Engineer ○ 1 Floor Director

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	<ul style="list-style-type: none"> ○ 3 Stage Managers ○ 1 Content Director ○ 2 Production Coordinators ○ 2 Production Assistants ○ 1 Spinner ○ 3 Utility Men ○ 3 Camera Operators ○ 2 Photographers
December 2022	<p>Reports</p> <ul style="list-style-type: none"> • Submit a full report of all activities undertaken for the project period with the following sections: <ul style="list-style-type: none"> ○ Event Background ○ Dedicated page/s per activity with corresponding photo and relevant articles on the highlights of the activities ○ Curated gallery ○ PR and marketing report (social media, news outlet engagement, radio guesting, press conferences, etc.) ○ Partners & Stakeholders Details • Submit the following: <ul style="list-style-type: none"> ○ Raw photos/video files ○ Behind the scene footages ○ Database of all attendees • Submit for approval the abovementioned deliverables one week after the event, 16 December 2022.

A coordination meeting shall be convened by the DTI on the day prior to the first day of the engagement to discuss and ensure common understanding of the tasks, expected outputs, and working arrangements set forth in this Terms of Reference.

VI. Event Execution Guidelines

1. All activities and events shall be coordinated closely with the DTI-EMB OIC-Director and the Organizing Committee.
2. Always apply the 3S: Scale, Scope, and Simultaneous execution in the implementation of events and activities.
3. The events and activities should always carry the following branding:
 - a. Department of Trade and Industry & DTI Export Marketing Bureau
 - b. Export Development Council
 - c. Philippine Exporters Confederation, Inc. (PHILEXPORT)

4. In case any of the approved activities in the contract is cancelled, DTI-EMB and EMC will negotiate terms of payment or undertake replacement tasks or projects.
5. Unless otherwise specified in the TOR, costs for the enumerated services and facilities ARE INCLUSIVE IN THE EMC RATE.
6. Must be open to handle all other events outside of those indicated in the list which will be costed out using the same rates as quoted.
7. Keep the DTI-EMB in the loop with event details, protocol, and other aspects of the project/s.
8. Must submit a Statement of Single Largest completed contract within the last 5 years relevant to organizing large-scale international events such as conventions and trade fairs with microsities
9. Approval of full report is prerequisite for completion of payment.

The approved budget for the contract is **PHP 998,000**, inclusive of all applicable taxes.

Invoices and Payments must be issued/payable to the **Department of Trade and Industry**.

Payment shall be payable in tranches and upon submission of deliverables based on the following:

Deliverables	% of Payment
Upon approval of the comprehensive event plan and marketing communications plan for all the activities particularly the Exporters' Night and National Export Congress.	10%
Upon confirmation of at least 50% of target number of participants through the online registration site.	10%
Processed at least 50% of the requirements for the execution of the Exporters' Night and National Export Congress. This includes the delivery receipt or sales invoice for the lights and sound system, relevant venue props and paraphernalia, etc.	20%
Upon completion of all deliverables and approval of full report and all the required documentation of the event.	60%

Recommending Approval:

ASSISTANT DIRECTOR BIANCA PEARL R. SYKIMTE
 Chair, Overall Coordinating Committee for 2022 NEW & NEC
 Officer-in-Charge, Export Marketing Bureau

Approved:

ASSISTANT SECRETARY GLENN G. PEÑARANDA
Officer-in-Charge, Trade Promotions Group