

TERMS OF REFERENCE

PROJECT TITLE: BOOTH DESIGN AND CONSTRUCTION FOR JAPAN ASSOCIATION OF TRAVEL AGENTS (JATA) TOURISM EXPO 2016

I. BACKGROUND:

The DOT Tokyo thru Tourism Promotions Board (TPB) has embarked on a **Joshi Tabi** campaign with the end to reinvent the destination as a ladies' destination. With the growing number of ladies entering the labor market and increasing their disposable income, travel agents have banked on this segment to propel the outbound traffic. Competitor countries have long promoted to this sector, the most successful being Thailand, Korea, Taiwan all of which were known as a male brand.

The agency has attempted to promote to this sector on several occasion but the available medium of that time was limited audience at an expensive amount per reach. The environment has dramatically changed with the advent of the internet and most notably Instagram, twitter and line becoming a popular medium in Japan. The booth this year will take its cue from the success of Sanrio Puroland which has turned around the revenues of the entertainment city by tapping the profitable repeater market thru the medium Instagram.

Given the penchant of Japanese tourism branding and corresponding response from participating countries to include in branding practice the "one destination one product concept", we will introduce a sampling segment in the program.

To enable the application of this concept in a timely manner, the DOT Tokyo invites Booth Construction Providers with experience in JATA to design, construct dismantle the Philippine booth and provide 1 interesting event for the duration of the Philippine participation to the JATA 2016.

Unlike other business outbound travel fairs such as the ATF, ITB and WTM, JATA Tourism Expo has become an important brand exercise for National Tourism Offices showcasing destination attractions/offerings and destination appeals. On that note, the Philippine **booth participation** objective is to brand the Philippines as a lady destination and convey to the market that the Philippines will retain the brand It's More Fun.

Similar to the general practice of JATA booth participants, the key tool for brand communication will be the **events held in the stages or venues within the booth**. The general practice before the assumption of Ms. Batoon was a program of entertainment numbers provided by an entertainment group from the Philippines and trivia games to draw crowd to the event area.

In 2015 the Philippines adopted the popular practice of creating programs that mix entertainment, talk shows and educational seminars. The 2016 booth participation will adopt the similar practice of conveying messages thru talk shows, entertainment and educational seminars on tour packages and interesting topics by travel agents. On this note the design must take into account this important activity bearing in mind the proximity of the booth to the Japan stage and Korea packed with programs. The booth constructor will be required to submit 1 **key 1 hour event** on top of the

construction/dismantling services. Likewise assist DOT Tokyo in their conduct of lectures, seminars and talk shows.

The TPB has invited the private sector, total 14 slots, to be co-exhibitor to present their property for the lady and leisure market. The booth design therefore must take into account the objective of the 14 co-exhibitor to promote their brand appeal directly to the consumers.

Statistics from last year's JATA show the following: 173,602 visitors, 1,161 companies, 141 countries / regions and 47 prefectures from all over Japan.

II. BOOTH DESIGN CONCEPT AND DIRECTION

The **126 square meter** Philippine booth should incorporate the following design considerations:

BOOTH DESIGN

- Adopt the fun colors of "It's More Fun" brand campaign and create impact with this Brand logo
- The booth should convey a lady brand
- The booth should have height to generate presence considering its current location
- The booth should be attractive and **utilize the images provided by TPB. Should the design require other images than provided by TPB, the cost of acquiring such images will be part of the total budget. TPB will not charge the cost of the use of the images provided.**
- Consider a functional design for the 14 co-exhibitors to allow point of contact for the exhibitors with the consumer visitors.
- Designed to accommodate the following special features of the booth
 - A. A stage/area for performance and lecture seminar for minimum 10(seminars) -20 persons
 - B. Common area for private meetings
 - C. Information counter convertible to sampling station
 - D. Storage space
 - E. A 3D/2D trick art tarpaulin of Hello Kitty to serve as the "Instagram Moment" to booth guests (The design production and licensing to Sanrio will not compose part of this budget. This is because of Sanrio credit policy)

III. SCOPE OF WORK / DELIVERABLES

A. BOOTH ELEMENTS

- i. Philippine booth co-exhibitor requirements
 - 14 table top with lockable storage cabinet
 - Electric outlet for laptop
 - Two Chairs for each table top
 - Company signage of the 14 sellers
 - Common Exhibitor directory

ii. Business Area

1. Main Reception Area convertible to sampling area

- Reception Counter / Desk
- Brochure display stand /holder
- Sufficient number of chairs
- Electrical outlet
- Signage
- Mini refrigerator/cooling device to store drink items
- Sampling mini-paper cups good for 200 persons

2. Common Meeting Area

- Lounge set-up
- Comfortable furniture e.g. low chairs and tables

iii. Other Areas

1. Area for shows / seminar

- Preferably with elevated stage with backdrop
- Large Monitor/screen with a device to play USB
- Sound and AV system (appropriate for talk show, performances/ cultural shows) with standards allowed by JATA but with minimum monitor speaker(s) for instrument and singer.
- Electrical outlets for equipment
- Furniture (portable) which can be used for talk show presentation
- Seats for audience (foldable or non- foldable)
- Program directory (minimum 2 pcs large enough)

2. Storage

- Storage area for supplies
- Waste bin for paper, plastic and liquid refuse (garbage) hidden from public
- Storage for ice for use for sampling to include ice requirement if any (this may be integrated in the reception design if necessary)
- Allows 1-2 person to use as dressing room if necessary.

3. Instagram 2D/3D trick art.

- Installation and dismantling
- Installation material should be re-usable and compact for surrendering to DOT Tokyo office for future use of DOT Tokyo (the 3D art will be reused for 3-4 months before returning to Sanrio therefore installation must not in any way destroy the material provided by Sanrio).

Notes

- Carpeted area which will hide electrical wirings
- AV Visual players integrated into the total design concept of the booth
- Preferably tropical plants and necessary plant items

B. EVENT

- Introduce 1 event per day (may be same) and provide the necessary paraphernalia for that event
- Provide 1 host (Saturday & Sunday) which will handle some of the events and work with the host provided by DOT Tokyo. Flow and suggested script will be provided by DOT Tokyo; however, the provider will finalize the full script of the host. In short, the host will be required all day for 2 days.
- Assist the DOT Tokyo host and lecturers in the conduct of their stage programs (AV/Sound technical assistant and other necessary assistance required if any) for 2 days. (Event/stage management)

C. DISMANTLING AND DISPOSAL OF BOOTH

Dismantling of the booth on the date designated by the event organizer and proper disposal of the materials used in the booth. Safely dismantle the trick art and return to DOT Tokyo with the corresponding compact, foldable tubes and paraphernalia to enable DOT Tokyo to re-install the 3d Art. Re-installing will not be subject of this proposal.

D. EVENT PERMITS

Securing necessary permits particularly for the sampling activity, electrical connections and health and safety requirements as may be required by the event organizer.

E. MANPOWER

A dedicated technician (s) to operate the AV and sound requirements of the booth and 1 event manager.

IV. TECHNICAL ELIGIBILITY

- Must have experience rendering services at an international exhibition (Submit 3 year experience)
- Must have handled JATA event in the past (Specify year handled any JATA booth and pictures if any)
- Must have corresponding license permit from a Japanese government agency (Certified copy of the license permit)
- Must have a dedicated team who will focus on design and construction of the Philippine booth (Submit bio data of leader, event management and technicians)
- Must have the capability to invest, coordinate shipment to the JATA site

V. TIME FRAME AND SCHEDULE OF WORK:

The contact duration is for a period of one (1) month with the following schedule of work:

1. Booth design concept August 2, 2016
2. Construction/set-up of Philippine booth September 2016
3. Egress of Philippine booth September 2016
4. Event Management During Event Period

VI. BUDGET:

US\$75,600 and inclusive of design, construction, dismantling, disposal, stage event management and 1 event. The total amount must not exceed the Japanese Yen equivalent at time of submission of design/opening of bid (example : Yen exchange rate is Y100=US\$1 on August 2 then amount submitted shall not be over JPY7.5Million). **The amount shall include the relevant consumption tax.**

VIII. PAYMENT PROCEDURE

- Selected contractor will be required to pay 5% of the total contract price to be returned after the successful implementation of the project.
- Full payment after the completion of the project