

PURCHASE REQUEST

Mactan-Cebu International Airport Authority
Agency

Department: Engineering PR No.: 02-141-15 Date: February 17, 2015
 Section: _____ SAI No.: _____ Date: _____

Stock No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
	lot	BOOTH DESIGN AND SET UP FOR THE PHILIPPINE BOOTH AT ROUTE ASIA 2015 (see attached TOR) ///////////////nothing follows////////////////////	1.00	1,500,000.00	1,500,000.00

BUDGET DIVISION
 DATE: 02-17-15
 CONTROL NO.: 2-76-15
 EXPENSE CODE: 3-29-990 (15)
 AMOUNT: 1,500,000 -

JUDALINE M. CESAR
OIC-Budget Division

Purpose:
 For requirements of services of company engaged in the business of designing and constructing booths for travel and consumer fairs for the MCIAA Stand at Route Asia 2015

Signature: Printed Name: Designation:	Requested by: AHMED G. CUIZON Assistant General Manager	Approved by: NIGEL PAUL C. VILLARETE General Manager / CEO
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TERMS OF REFERENCE

I. PROJECT TITLE: BOOTH DESIGN AND SET UP FOR THE PHILIPPINE BOOTH AT ROUTES ASIA 2015

II. BACKGROUND:

Recognizing the important role of Route Development in increasing aviation passenger volume as well as tourism demand through generation of new air services, the Mactan-Cebu International Airport Authority (MCIAA) in coordination with the Philippine Department of Tourism (DOT) will participate in Routes Asia 2015 in Kunming, China on March 15-17, 2015. Routes Asia is the largest route development forum in Asia, and this year expected to draw close to a thousand representatives of airports, airlines, tourism authorities, aviation policy leaders, and exhibitors. Routes Asia is basically composed of the Strategy Summit, Face-to-Face Meetings, Route Exchange - Airline are Briefing, and the exhibition.

The Exhibition is participated in mostly by tourism authorities, airports and airlines, which aim to network with relevant partners in helping to develop and promote air access. The Philippines has participated in past Routes Asia editions, through conference booths of the Department of Tourism (DOT), to wit:

Date	Venue	Size of DOT booth	Theme
April 2012	Chengdu, China	18 square meters	"More Fun"
March 2013	Mumbai, India	27 square meters	"More Fun"
March 2014	Kuching, Malaysia	25 square meters	"More Fun"

MCIAA has likewise participated in these Routes Asia Events.

Following the success of the March 2014 Routes Aisa 2014 participation in Kuching, Malaysia, the Honorable DOT Secretary Ramon R. Jimenez, Jr., who is also Vice-Chairman of the MCIAA Board has proposed for three (3) separate booths for DOT, MCIAA, and the Clark International Airport Corporation (CIAC). For Routes Asia 2015, the MCIAA has secured a 25-square meter stand (same as that of DOT and CIAC). Its participation in Kunming is deemed important as the Philippines will receive the responsibility of hosting the event during the handover ceremony from the present host country. It is therefore important for the country to have a high-profile booth exhibition in Kunming to project the Philippines' image as an aviation event destination for 2016.

The MCIAA delegation is expected to be composed of Members of the MCIAA Board, MCIAA Management, and MCIAA Officials and personnel. The Philippine delegation will be composed of representatives of the DOT, the Civil Aeronautics Board, about 3-5 Philippine carries, and about 4 Philippine airports.

III. PURPOSE/OBJECTIVES:

The Mactan-Cebu International Airport Authority (MCIAA) Requires the services of a company engaged in the business of designing and constructing booths for travel and consumer fairs for the MCIAA Stand at Routes Asia 2015.

The construction of the aforementioned booth aims to attain the following objectives:

- A. Generate positive “name recall” of the Philippines and Mactan-Cebu International Airport and promote the MCIA as well as the other country’s tourist destinations in the Province of Cebu as well as the rest of Central Visayas area;
- B. Create an atmosphere that highlights the country’s “It’s More Fun in the Philippines” brand, especially as they reflect the distinct flavor of Cebu and the Visayas;
- C. Attract and encourage consumer, press, and travel guests to visit the Mactan-Cebu International Airport booth;
- D. Provide highly functional yet visually appealing area for provision of the Philippine, Cebu, and the Visayas tourism information, product updates, audio visual presentations, tabletop business meetings, and other interactive activities.

To be able to achieve the above-mentioned objectives, bidders shall submit a proposed design and layout for the aforementioned stand together with their financial bid.

IV. SCOPE OF WORK/DELIVERABLES

The Mactan-Cebu International Airport Authority (MCIAA) requires a package of services for the following:

- A. Booth design that strictly follows the rules and regulations set by the event organizers including dimensional drawings showing the front, side and back perspectives elevations, floor layouts of the stand and details of materials being used to construct the stand.

Booth Details

1. Size 25 sq. meters/island stand or 4 sides open
2. Layout
 - An enclosed VIP area for high-level meetings with audio-visual and technical facilities.
 - Two (2) MCIA Counters on opposite sides of the stand
 - Area for video presentations equipped with audio-visual and technical facilities
 - Area for interactive activities
 - Storage area
3. General stand design theme: I’TS MORE FUN IN THE PHILIPPINES and the VISIT PHILIPPINES YEAR 2015
4. Specific stand requirements
 - Stand Construction inclusive of appropriate lighting, storage, lockers for personal belongings and VIP area, and presentation area.
 - Appropriate backdrop visuals/overhead ceiling banners/interior decor as appropriate, fresh plants and flowers, sufficient lighting to convey a tropical island setting
 - Elevated carpeted flooring

- The MCIA Information Counters should have the following: chairs, 42” LCD screen, power outlet, lockable cabinets, laptop security cables, brochure racks, exhibitor directory and stand layout appropriate visuals and accessories.
- Individual work stations should have the following: 1 counter with lockable storage cabinet, meeting table, chairs, plasma screen, individual electric outlets and adaptors, company signage on the counter and on the table and table centerpiece.
- Storage areas should have the following: lockers, oat racks, ample shelves for brochures, working table and table centerpiece.
- VIP area should have the following: lounge chairs, center table, two 42” LCD screens and CD/DVD/USB player, appropriate lighting accessories.
- Furniture should fit the “It’s More Fun in the Philippines” and “Cebu” or “Cebuano” setting and conform to the recommended layout of MCIAA, to include counters, tables, chairs, shelves, hangers, mirrors, etc.
- All exhibition venue connections and fees (ample supply of electricity, running water, suspensions and permits)
- Sufficient power outlets and lighting.
- Other accessories needed to achieve the desire theme.
- Daily stand cleaning - before the opening, during the closing of the Philippine stand.
- Sand and construction and dismantling supervision and stand maintenance for the duration of the fair.
- Internet connection subscription with router at the stand using the official Routes Asia 2015 service provider (accessible by the Philippine delegation members)

- B. Construction and installation of the aforementioned booth while strictly following the rules and regulations set by the fair/event organizers.
- C. Coordination with other service provides that is needed in the construction of the booth (Ancillary services etc.)
- D. Storage/disposal of the aforementioned booths/parts and egress on the dates designed by the event organizers.

V. TIME FRAME AND SCHEDULE OF WORK

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

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|----------------|--|
| 1. March 13/14 | Set up MCIA booth at Routes Asia 2015
(or according to official event schedule) |
| 2. March 15/17 | Routes Asia 2015 (Stand maintenance) |
| 3. March 18/19 | Stand dismantling
(or according to official event schedule) |

VI. BUDGET

Total Budget allocation for the MCIAA booth is Php1,500,000.00 inclusive of taxes. Financial proposal should allow for modifications in stand and layout and design according to the needs and requirements of the end user.

The winning bid however shall be determined based on aesthetic and functionality of the booth design, its conformity with the rules and regulations of the organizers, adoption of "It's More Fun in the Philippines" and "Cebuano" brand, and financial package cost, provided that the amount of bid does not exceed the above total budget.

VII. PAYMENT PROCEDURE

Following is the payment procedure:

- 30% upon arrival of the final Philippine Booth design
- 40% upon completion of the stand construction
- 30% upon dismantling of the Philippine booth and satisfactory delivery of services specified in Section of this Terms of Reference.