

TERMS OF REFERENCE FOR THE DESIGN, SETUP AND DISMANTLING OF CHRISTMAS TREE AND PHILIPPINE BOOTH FOR THE PHILIPPINE FESTIVAL 2019

The Philippines has been known as the country with the longest Christmas celebration. The festive mood in the country starts as early as September each year. Because of this, the country has already created a mark amongst Christmas-observing countries as one of the merriest places to celebrate Christmas in.

Christmas is one of the Western holidays celebrated in Japan. However, it is not celebrated as a traditional religious occasion but more of a commercial event. Although it has no religious dimension for the Japanese, Christmas in modern Japan has become a celebrated event which can be explored and exploited for the benefit of Philippine tourism in Japan. This great awareness effect and interest in Christmas is an opportunity to promote the Philippines as the more fun Christmas capital of the world.

Festival is the biggest Filipino event in Japan. Held since 2012, the Philippine Festival serves as a venue for expatriate Filipinos to get together and for the Japanese nationals to learn about Philippine music, dance, cuisine and products. This year, the Philippine Festival will be held in Yoyogi Park in Tokyo on 30 November – 01 December 2019.

As part of the Embassy's support in the event, PDOT will be renting 6 booth spaces and will be setting up a Christmas tree to serve as the highlight for this year's festival.

SCOPE OF WORK/DELIVERABLES

I. Christmas Tree

- The Christmas tree should have a height of 8 meters
- The design should be reflective of a Philippine Christmas and should have the following elements:
 - Christmas lights
 - Colorful Christmas ornaments
 - Star at the top of the tree
- Dismantling of the tree on the date designated by the event organizer and proper disposal of the materials used in the booth

II. Philippine Booth

- Curated Philippine Experience that will provide a fun Christmas experience and will give Japanese the real Philippine experience through the following elements:
 - Philippine Furniture - will showcase the creations and furniture masterpieces of young Filipino designers.
 - Philippine Massage and Essences - the Philippines as destination for healing to revitalize tired bodies and spirits. Featuring the traditional "hilot" massage to relax, reduce and eliminate body ailments.
 - Philippine food, Christmas delicacies and gourmet sampling - presents Filipino cuisine and unique Filipino Christmas delicacies.
- Integrate fun colors and elements of "It's More Fun in the Philippines," campaign and Philippine iconic images that will be supplied by the Department of Tourism and Tourism Promotions Board of the Philippines.
- The functional space of the booth should have the following elements:
 - Reception Counter / Desk
 - Brochure display stand /holder
 - Sufficient number of chairs

- Electrical outlet
- Digital Photo Booth
 - Integrate and allocate a space for digital photo booth where visitors can take pictures with destination of their choice as background. To include its construction, installation and dismantling.
- Clean and artfully designed photo wall that will promote the Philippine tourism brand
- Storage area for materials and brochures
- Printing & signage and other materials
- Dismantling of the booth on the date designated by the event organizer and proper disposal of the materials used in the booth
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III. Project Cost – JPY 5,500,000.00

To be paid after submission of English report.

IV. Eligibility

- Must have experience rendering services at an exhibition
- Must have a dedicated team who will focus on design and construction of the Philippine booth
- Must have the capability to invest, coordinate shipment to the site, and put up furniture and accent pieces for the Philippine booth.

V. Deadline for the Acceptance of Proposal is on November 27, 2019