

## **TERMS OF REFERENCE**

### **I. PROJECT:**

#### **TACTICAL AD AND STAGE PRESENTATION FOR THE MARINE DIVE FAIR 2021**

### **II. BACKGROUND:**

In line with its objectives to increase tourism traffic from Japan, the Tourism Promotions Board (TPB) will be participating in the Marine Diving Fair (MDF) scheduled 2-4 April 2021 at the Sunshine City Convention Center in Tokyo, Japan.

The MDF is the top diving and beach resort convention for the Japanese travel trade, diving community and holiday-seekers. Over 200 Japanese national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments and individual from over seven countries join the fair yearly.

Before the Covid-19 Pandemic, the average visitor of MDF Fair is estimated be to more than 50,000 visitors for the three-day event of which 82% percent are divers who have spending power to travel for diving and stay in beach resorts. However, in 2020, the organizer only reported that more than 7,000 visitors attended the event.

### **III. PURPOSE/OBJECTIVES:**

1. To implement a tactical ad requirement of the TPB to promote the various dive destinations of the Philippines.
2. To reach a wider audience and engage readers to learn more about the Philippines as an ideal dive destination for the Japanese market.

### **IV. TECHNICAL ELIGIBILITY**

1. Must be a Japanese registered company with more than 10 years in operation as a publishing company specializing in dive.
2. Must be magazine with more than 100,000 copies in monthly circulation
3. Must be the official magazine of the Marine Diving Fair event

### **V. SCOPE OF WORK DELIVERABLES**

1. Propose and develop a tactical magazine ad and graphic in the magazine
2. Develop the final artwork based on the following specifications:

Size: Spread : B3 / Fold and Right Angle Fold / Double sided printing  
Paper : Duodecimo weight 90 kg

3. Print and reproduce 100,000 copies of the magazine with insert that features the Philippine dive destinations.

### **VI. BUDGET:**

Total budget allocation for the Philippine booth and event management is JPY936,000 (tax inclusive).

### **VII. PAYMENT PROCEDURE:**

Billing upon successful execution and completion of the project.