



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue  
 1300 Pasay City, Metro Manila, Philippines  
 ☎ (632) 831-2201 to 09 ext. 218 📠 (632) 831-1368, 832-3965  
 ✉ info@citem.com.ph 🌐 www.citem.com.ph



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| JO Number: | JO Date:   | PAGE<br><br>1/4 |
| 2020-0075  | 10/16/2020 |                 |
| PR No.:    | PR Date:   |                 |
| 2020-0280  | 10/01/2020 |                 |

CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO  
 ADDRESS MARKETING CONSULTANCY  
Casino Street, Makati City  
 MODE OF PROCUREMENT SMALL VALUE PROCUREMENT

DELIVERY TERM \_\_\_\_\_  
 PAYMENT TERM \_\_\_\_\_  
 PLACE OF DELIVERY \_\_\_\_\_  
 DATE OF DELIVERY \_\_\_\_\_

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

| DESCRIPTION | QTY/UNIT | UNIT PRICE | AMOUNT |
|-------------|----------|------------|--------|
|-------------|----------|------------|--------|

**Hiring of Dropout Studio Photographer for the IFEX Philippines Digital Catalogue** Php900,000.00

**OBJECTIVES**

With the purpose of creating 100 exhibitor profile pages in the IFEX PHILIPPINES DTCP, CITEM is to hire a specialized creative Content Producer who will activate local talents and creatives in the Philippines, complete with a support team dedicated to deliver all the digital assets required for IFEX PHILIPPINES Digital Storefront, setting the standards of content generation for its pilot edition.

**SCOPE OF WORK**

**A. STUDIO PHOTOGRAPHY MANAGEMENT**

Identify, Organize, and activate simultaneous Studio Photography sessions and work with various suppliers. Operations Group 2 will provide a list of **100 exhibitors** assigned to the Supplier.

**B. VIRTUAL MEETINGS WITH CITEM AND COORDINATION WITH THE DROPOUT PHOTOGRAPHER FOR IFEX PHILIPPINES DIGITAL CATALOG**

- Align action plans, deadlines, and target dates of deliverables with the Content Producer;
- Finalize Schedule and Shoot Assignments of the 100 IFEX PHILIPPINES Exhibitors together with IFEX PHILIPPINES Team and Visual Design Division;
- Submit a final timetable of activities to CITEM and to the Content Producer

**C. LOGISTICS & DROPOUT STUDIO PHOTOGRAPHY SESSIONS**

- Cater to One Hundred (100) Exhibitors with 20 products (2 layouts each) per brand- maximum.
- Decide on the need to book Studio Rentals (inclusion of storage area and freezer for raw and fresh produce products) based on the approved Production calendar.
- Professionally shoot selected products of all product sectors.
- Produce (100) Exhibitor Folders in the Cloud Drive with the following contents:
  - Max. 20 Products (2 high-resolution shot per product)
  - An Excel Sheet of Product Thumbnail, Product Names, Product Description, etc.)

|                        |     |
|------------------------|-----|
| TOTAL AMOUNT IN WORDS: | Php |
|------------------------|-----|

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Very truly yours,

BUR No. CAP-20100670

Recommended by:

JAIME ANTONIO S. SANDOVAL  
 Chief, STREDO & Procurement Division

DATE 10/26/2020

ROWENA D. MENDOZA  
 OIC-DM, Operations Group 2

CONFORME:   
**MARITZI TULLAO**  
 Name & Signature of Contractor/Supplier  
OCT 31, 2020  
 Date

AMOUNT Php900,000.00

Approved by:   
 MA. LOURDES D. MEDIRAN  
 Deputy Executive Director

Funds Available:  
  
 MALERNA C. BUYAO  
 Chief, Controllership Division



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| <p><b>Hiring of Dropout Studio Photographer for the IFEX Philippines Digital Catalogue</b></p> <p><b>D. POST-PRODUCTION</b></p> <ul style="list-style-type: none"> <li>• Ensure the return of the products to exhibitors.</li> <li>• Ensure proper labelling of Photos</li> <li>• Post edit of the photos – Final Artwork</li> <li>• Submission of 300dpi resolution JPEG files</li> <li>• Total of 4,000 Photos (100 Exhibitors x20Products x 2 shot)</li> <li>• Total of 4,000 Product photos</li> </ul> <p><b>PROJECT DURATION</b></p> <p>The engagement of the Hired Photographer starts from the receipt of the Notice to Award until December 2020 or beyond, but not be later than February 2021</p> <p><b>SCHEDULE OF PAYMENT</b></p> <p>100% of the Total Amount will be given to the supplier once the complete set of requirements is submitted.</p> <p><b>TASK OWNERS</b></p> <p><b>OFFICE OF THE EXECUTIVE DIRECTOR</b></p> <ol style="list-style-type: none"> <li>1. Approving authority on the Content Production Plan</li> <li>2. Approving authority of the Standard and Special Content Coverage Packages and Inclusions</li> <li>3. Approving authority of overall Content and Creative Direction which includes Photography and Lighting Set-up, Storyboard, and Editorial Style Guide</li> <li>4. Signing Authority for the Release of Payments.</li> <li>5. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in the delivery, quality of service, or noncompliance to the project outputs, among others.</li> </ol> |          |            |        |

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Very truly yours,  
  
 JAIME ANTONIO S. SANDOVAL  
 Chief, STREDO & Procurement Division

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**MARITZI TULLAO**  
 Name & Signature of Contractor/Supplier  
**OCT 31, 2020**  
 Date

BUR No. CAP-20100670  
 DATE 10/26/2020  
 AMOUNT Php900,000.00

Funds Available:  
  
**MALERNA C. BOYAO**  
 Chief, Controllership Division

Recommended by:  
  
**ROWENA D. MENDOZA**  
 OIC-DM, Operations Group 2

Approved by:  
  
**MA. LOURDES D. MEDIRAN**  
 Deputy Executive Director



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| <p><b>Hiring of Dropout Studio Photographer for the IFEX Philippines Digital Catalogue</b></p> <p><b>VISUAL DESIGN DIVISION</b></p> <p>6. Organize coordination meetings between the Supplier, Operations Group, and Office of the Executive Director</p> <p>7. Assist in the Project Activation and Operational Requirements from Pre- Production down to Project Implementation.</p> <p>8. Ensures the timely delivery of each Project Milestone.</p> <p>9. Assists in the processing of payments in coordination with the Accounting Division.</p> <p>10. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract.</p> <p>11. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or noncompliance to the project outputs, among others.</p> <p>12. Assist in Quality Control of all Materials.</p> <p><b>OPERATIONS GROUP 2</b></p> <p>13. Assist in the completion of the Content Production Plan.</p> <p>14. Provide the necessary exhibitor information required by the Supplier</p> <p>15. Participate in all coordination meetings with the Supplier.</p> <p>16. Assist supplier in communicating w 100 nominated exhibitors.</p> <p>17. To act as DTCP Accounts Managers serving as the conduit between the creative requirements of our clients and their assigned content developers.</p> <p>18. Responsible for communicating the program initiatives and securing the commitment as well as the compliance of the 100 exhibitors.</p> <p>19. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract.</p> <p>20. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or noncompliance to the project outputs, among others.</p> <p>21. Assist in Quality Control of all Materials</p> <p>22. Must be present during the Digital Ingress and Beta-testing of the IFEX PHILIPPINES Digital Catalog.</p> |          |            |        |

TOTAL AMOUNT IN WORDS: \_\_\_\_\_ Php

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 Chief, STREDO & Procurement Division  
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 Name & Signature of Contractor/Supplier  
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 Chief, Controllership Division

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 OIC-DM, Operations Group 2  
 Approved by:   
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 Deputy Executive Director





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### RESPONSIBILITIES OF THE SUPPLIER

1. Reports directly to Operations Group 2 and Visual Design Division.
2. Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required.
3. Ensure the capability (in terms of equipment and personnel) to deliver the requirements.
4. Ensure the timely delivery of digital assets and be present during the digital ingress period.
5. Attend and organize coordination meetings or assign a contact person to represent in physical, group, or virtual meetings.
6. Ensure that the products submitted by the exhibitors are properly returned depending on the logistics arrangement.
7. Ensure that all revisions coordinated by the Visual Design Division, Operation Group, and the Office of the Exhibitor Director are addressed.

|                        |                             |                |
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| TOTAL AMOUNT IN WORDS: | NINE HUNDRED THOUSAND PESOS | Php 900,000.00 |
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Very truly yours,

BUR No. CAP-20100670

Recommended by:

*Jaime Sandoval*  
 JAIME ANTONIO S. SANDOVAL  
 Chief, STREDO & Procurement Division

DATE 10/26/2020

*Rowena D. Mendoza*  
 ROWENA D. MENDOZA  
 OIC-DM, Operations Group 2

CONFORME:

AMOUNT Php900,000.00

Approved by:

*Maritzi Tullao*  
 MARITZI TULLAO  
 Name & Signature of Contractor/Supplier

Funds Available:  
*Malerna C. Buyao*  
 MALERNA C. BUYAO  
 Chief, Controllership Division

*Ma. Lourdes D. Mediran*  
 MA. LOURDES D. MEDIRAN  
 Deputy Executive Director

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