



**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



JO Number:  
2020-0156

JO Date:  
06/01/2021

PAGE

1/6

PR No.:  
2020P-0444

PR Date:  
12/14/2020

CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILIPPINES INC.  
 ADDRESS Units 2901, 2903, 2906  
The Trade and Financial Tower, 7th Ave. cor.  
32nd St., Fort Bonifacio, Global City, Taguig  
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK,  
EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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
<b>HIRING OF DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS</b>  <b>SCOPE OF WORK AND DELIVERABLES</b>  <b>Definitions:</b>  <b>Campaign:</b> A series of advertisement messages that share a single idea and theme implemented in social media and online.  <b>Goal(s) of the campaign:</b> Can vary from brand, awareness, website traffic, social engagement, displaying video ads, lead generation, conversion and sales, understanding target audience, event participation and other social media/online indicators that are crucial to campaign performance.  <b>Campaign duration:</b> Refers to the implementation of ad spending or placements in Facebook, Instagram, and/or Google per project as specified on the Table of Ad Spending in Annex A.  <b>Content:</b> The information being transmitted to the reader or audience. The reader or audience will have the best idea possible of what they are reading or viewing. Content may come in the form of a Facebook and/or Instagram postings (images, link share, videos, etc.)  <b>Targeted country:</b> The specific country where the ads placed by the Digital Marketing Service via Facebook, Instagram, or Google will be shown. The target countries will be determined by the Communications and Creative Services Department (CCSD) and the Project Team(s) primarily because materials to be promoted are dependent on CITEM postings. These postings will be provided later as submission of developed content would come from another outsourced supplier, internal content approval of CITEM, and actual posting of contents.  <b>Ad sets:</b> One or more ads being placed at a chosen platform. An ad is the creative content that the Digital Marketing Service will use in the campaign and will be created by CITEM based on the messaging direction set by CCSD and/or the Project Team(s). The ad sets will be shown via the Facebook and Instagram of CITEM and will be paid using through credit card of the supplier.  <b>Total of ad sets to be placed by Digital Marketing Service:</b> Equal or greater than 10 ads per project every month.			Php5,000,000.00
TOTAL AMOUNT IN WORDS:			Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of \_\_\_\_\_ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

BUR No. Digital-20120974

Recommended by:

DATE 01/28/2021

CHARLES AAMES BAUTISTA  
 Department Manager III, CCSD

AMOUNT Php5,000,000.00

CONFORME:

Funds Available:

Approved by:

MALERNA C. BUYAO  
 Chief, Controllership Division

PAULINA SUACO-JUAN  
 Executive Director

MA. REGINA R. FRANCISCO

Name & Signature of Contractor/Supplier

Date



**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



JO Number:  
2020-0156

JO Date:  
06/01/2021

PAGE

2/6

PR No.:  
2020P-0444

PR Date:  
12/14/2020

CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILIPPINES INC.  
 ADDRESS Units 2901, 2903, 2906  
The Trade and Financial Tower, 7th Ave. cor.  
32nd St., Fort Bonifacio, Global City, Taguig  
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK,  
EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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 DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS**

**Digital Marketing Service:** The outsourced agency to be tapped by CITEM for the campaign. They will be designated as "Advertiser" at the official Facebook and/or Instagram accounts of CITEM's signature events and will be given Google Analytics access as well. The Digital Marketing Service will define targeting, budget, schedule, bidding and placement at the ad set level upon consultation with CCSD and/or the Project Team(s).

Digital Marketing services require a diverse skill set, including paid social media advertising expertise, sales skills, specific marketing channel expertise, ability to think objectively, ability to execute and analyze drip marketing campaigns, a mix of creativity and analytical abilities, good copy and visual storytelling abilities, understanding of brevity, ability to analyze quantifiable metrics, listening skills, agility, and basic design skills. The current manpower setup of the CCSD lacks the mentioned skills of a Digital Marketing Service team who can manage the paid campaigns of the division at Facebook, Instagram, Google, and other platforms.

**Demographic:** A particular sector of a population. The target demographic and countries for each campaign will be determined by CCSD and the Project Team(s) primarily because materials to be promoted are dependent on CITEM postings. These postings will be provided later as submission of developed content would come from another outsourced supplier, internal content approval of CITEM, and actual posting of contents. The Digital Marketing Service will calibrate ad sets according to the ad goals set by CCSD and/or the Project Team(s).

**A. Digital Marketing Service Undertakings:**

- The company must be able to initiate effective marketing campaign that will translate CITEM Marketing goals into actual goals and objectives;
- The company must be able to recommend ways on how to convert audiences into customers.

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of \_\_\_\_\_ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

BUR No. Digital-20120974

Recommended by:

DATE 01/28/2021

AMOUNT Php5,000,000.00

CHARLES AAMES BAUTISTA  
 Department Manager III, CCSD

JAIME ANTONIO S. SANDOVAL  
 Chief, STREDO & Procurement Division

CONFORME:

Approved by:

PAULINA SUACO-JUAN  
 Executive Director

MA. REGINA R. FRANCISCO

Funds Available:  
MALERNA C. BUYAO  
 Chief, Controllership Division

Name & Signature of Contractor/Supplier

Date



**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



JO Number:  
2020-0156

JO Date:  
06/01/2021

PAGE

3/6

PR No.:  
2020P-0444 12/14/2020

PR Date:

CONTRACTOR/SUPPLIER **IPG MEDIABRANDS PHILIPPINES INC.**  
 ADDRESS Units 2901, 2903, 2906  
 The Trade and Financial Tower, 7th Ave. cor.  
 32nd St., Fort Bonifacio, Global City, Taguig  
 MODE OF PROCUREMENT **SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK,  
 EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES**

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 DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS**

3. The company must be capable of communicating highly rewarding and effective campaign platforms to the CITEM Team;
4. The company must be able to develop a strategy for paid ad campaigns;
5. The company must be capable of undertaking research and recommend which platform/s to use to reach different countries;
6. The company must be able to provide reports regularly on the strategy and results of campaign tests;
7. The company must be able to provide solutions or suggestions on groups encountered in the delivery of the service or undertaking;
8. The company must have the capacity to launch, place, and manage the ads via Facebook and Instagram for the campaign duration of each project based on identified postings by CCSD and/or Project Team(s). These postings will be provided later as content dependent on a range of variables submission of developed content by another outsourced supplier, internal content approval of CITEM, and actual posting of content;
9. The company must have a dedicated team who will collaborate with CCSD and/or the Project Team(s), as necessary, especially in following the set limit for ad spending or placements per project (as described on Annex A – Table of Ad Spending);
10. The company must place at least a minimum number of 8 ads every month based on Key Performance Indicators (KPI); if the company fails to do so, the payment for the company will be deducted based on the number and cost of ads that were not placed. The calculation of the total deduction will depend on the cost per ad as stipulated under Section VI. Budget, Contract Duration, and Payment Milestones of this terms of reference.
11. The company must present its payment method in placing the ads for the entire duration of the campaign(s);

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY** of 1/10 of 1% of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of \_\_\_\_\_ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

BUR No. **Digital-20120974**

Recommended by:

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

DATE **01/28/2021**

**CHARLES AAMES BAUTISTA**  
 Department Manager III, CCSD

CONFORME:

AMOUNT **Php5,000,000.00**

Approved by:

**MA. REGINA R. FRANCISCO**

Funds Available:

**PAULINA SUACO-JUAN**  
 Executive Director

Name & Signature of Contractor/Supplier

**MALERNA C. BUYAO**  
 Chief, Controllership Division

Date



**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



JO Number:  
2020-0156

JO Date:  
06/01/2021

PAGE

4/6

PR No.:  
2020P-0444

PR Date:  
12/14/2020

CONTRACTOR/SUPPLIER **IPG MEDIABRANDS PHILIPPINES INC.**  
 ADDRESS Units 2901, 2903, 2906  
 The Trade and Financial Tower, 7th Ave. cor.  
 32nd St., Fort Bonifacio, Global City, Taguig  
 MODE OF PROCUREMENT **SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK,  
 EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES**

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 DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS**

- 12. The company must prepare and submit an analytical campaign report about the paid ads at the conclusion of each monthly campaign duration (including screenshots of paid ads launched);
- 13. The company must be able to recalibrate its strategy and execution arising from unforeseen situations beyond CITEM's control and may be brought about by the pandemic.

**B. CITEM Undertakings:**

- 1. Set direction or goal performance metrics of paid ad campaigns;
- 2. Assess recommendations provided by the supplier on platforms where to place the ads;
- 3. Designate a project coordinator for each project to monitor progress.
- 4. Allocate the budgets for the paid campaigns and service fees;
- 5. Prepare the content postings for Facebook and Instagram; and
- 6. Prepare the necessary internal paperwork for the payment of Digital Marketing Service as detailed in the Table of Ad Spending.

**BUDGET, CONTRACT DURATION, AND PAYMENT MILESTONES**

**A. Budget Source**

A total budget of Five Million Pesos (Php5,000,000.00) is allotted for the ad placements, inclusive of all taxes and fees. The budget will be sourced from the FY 2020 Digital Trade Community Platform Budget of the following events:

- Operations Group 1: Php2,500,000.00**
- A. Digital: Manila FAME = Php1,720,000.00
- B. Digital: CREATE Philippines = Php780,000.00

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY** of 1/10 of 1% of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of \_\_\_\_\_ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

BUR No. **Digital-20120974**

Recommended by:

DATE **01/28/2021**

AMOUNT **Php5,000,000.00**

**CHARLES AAMES BAUTISTA**  
 Department Manager III, CCSD

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

CONFORME:

Approved by:

**PAULINA SUACO-JUAN**  
 Executive Director

**MA. REGINA R. FRANCISCO**

Name & Signature of Contractor/Supplier

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

Date



**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



JO Number:  
2020-0156

JO Date:  
06/01/2021

PAGE

5/6

PR No.:  
2020P-0444

PR Date:  
12/14/2020

CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILIPPINES INC.  
 ADDRESS Units 2901, 2903, 2906  
The Trade and Financial Tower, 7th Ave. cor.  
32nd St., Fort Bonifacio, Global City, Taguig  
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK,  
EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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 DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS**

**Operations Group 2: Php2,500,000.00**

- A. Digital: IFEX Philippines = Php930,000.00
- B. Digital: Sustainability Solutions Expo = Php800,000.00
- C. Digital: FoodPhilippines = Php770,000.00

Total Ad Spending and Service Fees are described on the table indicated in **Annex A** of this document.

**B. Contract Duration**

IPG Mediabrand Philippines, Inc. will run the campaign and place ads on the indicated social media platforms for 12 months upon signing of Job Order.

**C. Arrangement on ad spending or placements**

IPG Mediabrand Philippines, Inc. will recommend the most cost-efficient ad placements in Facebook and/or Instagram and other CITEM accounts, if any; and place the ads for CITEM approval. IPG Mediabrand Philippines, Inc. will also pay for the ad placements in advance and submit a Monthly Billing Invoice for Actual Ads placed. CITEM will then make arrangement to pay the Actual Ads placed.

In the event that CITEM, through its Project Team and/or duly assigned officers, requests for an increase in spending above the limits detailed on Table of Ad Spending (Annex A) due to additional project requirements, IPG Mediabrand Philippines, Inc. will also pay for the ad placements in advance and submit a Monthly Billing Invoice for Actual Ads. CITEM, through its Project Team and/or duly assigned officers, will then facilitate payment by ensuring that a budget is available for such an endeavor.

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of \_\_\_\_\_ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

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

CONFORME:

*MA. REGINA R. FRANCISCO*  
 MA. REGINA R. FRANCISCO

Name & Signature of Contractor/Supplier

Date

BUR No. Digital-20120974

DATE 01/28/2021

AMOUNT Php5,000,000.00

Funds Available:

*Malerna C. Buyao*  
 MALERNA C. BUYAO  
 Chief, Controllership Division

Recommended by:

*Charles Aames Bautista*  
 CHARLES AAMES BAUTISTA  
 Department Manager III, CCSD

Approved by:

*Paulina Suaco-Juan*  
 PAULINA SUACO-JUAN  
 Executive Director



**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



JO Number: **2020-0156**

JO Date: **06/01/2021**

PAGE

PR No: **2020P-0444**

PR Date: **12/14/2020**

6/6

CONTRACTOR/SUPPLIER: **IPG MEDIABRANDS PHILIPPINES INC.**  
 ADDRESS: Units 2901, 2903, 2906  
 The Trade and Financial Tower, 7th Ave. cor.  
 32nd St., Fort Bonifacio, Global City, Taguig  
 MODE OF PROCUREMENT: **SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK,  
 EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES**

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 DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS

IPG Mediabrand Philippines, Inc. must commit and fulfill the following KPIs within the contract period:

Number of ads needed to be launched / placed	Timeline	Platform/s	Professional fee + Paid ads (inclusive of Taxes)	Notes
1. Total of 144 ads for the duration of 12 months with a minimum number of 8 ads placing per month; if the company fails to do so, the payment for the company will be deducted based on the ads that were not placed. The total deduction will depend on the costing stipulated under Section VI. Budget, Contract Duration, and Payment Milestones.	Twelve months after signing Job Order.	CITEM Social Media and Online Platforms.	Refer to Service Fees in Annex A	Winning bidder must submit a report, billing, proof of ads placed

- Please do not detach ANNEX A Table of Project Timeline, Ad Spending, Service Fees, and Project Milestones part of the JO

TOTAL AMOUNT IN WORDS: **Five Million Pesos** Php **5,000,000.00**

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of \_\_\_\_\_ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

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

BUR No. Digital-20120974  
 DATE 01/18/2021  
 AMOUNT Php5,000,000.00

Recommended by:  
  
**CHARLES AAMES BAUTISTA**  
 Department Manager III, CCSD

CONFORME:  
  
**MA. REGINA R. FRANCISCO**  
 Name & Signature of Contractor/Supplier

Funds Available  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Appointed by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director

Date

**ANNEX A**

**Table of Project Timeline, Ad Spending, Service Fees, and Project Milestones**

<b>Project</b>	<b>Brief Description</b>	<b>Venue and Date</b>	<b>Ad Spending (Reimbursable, Monthly Basis on Actual Invoice)</b>	<b>Campaign Duration</b>	<b>Service Fees</b>	<b>Total Budget</b>
<b>OPERATIONS GROUP 1</b>						
Manila FAME / FAME+	As the country’s premier design and lifestyle event, Manila FAME works towards promoting the Philippines as a reliable sourcing destination for the home, fashion, and lifestyle industries. The show continually supports seasoned and emerging design talents and small and medium enterprises as they present their work to the global exports markets.	Hybrid event:  Physical: WTCMM Digital: Online 14-16 October 2021	PHP1,720,000.00	12 months from the acceptance of the Notice of Award	Inclusive in the Ad Spending Budget	PHP1,720,000.00
CREATE Philippines	CREATE Philippines is an annual industry development platform that showcases the Philippines’ creative industries to an international market. It is where creative professionals gather, connect, and catalyze new business through an open system that encourages sharing of innovative business ideas and collaborative opportunities. The CREATE Philippines website will go live on 2 <sup>nd</sup> Quarter 2021.	Digital Event: Online June 2021	PHP780,000.00	12 months from the acceptance of the Notice of Award	Inclusive in the Ad Spending Budget	PHP780,000.00
<b>OPERATIONS GROUP 2</b>						
IFEX Philippines NXTFOOD ASIA	IFEX Philippines NXTFOOD ASIA is CITEM’s banner event for Philippine and Asian food champions, showcasing a diversified array of food and ingredients that are uniquely Asian. It is a one-stop business-	Hybrid Event  Physical: WTCMM 20-22 May 2021	PHP930,000.00	12 months from the acceptance of the Notice of Award	Inclusive in the Ad Spending Budget	PHP930,000.00

