



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: 2020-0138 | JO Date: 12/22/2020 | PAGE 1/4 |
| PR No.: 2020-0400 | PR Date: 11/23/2020 | |

CONTRACTOR/SUPPLIER **HINGE INQUIRER PUBLICATIONS, INC.**
 ADDRESS **U-330 Top Side Mezz. Fir. Mile Long Bldg. Amorsolo St., San Lorenzo, Makati City**
 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 MULTIMEDIA CONTENT PROVIDER FOR THE SUSTAINABILITY SOLUTIONS EXPO WEBSITE CONTENT PROVIDER RESPONSIBILITIES AND DELIVERABLES

The responsibilities and deliverables under this engagement are as follows:

| Content | Mode/s | Frequency | Total Content |
|-------------------|--|---|--|
| Content Plan | Content and production line-up in calendar format based on CITEM's briefing and calendar/work program | Every 2 months | 6 Content Plans for 12 months |
| Articles | Articles in varying formats: feature, trend reports, events coverage, industry news, market intelligence reports, etc (300-600 words) | 1 per week | 52 |
| Aggregated | Repost or republish content from relevant publications, both local and foreign. | 2 per week | 104 |
| Videos | Videos in varying formats: motion graphics, feature, product, cooking demos/video recipes, explainer, interview, etc. Final output should include a video description (300 words max, maximum of 5 minutes). | 2 per month | 24 |
| Content promotion | Corresponding social media posts per piece of content (articles and videos). Facebook, Instagram and Twitter | Included in submission of video, articles and aggregated content. | 540 Breakdown: 180 (total articles and video requirement) x 3 |

1. Present and submit content plan, production timeline and content promotion for SSX' website.
2. Shoulder all the necessary logistics and administrative expenses needed to accomplish the multimedia content deliverables at no additional cost to CITEM.

TOTAL AMOUNT IN WORDS: _____ Php

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Very truly yours,

Jaime Antonio S. Sandoval
JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
 CONFORME: *[Signature]*
Jan Cariquitan, Production Manager
Hinge Inquirer Publications, Inc.

Name & Signature of Contractor/Supplier
 March 8, 2021
 Date

BUR No. **Digital-201201020**
 DATE **02/02/2021**
 AMOUNT **Php2,453,600.00**

Funds Available:
[Signature]
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:
[Signature]
CHARLES AAMES BAUTISTA
 Department Manager III, CCSD

Approved by:
[Signature]
PAULINA SUACO JUAN
 Executive Director



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| CONTRACTOR/SUPPLIER HINGE INQUIRER PUBLICATIONS, INC. | DELIVERY TERM _____ |
| ADDRESS U-330 Top Side Mezz. Fir. Mile Long Bldg. Amorsolo St., San Lorenzo, Makati City | PAYMENT TERM _____ |
| MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES | PLACE OF DELIVERY _____ |
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HIRING OF MULTIMEDIA CONTENT PROVIDER FOR THE SUSTAINABILITY SOLUTIONS EXPO WEBSITE

3. Assign a project manager and editor as primary point person/s for CITEM. Editor must be able to exchange ideas with CITEM and answer content concerns. Point person/s must be able to operationalize content production, making sure deadlines are met, quality standards are kept and all parties concerned are updated.
4. Produce approved content plan and submit on deadlines set by CITEM.
5. Hire or assign reputable stylists, writers, photographers, video production and/or content creators necessary to contribute in the content production;
6. Turnover all coverage reports, data, interviews, photos, videos and all other multimedia materials gathered from the purpose of this contract in a hard drive;
7. Recommend actions and solutions in response to insights and data to be provided by CITEM. These recommendations will be used should there be a need to adjust in the content director inresponse to the performance of the website.

RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

1. Provide all pertinent data and information needed to ensure that the content developers will be aligned to CITEM mandate and directions;
2. Oversee content production through the Communications Management Division (CMD);
3. Assign a point person/s from CMD to coordinate relevant info to the website's content team;
4. Ensure alignment of all content to CITEM's mandate and direction;
5. Submit data and analytics of all content to CITEM's mandate and direction;
6. Route for review and approval of all content by CMD to the operations and management team before releasing/publishing in the website.

AGREEMENT BETWEEN PARTIES

In addition to stipulations within the contract, it is understood that the content developer agrees on the following upon his/her submission of proposal/bid to CITEM: that there is a Non-Disclosure Agreement between CITEM and the contracted party; that all materials/content created or developed by reason of this engagement/contract will

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

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Very truly yours,

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

BUR No. Digital-201201020

DATE 02/02/2021

AMOUNT Php2,453,600.00

Recommended by:

Charles Aames Bautista
CHARLES AAMES BAUTISTA
 Department Manager III, CCSD

CONFORME: *Jan Cariquitan*
Jan Cariquitan, Production Manager
 Hinge Inquirer Publications, Inc.

Name & Signature of Contractor/Supplier

March 8, 2021

Date

Funds Available *Malerna C. Buyao*

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

Paulina Suaco-Juan
PAULINA SUACO-JUAN
 Executive Director



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HIRING OF MULTIMEDIA CONTENT PROVIDER FOR THE SUSTAINABILITY SOLUTIONS EXPO WEBSITE

form part of CITEM's content library and will be exclusively owned by CITEM; that the content provider will ensure that no copyright infringement will occur in the implementation of the project; and CITEM reserves the right to impose penalty if performance is unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set.

PERIOD OF ENGAGEMENT

The Content Developer shall be contracted for a period of 12 months upon receipt of Notice of Award from the agency's Head of the Procuring Entity (HOPE), through CITEM Bids and Awards Committee (BAC).

PAYMENT TERMS

The total awarded amount for the Hiring of Multimedia Content Provider is Two Million Four Hundred Fifty Three Thousand Six Hundred Pesos (Php2,453,600.00), inclusive of professional fee, applicable taxes, and other incidental expenses to be incurred to complete the delivery of the service, which include but not limited to travel expenses. The indicative payment scheme is as follows:

| OUTPUT/MILESTONE | PAYMENT |
|---|------------|
| After awarding of notice to proceed and approval of the first bimonthly multimedia content plan. | 30% |
| Completion of first batch of four-month worth of content based on the weekly production schedule, or the equivalent of: - 17 articles - 34 aggregated content - 8 videos, as defined in Section IV - 180 corresponding social media post materials for each of the produced articles and videos, equally distributed across Facebook, Instagram and Twitter | 20% |
| Completion of second batch of four-month worth of content based on the weekly production schedule, or the equivalent of: | 20% |

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME: **Jan Cariquitan**, Production Manager
 Hinge Inquirer Publications, Inc.

Name & Signature of Contractor/Supplier

March 8, 2021

Date

BUR No. **Digital-201201020**

DATE **02/02/2021**

AMOUNT **Php2,453,600.00**

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

CHARLES AAMES BAUTISTA
 Department Manager III, CCSD

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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HIRING OF MULTIMEDIA CONTENT PROVIDER FOR THE SUSTAINABILITY SOLUTIONS EXPO WEBSITE

| OUTPUT/MILESTONE | PAYMENT |
|--|-------------|
| <ul style="list-style-type: none"> - 17 articles including aggregated articles - 34 aggregated content - 8 videos, as defined in Section IV - 180 corresponding social media post materials for each of the produced articles and videos, equally distributed across Facebook, Instagram and Twitter | |
| Completion of third batch of four-month worth of content based on the weekly production schedule, or the equivalent of: <ul style="list-style-type: none"> - 18 articles - 36 aggregated content - 8 videos, as defined in Section IV - 180 corresponding social media post materials for each of the produced articles and videos, equally distributed across Facebook, Instagram and Twitter | 30% |
| The winning bidder must also submit a final report with recommendations. | |
| TOTAL | 100% |

TOTAL AMOUNT IN WORDS: **Two Million Four Hundred Fifty Three Thousand Six Hundred Pesos** **Php 2,453,600.00**

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Very truly yours,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
 CONFORME:
Jan Cariquitán, Production Manager
 Hinge Inquirer Publications, Inc.
 Name & Signature of Contractor/Supplier
 March 8, 2021
 Date


BUR No. **Digital-201201020**
 DATE **02/02/2021**
 AMOUNT **Php2,453,600.00**
 Funds Available
MALERNA C. BUYAO
 Chief, Controllership Division


Recommended by:


CHARLES AAMES BAUTISTA
 Department Manager III, CCSD
 Approved by:

PAULINA SUACO-JUAN
 Executive Director

MEMORANDUM

For : **EXECUTIVE DIRECTOR PAULINA SUACO-JUAN** 

Copy : **BIDS AND AWARDS COMMITTEE** 

From : **CHARLES AAMES BAUTISTA** 
 Department Manager, CCSD

Date : 11 August 2021

Subject : **Contract Implementation on the Hiring of Multimedia Content Provider for the Sustainability Solutions Expo Website**

This is to humbly request for the amendment of the period of engagement indicated on the attached signed Job Order(JO) for the Hiring of Multimedia Content Provider for the Sustainability Solutions Expo Website. The proposed change is as follows:

| FROM | TO |
|---|---|
| Period of Engagement The service firm shall be contracted within a period of twelve (12) months after *Notice of Award has been issued | Period of Engagement The service firm shall be contracted within the period of twelve (12) months after the supplier is formally onboarded. (May 4, 2021 to May 4, 2022) |

**The Notice of Award (NOA-2020-0150) was issued to Hinge Inquirer Publications, Inc. last January 21, 2021.*

The contract modification is sought due to the following reason:

- There was a need to have a preliminary onboarding with the SSX Project Director, Altum, before kicking off the engagement with Hinge Inquirer Publications, Inc. to align the content to the vision of Altum for SSX. Altum was onboarded on March 19.
- There was a need to for CITEM to finalize internally the future of SSX given the recent difficulties in conducting physical shows due to the global pandemic.
- The adjustment is to ensure that the materials that the supplier will submit are attuned to the final direction set by CITEM and Altum on SSX.

The proposed adjustment / amendment on period of engagement shall not incur any additional or reduction in cost, and Hinge Inquirer Publications, Inc. agrees to comply with the listed variations of the contract within the agreed timetable and other terms of the contract. This memo shall form part and/or supplemental to the JO order number 2020-0138 issued to Hinge Inquirer Publications, Inc. on March 8, 2021.

For your kind consideration and approval please.

Thank you.