



**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>1/7 |
| 2020-083   | 10/22/2020 |             |
| PR No.:    | PR Date:   |             |
| 2020-0289  | 10/08/2020 |             |

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|--|-------------------|
| CONTRACTOR/SUPPLIER <b>CO STUDIO ADVERTISING SERVICES INC.</b>   | DELIVERY TERM     |
| ADDRESS <b>221 Flordeliz cor Guam Streets, Brgy. La Paz, Makati City</b>                                   | PAYMENT TERM      |
| MODE OF PROCUREMENT <b>SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES</b> | 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 A DIGITAL ACTIVATION AND MEDIA SERVICES AGENCY FOR FAME+ WELCOME AND PRESS EVENT AND DESIGN COMMUNE LAUNCH</b> |  |  | Php2,000,000.00 |
|---|--|--|-----------------|

**SCOPE OF WORK AND DELIVERABLES**

| Deliverables                   | Details   |
|--------------------------------|---|
| FAME+ Welcome Event and Launch | <p>Elements of the events must be produced and arranged before target FAME+ Welcome Event on October and shall include but not limited to the following components:</p> <p>Ideation:</p> <p>Digital activation agency shall provide an Action Plan detailing its plans and timelines for the conceptualization, logistics and execution of the FAME+ Welcome launch and activities. The submitted Action Plan must be consistent with the over-all creative direction of FAME+ and is subject to the approval of CITEM. Related must include but not limited to Poster Creation, Storyboarding and conception of Manila FAME Frames (IG frames and filters) (To be accomplished within two (2) <b>working days</b> upon awarding of the contract)</p> <p><b>Digital Event Management:</b></p> <ul style="list-style-type: none"> <li>a) The agency must be able to maximize the use of CITEM's subscription to HOPIN as the platform to be used in the broadcast.</li> <li>b) Agency must provide tech and back end support to handle the staging of the event and ensure a cohesive flow of program for a seamless broadcast.</li> </ul> |

|                        |     |
|------------------------|-----|
| 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: *Roanac C. Ojano*  
**ROANAC C. OJANO**  
 Name & Signature of Contractor/Supplier

Date

BUR No. IP-20120778

DATE 12/07/2020

AMOUNT Php2,000,000.00

Recommended by: *Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by: *Paulina Suaco-Juan*  
**PAULINA SUACO-JUAN**  
 Executive Director

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



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**HIRING OF A DIGITAL ACTIVATION AND MEDIA SERVICES AGENCY FOR FAME+ WELCOME AND PRESS EVENT AND DESIGN COMMUNE LAUNCH**

| Deliverables | Details   |
|--------------|---|
|              | <p>c) Designate project coordinators that will ensure timely delivery of materials and responsibilities.</p> <p>d) Agency must provide the necessary personnel to manage the technical requirements of the welcome event throughout the duration of the program. The digital team should be composed of a Managing Editor, Copyeditor, Art Director, Illustrator and Copywriter. The team will handle the production of the following:</p> <ol style="list-style-type: none"> <li>1. Design Quotes</li> <li>2. Brand Highlights</li> <li>3. Trend/Product Mood boards</li> <li>4. Design Talk recaps</li> </ol> <p><b>Creative Visuals and Talking Points</b></p> <p>Produce necessary event materials such as but not limited to show script, host script, tech script, title cards, place holder videos and images and character generation among others.</p> <p><b>Host/Moderator</b></p> <p>Agency shall nominate a host/moderator based on CITEM's Event Concept Plan. Final selection of the host/moderator shall be decided on by CITEM. Selected host/moderator shall be hired for the duration of the event only. Cost of hiring host/moderator shall be shouldered by the digital activation and media services agency.</p> |

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Very truly yours,

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

CONFORME:

*Rohana C. Olano*  
**ROHANA C. OLANO**

Name & Signature of Contractor/Supplier

Date

BUR No. IP-20120778

DATE 12/07/2020

AMOUNT Php2,000,000.00

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

Recommended by:

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by:

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





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| Deliverables                        | Details   |
|-------------------------------------|---|
|                                     | <p><b>Video Production</b></p> <p>Agency shall produce a minimum of two (2) videos to be played during the welcome event. Videos must:</p> <p>a.) detail and explain what FAME+ has instore to the media and KOL guests;<br/>                     b) present the aesthetic behind the artisans and products to be featured in FAME+;</p> <p>The produced video materials shall follow overall concept of Creative Director and subject to the approval of CITEM.</p>  |
| Event II: Press Event Breakout Room | <p>Elements of the events must be produced and arranged before target FAME+ Press Event and shall include but not limited to the following components:</p> <p><b>Digital Event Management:</b></p> <p>Agency must handle and facilitate a media breakout room specific to entertain Q&amp;A's from media and influencer guests.</p> <p><b>Host/Moderator</b></p> <p>Agency shall nominate a host/moderator based on CITEM's Event Concept Plan that will effectively manage and open the floor for the media to learn all necessary information about FAME+. Cost of hiring host/moderator shall be shouldered by the digital activation and media services agency.</p> |

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

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AMOUNT Php2,000,000.00

Recommended by:

*Anna Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

CONFORME:

*Rozana Olano*  
**ROZANA C. OLANO**

Name & Signature of Contractor/Supplier

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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 ADDRESS 221 Flordeliz cor Guam Streets, Brgy. La Paz, Makati City

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| Deliverables | Details  |
|--------------|--|
|              | <p><b>Seeding Kit</b></p> <p>a) Seeding Kit - Agency should handle design, production and distribution of a 100 pieces of VIP seeding kits that contains materials such as but not limited to USBs, seeding box with QR code and other forms that will exemplify FAME+ and extend the feeling of being a part of the event to the media and influencer stakeholders.</p> <p>b) agency shall provide a downloadable info packet (digital handouts) for the press attendees. This will be disseminated through a QR code or a forwarded link via email. The downloadable info packet shall contain content materials that include but are not limited to Press Releases, FAME+ Announcements, Exclusive features, Exhibitors stories and teaser videos/GIFs.</p> <p><b>Media Attendees:</b></p> <p>The agency shall facilitate KOL Content Planning and Management and produce a plan to invite, coordinate and monitor FAME+ media performance. Agency must identify and ensure a minimum of 20 Press and 40 KOLs/Influencer attendees.</p> <p>All items specified herein must be produced and arranged before target FAME+ Welcome and Press Event on October.</p> |

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 OIC-DM, Operations Group 1

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

CONFORME:  
*Rocana C. Olano*  
 ROCANA C. OLANO  
 Name & Signature of Contractor/Supplier

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

Approved by:  
*Paulina Suaco-Juan*  
 PAULINA SUACO-JUAN  
 Executive Director

Date





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| Deliverables                                 | Details   |
|--|---|
| Event III:<br>Spotlight<br>Design<br>Commune | <p>Elements of the events must be produced and arranged before target FAME+ Design Commune Launch on October and shall include but not limited to the following components:</p> <p><b>Ideation</b></p> <p>Agency must submit an Action Plan detailing its plans and timelines for the conceptualization, logistics and execution of the launch and presentation of Design Commune to the media and other KOL guests. Creative materials must include but is not limited to:</p> <ol style="list-style-type: none"> <li>1. Design Commune Stories</li> <li>2. Design Commune Know the Artists behind FAME+</li> </ol> <p><b>Digital Event Management:</b></p> <p>Agency must handle presentation and launch of Design Commune as an online showcase of the designs and products developed by Filipino designers and artisans through management of the digital event through the use of Hopin or CITEM prescribed online event platform.</p> <p><b>Video Production</b></p> <p>Agency shall produce videos to be played during the launch that will highlight the pieces and processes featured in this year's Design Commune.</p> |

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

CONFORME:

*Roana C. Olano*  
**ROANA C. OLANO**

Name & Signature of Contractor/Supplier

Date

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DATE **12/07/2020**

AMOUNT **Php2,000,000.00**

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

Recommended by:

*Anna Marpuri*  
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 OIC-DM, Operations Group 1

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| Deliverables      | Details  |
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| Post-event report | Digital events agency shall submit an initial draft of the post-event report to CITEM within <b>10 working days</b> after the event.<br><br>A final post-event report with full documentation and media files shall be submitted to CITEM within <b>30 days</b> after the event. |

**PERIOD OF ENGAGEMENT:**

The service firm shall be contracted within two months upon awarding of bid by the CITEM Bids and Awards Committee (BAC). The two-month engagement period will be utilized for the pre-during and post event requirements of the FAME+ Welcome and Press Event.

**BUDGET**

The awarded amount for this requirement/project is **Php2,000,000.00** inclusive of all applicable taxes charged to the APP IP Corp Comm budget.

**PAYMENT TERM**

The proposed payment scheme for the campaign will be billed progressively upon completion of The following milestones:

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Recommended by:

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

CONFORME:

*Romanic Olano*  
**ROMANIC OLANO**

Name & Signature of Contractor/Supplier

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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| Milestones   | Payment %   |
|--|-------------|
| Submission of Concept Brief and List of Event Components such as program flow, list of media and Key Opinion Leaders and creative plan needed in the execution and amplification of the event to media stakeholders. | 40%         |
| Upon execution and going live of the FAME+ Welcome, Press and Design Commune Launch Event.   | 50%         |
| Submission of Post-event Report with recommendations, Event documentations and Debriefing Schedule   | 10%         |
| <b>TOTAL</b>   | <b>100%</b> |

**TERMS AND CONDITIONS**

1. The Agency-estimated Approved Budget of Contract (ABC) of Two Million Pesos (2,000,000.00) for the project inclusive of all applicable taxes and other fees as may be incurred in the process.
2. All multimedia content and original materials (raw and edited) conceptualized and produced in conjunction with this event management contract shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to CITEM in a portable hard drive/s provided by the winning bidder.
3. All materials produced by the winning bidder should be original and aligned with CITEM's mandate.
4. The bidder shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project. CITEM reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

TOTAL AMOUNT IN WORDS: **TWO MILLION PESOS**      **Php2,000,000.00**

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

CONFORME:

*Roania C. Olano*  
**ROANIA C. OLANO**

Name & Signature of Contractor/Supplier

Date

BUR No. IP-20120778

DATE 12/07/2020

AMOUNT Php2,000,000.00

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

Recommended by:

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by:

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