



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:
2021-0070

JO Date:
08/16/2021

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PR No.:
2021-0160

PR Date:
07/14/2021

CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC.

ADDRESS 221 Flordeliz cor. Guam Sts., Brgy. La Paz, 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
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HIRING OF PRODUCTION DESIGNER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)

Php990,000.00

SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

A. PRE-PRODUCTION

- Attend the pre-production meeting with CITEM-hired Creative Director, Photographer, and project team;
- Design the overall production sets based on CITEM's approved art direction for 2021 Home and Lifestyle Phase 2 (Spring/Summer) Campaigns, including but not limited to:
 - scale drawings / design board
 - design ideas for lighting and props
- Identify and shoulder the cost for location/ studio rental (within Metro Manila);
- Craft production plan and timeline for reference of the companies and the production team;
- Hire, engage, and provide for all the expenses required by own production department/team including set design builders (i.e. carpenters, painters, electrician) to execute and build the approved set design;
- Hire, engage, and provide for all the expenses required for 1 (pax) talent/model with her hair, make up, and styling team through the duration of the shoot
- Shoulder the cost of administration of COVID RTPCR testing to all the members of the production team (max. 35 pax), including the assigned onsite project team of CITEM, before the actual shoot.

%

Value in PhP

30%

Php297,000.00

B. PRODUCTION PROPER

- Obtain necessary permits and ensure the onsite production team's compliance to AITF health protocols including PPEs, facemasks, presence of health and safety officer, throughout the duration of the shoot, within the timeline approved by CITEM and the creative team;

40%

Php396,000.00

TOTAL AMOUNT IN WORDS:

Php

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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,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Corporate Services Dept.

CONFORME:

Roana C. Olano

Name & Signature of Contractor/Supplier

Date

BUR No. MFO-21080623

DATE Aug 31, 2021

AMOUNT Php990,000.00

Funds Available

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

Recommended by:

Anna Marie D. Alzona
 ANNA MARIE D. ALZONA
 Chief TIDS, Fashion Lifestyle

Approved by:

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director



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2. Construct set designs (lease / rental basis) and provide necessary props and lighting requirements, for the 22 vignette layouts directed by the CITEM-hired Digital Content Producer, for the following shows: - NY NOW Spring/Summer Market August 2021 - Maison & Objet and MORE (MOM) September 2021 - FAMEPlus Design Commune September – December 2021 within agreed timeline with the CITEM-hired digital content merchandiser, the official photographer, and the CITEM project team.			
C. POST – PRODUCTION 1. Shoulder cost of the administration of COVID antigen testing to all the members of the production team, (max. 35 pax.), including the assigned onsite project team of CITEM, by the end of the shoot, as exit medical clearance, in compliance to AITF health protocol. 2. Rental and disposal of materials and equipment used shall be sole responsible of the contractor.		30%	Php297,000.00
		100%	Php990,000.00

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
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CONFORME:

Roana C. Olano

Name & Signature of Contractor/Supplier

Date

BUR No. **MFO-21080623**

DATE **Aug 31, 2021**

AMOUNT **Php990,000.00**

Funds Available:

MALERNA C. BUYAO

Chief, Controllership Division

Recommended by:

ANNA MARIE D. ALZONA
 Chief TIDS, Fashion Lifestyle

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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QTY/UNIT

UNIT PRICE

AMOUNT

HIRING OF PRODUCTION DESIGNER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)

TIMELINE AND PAYMENT

The engagement is valid upon the release of NOA until December 2021.

Activities	Requirement for Payment	% of Payment
Conceptualization, approval of art direction, Pre-production	• Approved production timeline, set design and production plan,	30% of contract cost
Production proper	• Photo documentation of fully constructed set design with the list and corresponding designation of creatives and manpower/talents engaged	40% of contract cost
Post-Production proper	• Proof of validation / inspection of CITEM representative of the set design/set-up. • Submission of copies of COVID tests results of all members of the production team (max. 35 pax)	30% of contract cost
		100%

BUDGET

The contracted amount for this requirement is Nine Hundred Ninety Thousand Pesos (PhP 990,000.00) inclusive of all applicable taxes, to be sourced from 2021 Home and Lifestyle Campaigns budget

TOTAL AMOUNT IN WORDS:

NINE HUNDRED NINETY THOUSAND PESOS

Php 990,000.00

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