



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:	JO Date:	PAGE
2021-0096	10/07/2021	1/5
PR No.:	PR Date:	
2021-0216	08/06/2021	

CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC	DELIVERY TERM
ADDRESS 221 Flordeliz corner Guam Sts. Brgy. La Paz, Makati City	PAYMENT TERM
MODE OF PROCUREMENT Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services	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 COMMUNICATIONS AND CONTENT DIRECTOR AND PRODUCER FOR FAME+ MARKET DAYS			Php5,000,000.00
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SCOPE OF WORK AND DELIVERABLES

Development of Event Program and Key Thematic Campaign Materials	<ol style="list-style-type: none"> 1. Develop a thematic campaign for FAME+ Market Days. This may include but is not limited to event logo and guidelines, key visuals, key words/copy which will be used on the website, social media, actual event and other communication channels. 2. Co-develop with CITEM an event program that will fulfill FAME+ Market Days objectives. 3. Content production project management and quality assurance
Development of Digital Event	<ol style="list-style-type: none"> 1. Develop the overall theme/direction of the FAME+ Market Days in October 2021 2. Provide input and recommendations on the event components of the FAME+ Market Days in October 2021, such as, but not limited to its program, topics, speakers and other interactive activities; 3. Connect CITEM to industry experts, leaders, and professionals who may be tapped as partners, featured artists, speakers, etc. 4. Work with CITEM's Operations Group and Communications and Creative Services Department in designing program flow. Program Flow is the sequence of activities within the event that will serve the right set of content to the different sets of stakeholders/event attendees.

TOTAL AMOUNT IN WORDS:	Php
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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-21100725

DATE 10/04/2021

AMOUNT Php5,000,000.00

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

MARJO F. EVIO
 Chief TIDS

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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HIRING OF COMMUNICATIONS AND CONTENT DIRECTOR AND PRODUCER FOR FAME+ MARKET DAYS

Original Content Production	<p>5. Work with CITEM's Experience Design Division in directing and facilitating event continuity on October 20 - 22, 2021.</p> <p>1. Produce, develop, and edit 10-12 original content pieces. The original content produced will be owned and uploaded by CITEM in the FAME+ Market Days platform and as playback in the FAME+ website and social media channels after October. Production must adhere to CITEM quality standards and technical requirements.</p> <p>2. Provide all the necessary requirements to produce the content pieces, such as but not limited to talents, studio, props, equipment, etc.</p> <p>3. The format for content pieces includes but are not limited to graphics, video, on-site shoots (safety protocols to be strictly followed) and interviews, among others; and</p> <p>4. Turn over all coverage reports, data, interviews, photos, videos and all other multimedia materials gathered from the purpose of this contract in a hard drive.</p>
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RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

1. Provide all pertinent data and information needed about the project to ensure that the content director and developers will be aligned to CITEM mandate and directions;

TOTAL AMOUNT IN WORDS:	Php
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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-21100725

DATE 10/04/2021

AMOUNT Php5,000,000.00

Funds Available:

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

Recommended by:

Marjo F. Evio
MARJO F. EVIO
 Chief TIDS

Approved by:

Paulina Suaco-Juan
PAULINA SUACO-JUAN
 Executive Director



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CONTRACTOR/SUPPLIER **CO STUDIO ADVERTISING SERVICES INC**
 ADDRESS **221 Flordeliz cor. Guam Sts. Brgy. La Paz, 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

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HIRING OF COMMUNICATIONS AND CONTENT DIRECTOR AND PRODUCER FOR FAME+ MARKET DAYS

CITEM shall adhere to the following responsibilities:

- Oversee content production;
- Assign a point person/s from Operations Group 1 - Signature Events Team and CCSD to coordinate relevant info;
- Route for review and approval of all content by CCSD to the operations and management team before releasing/publishing in the website.

PERIOD OF ENGAGEMENT

The period of engagement will be from the issuance of Notice to Proceed/ Contract to November 15, 2021.

PROPOSED TIMELINE OF DELIVERABLES

Upon receipt of the Award Notice, the hired FAME+ Market Days Communications and Content Director and Producer should refer and follow the timeline specified below:

Deliverable	Timeline
Pitch concepts and developmental plan for the event, and content, including the final name, overall theme/ direction, event components (program, track topics, speakers, and intermission activities) of the digital Manila FAME 2021	One week upon receipt of Notice to Proceed/Contract

TOTAL AMOUNT IN WORDS:	Php
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Roana C. Olano
 Name & Signature of Contractor/Supplier
 Date

BUR No. MFO-21100725
 DATE 10/04/2021
Roana C. Olano
 AMOUNT 1,000,000.00
 Funds Available

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

MARJO F. EVIO
 Chief TIDS
 Approved by:

PAULINA SUACO-JUAN
 Executive Director



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HIRING OF COMMUNICATIONS AND CONTENT DIRECTOR AND PRODUCER FOR FAME+ MARKET DAYS

Deliverable	Timeline
Submission of overall theme or direction, campaign materials and draft of original content pieces for the FAME+ Market Days (format for content pieces includes but are not limited to graphics, video, on-site shoots, etc.)	September 2021
Submission of final copy of original content pieces for the FAME+ Market Days	1st week of October 2021
Work with CITEM's Experience Design Division in directing and facilitating event continuity	20 - 22 October 2021
Submit evaluation report and conduct debriefing with the CITEM team	30 days after the completion of all the deliverables agreed upon

PAYMENT TERMS

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

Milestone	Payment
Upon submission of the concepts and developmental plan for the event, and content, including the overall theme/direction, promotional materials, event components and execution plans of the FAME+ Market Days	50%
Upon submission of final copy of original content pieces for the FAME+ Market Days	40%

TOTAL AMOUNT IN WORDS:	Php
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Recommended by:

MARJJO F. EVIO
 Chief TIDS

CONFORME:

Roana C. Olano
 Name & Signature of Contractor/Supplier
 Date _____

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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Milestone	Payment
Upon submission of evaluation report and completion of the debriefing with the CITEM team	10%
TOTAL	100%

BUDGET

The Contracted Price for this requirement is Five Million Pesos (Php5,000,000.00) inclusive of all applicable taxes. The above expense shall be charged to the Manila FAME 2021.

TOTAL AMOUNT IN WORDS:	FIVE MILLION PESOS	Php5,000,000.00
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