

**Terms of Reference**  
**HIRING OF PROFESSIONAL PHOTOGRAPHERS AND VIDEOGRAPHERS**  
**FOR MANILA FAME OCTOBER 2019**

Manila FAME, October 17-19 2019

**I. BACKGROUND**

The Center for International Trade Expositions and Missions (CITEM) is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotional programs.

Having established a name globally for more than two decades, CITEM continues to manage Manila FAME as its signature event, featuring furniture, furnishings, houseware, gifts, holiday décor, apparel and fashion accessories. Promoted biannually as the Design and Lifestyle Event, the upcoming Manila FAME will be held on October 17-19 2019, at the World Trade Center Metro Manila, Pasay City.

Every edition essentially requires a full photography and videography coverage specifically, for any or all of the following purposes:

1. Marketing and promotional materials (brochures, postcards, banners, billboards, posters, e-cards, etc.) for distribution to foreign and local buyers, trade posts, Philippine embassies, local foreign embassies, etc.;
2. Public relations including publicity, and advertisements (press/photo releases, ad copies for broadsheets and magazines both local and international in both print and digital formats); and
3. Online and social media publicity (social media accounts/handles of CITEM and/or Manila FAME in Facebook, Instagram, Twitter and Youtube).

**II. RATIONALE**

The current set-up of CITEM under the Communications and Creative Services Department (CCSD) does not have the personnel capable of providing the full photography and videography requirements of Manila FAME. Likewise, CITEM does not have the professional photography and videography equipment to effectively deliver the quality and quantity of images and videos required for CITEM's marketing efforts and needs. Therefore, there is a need to source photography and videography service providers with the expertise or specialization to deliver the particular outputs aligned with the branding of Manila FAME.

**III. OBJECTIVE**

With the aim to improve the quality of photos/images, videos, CITEM is to hire specialized professional photographers and videographers with a support team, each dedicated to deliver the following requirement:

1. *Studio Photography* - Set up a studio within the venue for stylized product pictorial and/or selected backgrounds.
2. *Exhibitor/Venue Photography* - Photo-document thoroughly the venue settings, properly labelled exhibitor booths set up, and sample products that has company names and labelled properly that best represent each company.
3. *Events Photography* - Cover all activities/interactions throughout Manila FAME.
4. *Photo Sharing* - Photographer should have the capacity of sharing/ transferring the photos in *real time* to the exhibitors or as instructed by CITEM.
5. *Full Video Coverage* – Videographers shall cover the whole event, interview exhibitors and establishing shots, Videographers should also provide edited videos for social media use and promotional materials, likewise, Same day edit is also required.

<b>1.</b>	<b>STUDIO PHOTOGRAPHY</b>
<b>1a.</b>	<b>PHOTOGRAPHY REQUIREMENTS</b>
	<p>Possession/usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR camera, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) 3 sets of professional studio lights with modifiers/accessories (soft boxes, scrims, grids etc.); product table with white and various colored backgrounds, seamless paper background at least 6 ft. wide on stands for shooting big products like furniture, sculptures, etc.; and</li> <li>3) At least 1 photographer with 2 support staff/assistants competent in studio photography. Additional crew/photographer are at the discretion of the service provider.</li> </ol>
<b>1b.</b>	<b>SCOPE OF WORK/COVERAGE</b>
	<ol style="list-style-type: none"> <li>1) Provide a studio set-up within the Manila FAME venue.</li> <li>2) Professionally shoot selected products of all product sectors (furniture, furnishings, houseware, gifts, holiday décor, apparel and fashion accessories). Professionally shoot product nominees and finalists of the Katha Awards.</li> </ol>
<b>1c.</b>	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM the clean/edited, color corrected, and photo/images should be properly labeled with the name of the exhibitors or manufacturer <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>

<b>2.</b>	<b>EXHIBITOR/VENUE PHOTOGRAPHY</b>
<b>2a.</b>	<b>PHOTOGRAPHY REQUIREMENTS</b>
	<p>Possession/usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 photography teams (at least one photographer with 1 assistant per team) capable of shooting and documenting the required output. Additional crew photographer members are at the discretion of the service provider.</li> </ol>
<b>2b.</b>	<b>SCOPE OF WORK/COVERAGE</b>
	<ol style="list-style-type: none"> <li>1) Photo-document all exhibitor booths, all angles, preferably without people or minimal distraction in viewing the booth. (<i>approx. 400 exhibitors</i>)</li> <li>2) Photograph sample products within each exhibitor booth that best represent the company.</li> <li>3) Shoot all angles, clusters, and details of the special setting/s.</li> <li>4) Photo-document all physical arrangements prepared for the Manila FAME October 2019 edition.</li> </ol>

2c.	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images taken after each day, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM the clean/edited, color corrected, and photo/images should be properly labeled with the name of the exhibitors or manufacturer <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>

3.	<b>EVENTS PHOTOGRAPHY</b>
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3a.	<b>PHOTOGRAPHY REQUIREMENTS</b>
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	<p>Possession/Usage of at least the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 photography teams (at least one photographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew photographer members are at the discretion of the service provider.</li> </ol>
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3b.	<b>SCOPE OF WORK/COVERAGE</b>
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	<ol style="list-style-type: none"> <li>1) Shoot all registration and activities/events of Manila FAME October 2019 edition.</li> <li>2) Cover the presence of all VIP/media/celebrity in attendance during the event.</li> <li>3) Shoot exhibitor/buyer/visitor/product interaction.</li> </ol>
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3c.	<b>OUTPUTS</b>
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	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM the clean/edited, color corrected, and photo/images should be properly labeled with the name of the exhibitors or manufacturer <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>
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4.	<b>PHOTO SHARING</b>
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4a.	<b>PHOTOGRAPHY REQUIREMENTS</b>
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	<p>Possession/Usage of at least the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 photography teams (at least one photographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew photographer members are at the discretion of the service provider.</li> </ol>
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4b.	<b>SCOPE OF WORK/COVERAGE</b>
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	<ol style="list-style-type: none"> <li>1) Photographer shall have a real time photo sharing of the required photos to each exhibitors (max. 450) for social media promotion such as but not limited to products shots, booth shots, interaction shots, events, etc.</li> </ol>
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4c.	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>2) Provide CITEM all raw (unedited) photos/images taken after every session, or as required by CITEM, during the event.</li> <li>3) Submit to CITEM the clean/edited, color corrected, and photo/images should be properly labeled with the name of the exhibitors or manufacturer <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>

5.	<b>VIDEO STILLS FOR SOCIAL MEDIA USE</b>
5a.	<b>PHOTOGRAPHY REQUIREMENTS</b>
	<p>Possession/Usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 photography teams (at least one photographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew photographer members are at the discretion of the service provider.</li> </ol>
5b.	<b>SCOPE OF WORK/COVERAGE</b>
	<ol style="list-style-type: none"> <li>1) Photographer should provide 5 secs. Gif video stills to be uploaded in all social media platform of Manila FAME and CITEM.</li> </ol> <p><b>*Note</b> CITEM to provide content plan and master list of shots to be taken during the show.</p>
5c.	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM clean/edited and color corrected and <u>properly labelled</u> photos/ images <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>

6	<b>FULL VIDEO COVERAGE</b>
6a.	<b>VIDEOGRAPHY REQUIREMENTS</b>
	<p>Possession/Usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 videography teams (at least one videographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew videographer members are at the discretion of the service provider.</li> </ol>
6b.	<b>SCOPE OF WORK/COVERAGE</b>
	<ol style="list-style-type: none"> <li>1) Videographers should provide a full coverage of the whole event and establishing shots.</li> </ol>

6c.	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images/videos taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM clean/edited and color corrected <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>

<b>7</b>	<b>SAME DAY EDIT VIDEOS</b>
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7a.	<b>VIDEOGRAPHY REQUIREMENTS</b>
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	<p>Possession/Usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 videography teams (at least one videographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew videographer members are at the discretion of the service provider.</li> <li>4) Boom mic and other materials to be used to emphasize audio quality</li> </ol>
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7b.	<b>SCOPE OF WORK/COVERAGE</b>
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	<ol style="list-style-type: none"> <li>1) Videographers should provide 2 options for the Same Day edit videos to be used for social media and other promotional platforms <ul style="list-style-type: none"> <li>- 1-3 min AVP of Manila FAME October 2019 Highlights</li> <li>- 30 sec. separate features on special settings and activities</li> </ul> </li> </ol> <p><b>*Note</b> CITEM to provide content plan and master list of shots to be taken during the show.</p>
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7c.	<b>OUTPUTS</b>
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	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images/videos taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM clean/edited and color corrected <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>
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<b>8</b>	<b>INTERVIEW/TESTIMONIALS WITH THE EXHIBITORS, BUYERS, INFLUENCERS</b>
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8a.	<b>VIDEOGRAPHY REQUIREMENTS</b>
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	<p>Possession/Usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 videography teams (at least one videographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew videographer members are at the discretion of the service provider.</li> <li>4) Boom mic and other materials to be used to emphasize audio quality</li> </ol>
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8b.	<b>SCOPE OF WORK/COVERAGE</b>
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	<ol style="list-style-type: none"> <li>1) Videographers, accompanied by a CITEM staff shall interview shortlisted exhibitors, buyers and or influencers relating their Manila FAME October 2019 experience</li> </ol>
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	<b>*Note CITEM to provide content plan and master list of shots to be taken during the show.</b>
8c.	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images/videos taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM clean/edited and color corrected <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>
9	<b>OTHER VIDEO REQUIREMENTS</b>
9a.	<b>VIDEOGRAPHY REQUIREMENTS</b>
	<p>Possession/Usage of at <u>least</u> the following equipment/accessories/personnel:</p> <ol style="list-style-type: none"> <li>1) Professional digital SLR cameras, with at least 24 megapixel full frame CMOS sensor;</li> <li>2) Standard equipment/accessories of tripod and external off-cam flash/es; and</li> <li>3) 2 videography teams (at least one videographer with 1 assistant per team) capable of shooting and documenting the output requirements. Additional crew videographer members are at the discretion of the service provider.</li> <li>4) Boom mic and other materials to be used to emphasize audio quality</li> </ol>
9b.	<b>SCOPE OF WORK/COVERAGE</b>
	<ol style="list-style-type: none"> <li>1) Success stories of longtime Manila FAME exhibitors</li> <li>2) Katha Award/Networking Night</li> <li>3) Special Settings (Design Commune, Artisans Village, Green Crafts, E-Tailers or as instructed by CITEM)</li> <li>4) In-Booth Product shots per company</li> </ol> <p><b>*Note CITEM to provide content plan and master list of shots to be taken during the show.</b></p>
9c.	<b>OUTPUTS</b>
	<ol style="list-style-type: none"> <li>1) Provide CITEM all raw (unedited) photos/images/videos taken after every session, or as required by CITEM, during the event.</li> <li>2) Submit to CITEM clean/edited and color corrected <u>strictly</u> on or before 14 working days after the last day of the event.</li> </ol>

#### IV. RESPONSIBILITIES OF THE PHOTOGRAPHY AND VIDEOGRAPHER SERVICE PROVIDER

1. Efficiently and effectively implement the scope of work/coverage and ensure at least a *very satisfactory* delivery of the outputs stipulated/required.
2. Ensure the capability (in terms of equipment and personnel) to deliver the requirements.
3. Provides 1TB hard drive each for storage of all RAW and EDITED photos and videos. (1TB – for photo 1 TB for vidoes)

#### V. RESPONSIBILITIES OF CITEM

1. Facilitate the service provider/contractor in acquiring easy access to all products and booths, establishing shots and ALL identified for coverage.
2. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract.
3. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.

**VI. MINIMUM QUALIFICATIONS STANDARD**

1. Can comply with the eligibility requirements of CITEM's Bids and Award Committee (BAC), under R.A. 9184.
2. Has a good track record with CITEM, or any government agency in the area of photography and videography services, for an international audience or for international marketing purposes.
3. Expertise in lifestyle/product/events photography and videography with an eye for capturing photos and videos with high visual impact.
4. A highly-creative, competent and technically-equipped team.

**VII. QUALITATIVE AND TECHNICAL EVALUATION**

CITEM will conduct a procurement process in accordance with RA 9184. To fully satisfy and not compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process.

Bidder shall be required to submit a portfolio of his/her best work, which will be used to evaluate his/her qualifications. The criteria and point system to be used in the qualitative evaluation is shown below.

**VIII. QUALITATIVE RATING SHEET**

1. Bidders' shall submit his/her complete portfolio will be evaluated using the following ratings:

Qualitative Bid	Points (highest)
Quality of service in the industry in the area of photography and videography services for an international and local audience or for local and international marketing purposes (Present best samples of product shots, videos applied in marketing and promotional materials)	30
Images/photos and videos with high visual impact (Present sample photos and video shot preferably applied in a marketing and promotional materials)	20
Has equipment for Real-time photo sharing/transfer	10
Quality and quantity of a bidder's photography and videography team (Present a list of project team members and their portfolio)	20
Quality and quantity of equipment/gadgets to be used for the project (Present a list of equipment to be used in the project)	20
<b>TOTAL</b>	<b>100</b>

Only those who receive a passing score of 90 points shall eligible for the opening of financial bid. The lowest calculated responsive bidder (LCRB) shall be awarded with the contract.

2. Evaluation shall be made by an in-house panel, composed of the following:
  - 1 representative, Consumer Business Department
  - 2 representatives, Communication and Creative Services Department

**IX. PERIOD OF ENGAGEMENT**

The service provider for each photography set requirements shall be contracted from 17 October 2019 to 19 October 2019. The service provider is expected to deliver all required output no later than 07 November 2019.

**X. TIMETABLE OF ACTIVITIES**

Manila FAME booth and product photography timetable

October 15, 2019(Monday)	Briefing/Pre-Production
October 17-19 2019 (Thu to Sat)	Event proper
November 07, 2019 (Thursday)	Delivery of the final images and videos in DVD/USB format (clean, edited, color corrected and properly labeled)


**XI. ALLOTTED BUDGET**

*Four Hundred Fifty-Thousand Pesos (450,000.00) inclusive of all applicable taxes and charges related to the implementation of the project.*

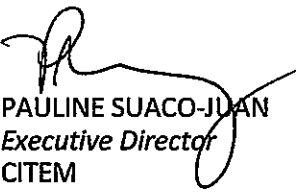
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