

JOB ORDER

CITEM.STR.FR.006



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:
2025-0334JO Date:
05/16/2025

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PR No.:
2025-0334PR Date:
05/09/2025

CONTRACTOR/SUPPLIER **MARITZI YUVIENCO TULLAO**
MARKETING CONSULTANCY
ADDRESS
4508 UNIT 602, CASINO SUITES, CASINO ST. BRGY. PALANAN MAKATI
MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM
PAYMENT TERM 30 days
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 PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY SERVICES PROVIDER FOR IFEX PHILIPPINES 2025 I. SCOPE OF WORK A. EXHIBITOR/VENUE PHOTOGRAPHY Professionally shoot, photo document and capture the following: • All special settings and partner pavilions/booths; top view of the exhibits; shots of well-designated booths; and • Venue facade, signages, registration area, etc. B. EVENTS PHOTOGRAPHY Professionally shoot, photo document and capture the following: • All activities and special events of IFEX Philippines 2025 (registration, opening ceremony, VIP tour, guests, branded sessions, cooking demos at the IFEX Kitchen (celebrity chefs only), product sampling, buyer's lounge, talks and seminars, etc.); • Exhibitor, buyer, visitor and product interactions; and • Presence of all event partners, VIP, media, celebrities and guest in attendance during the event. C. EVENTS VIDEOGRAPHY Professionally shoot and capture the following on video: • Registration, opening ceremonies, SSX Conference, major programs and all other side-activities and events; • Presence of all event partners, VIPs, government officials, media and celebrities, among others, in attendance during the event; • Exhibitors' booths, products, exhibitions space, talks and seminars and special settings; • Interactions between exhibitors, buyers and visitors; • Buyer and exhibitor interviews; and	1 lot		Php812,000.00
TOTAL AMOUNT IN WORDS:			Php

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 Purchase Order upon delivery.

Very truly yours,

ATTY. ANNA GRACE I. MARPHRI
Department Manager, Corporate Services Dept.

CONFORME:

MARITZI TULLAO

Name & Signature of Contractor/Supplier

Date

BUR No. **IP-CC-25050764**DATE **MAY 21, 2025**AMOUNT **PHP 812,000.00**

Funds Available:

WILMA G. DULAY

OIC-Chief Controllorship

Recommended by:

MA. LOURDES D. MEDIRAN
Deputy Executive Director

ROWENA G. MENDOZA
Department Manager, CBD

Approved by:

ROMLEAH JULIET P. OCAMPO
EXECUTIVE DIRECTOR

JOB ORDER

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	PR No.: 2025-0334	PR Date: 05/09/2025		

CONTRACTOR/SUPPLIER: MARITZI YUVIENCO TULLAO MARKETING CONSULTANCY ADDRESS: 4508 UNIT 602, CASINO SUITES, CASINO ST. BRGY. PALANAN MAKATI MODE OF PROCUREMENT: <u>Small Value Procurement</u>	DELIVERY TERM: _____ PAYMENT TERM: <u>30 days</u> PLACE OF DELIVERY: _____ DATE OF DELIVERY: _____
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<ul style="list-style-type: none"> • All program highlights and activities (registration, opening ceremony, VIP tour, guests, branded sessions, cooking demos at the IFEX Kitchen (celebrity chefs only), product sampling, buyer's lounge, etc.). <p>Assign a separate team to cover onsite buyer and exhibitor interviews together with the Communications and Content Team. The team must at least have one (1) videographer, one (1) audio recordist and one (1) coordinator. A complete shot list will be provided by CITEM during the pre-production meeting.</p> <p>D. POST PRODUCTION</p> <p>1. Produce professional-quality same-day-edits (SDEs) of the following:</p> <ul style="list-style-type: none"> • Day 1 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding); • Day 1 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding); • Day 2 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding); • Day 2 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding); • Day 3 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding); and • Day 3 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding). <p>2. Produce professional-quality 90-second highlight videos of the following:</p> <ul style="list-style-type: none"> • KATHA Awards for Food winners; • Flavor Finds; • IFEX Kitchen; • CREATELab; 			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours, ATTY. ANNA GRACE I. MARPURI Department Manager, Corporate Services Dept.	BUR No. <u>IP-CC-25050764</u> DATE <u>MAY 21, 2025</u> AMOUNT <u>PHP 212,000.00</u>	Recommended by: MA. LOURDES D. MEDIRAN Deputy Executive Director ROWENA G. MENDOZA Department Manager, CBD
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CONFORME: MARITZI TULLAO <small>Name & Signature of Contractor/Supplier</small> Date: _____	Funds Available: WILMA G. DOLAR OIC-Chief Controllershship	Approved by: ROMLEAH JULIET P. OCAMPO EXECUTIVE DIRECTOR
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PAYMENT TERM 30 days
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<ul style="list-style-type: none"> Gmart; and SSX Conference and Exhibition. <p>All outputs must be exported in this format: 16:9 H.265, mp4. 1080p, color-corrected, with copyright-free music and IFEX branding.</p> <p>E. TURNOVER</p> <p>1. Provide one (1) 1TB portable solid state drive and submit the following during the event:</p> <ul style="list-style-type: none"> Raw (unedited) photos taken for the social media team after each session or as required by CITEM; and Two (2) SDES (90s and 15s) at the end of each day for three (3) days. <p>2. Submit two (2) 4TB portable hard drives to CITEM on or before five (5) working days after the event.</p> <ul style="list-style-type: none"> One (1) portable hard drive should include all raw (unedited) photos. One (1) portable hard drive should include all raw videos. <p>3. Provide one (1) portable hard drive and submit the following on or before thirty (30) working days after the event:</p> <ul style="list-style-type: none"> All edited photos organized into specifically labeled and sorted folders; and All edited 90-second highlight videos. <p>CITEM shall assign an officer from the Operations Team to assist with the sorting and labeling.</p> <p>All photos and videos taken, together with all portable drives shall be owned by CITEM.</p>			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,
ATTY. ANNA GRACE MARPURI
Department Manager, Corporate Services Dept.

BUR No. **IP-CC-25050964**
DATE **MAY 21, 2025**
AMOUNT **PHP 812,000.00**

Recommended by:
MA. LOURDES D. MEDIRAN
Deputy Executive Director
ROWENA G. MENDOZA
Department Manager, CBD

CONFORME:
Maritzi Tullao
Name & Signature of Contractor/Supplier
Date

Funds Available:
WILMA G. DULAY
OIC-Chief Controllorship

Approved by:
ROMLEAH JULIET P. OCAMPO
EXECUTIVE DIRECTOR

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II. REQUIREMENTS			
A. PHOTOGRAPHY EQUIPMENT			
<ul style="list-style-type: none"> Equipment/Accessories Professional digital SLR camera, with at least 24 megapixel, preferably full-frame, CMOS sensor; A quick transfer system of images/photos from camera to other devices (Mac OS, Android, PC based); and Standard equipment/accessories of tripod and external off-camera flash/es. 			
B. VIDEOGRAPHY EQUIPMENT			
<ul style="list-style-type: none"> Professional full-sensor mirrorless cameras capable of, at least, full HD (1980x1080) resolution, 60 frames per second and 3000 ISO Standard professional-grade rigs, stabilizers, lenses, lighting equipment and audio equipment capable of capturing for both portrait and landscape orientations. 			
C. PRODUCTION TEAM			
1. Photographers			
<ul style="list-style-type: none"> At least four (4) exhibitor/venue photographers, with one assistant each dedicated to shoot and document exhibitor booths, sample products within each exhibitor booth, physical arrangements and signage, and special settings. At least two (2) event photographers, with at least one assistant dedicated to document all activities, special events (registration, opening ceremony, exhibit tour, etc.), and interactions during the event. At least one (1) photographer dedicated to cover photography requirements for CITEM's social media team. Additional photographers or assistants are at the discretion of the service provider. 			

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MA. LOURDES D. MEDIRAN
Deputy Executive Director
ROWENA G. MENDOZA
Department Manager, CBD

CONFORME:
MARITZI TULLAO
Name & Signature of Contractor/Supplier
Date

Funds Available
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2. Videographers <ul style="list-style-type: none">• At least two (2) event videographers, with at least one assistant dedicated to document all major activities, special settings, products, interactions and other exhibit halls.• At least two (2) event videographers, with at least one assistant dedicated to cover talks and seminars, cooking demonstrations, food tasting activities and product presentations.• At least one event videographer with audio equipment dedicated to cover exhibitor and buyer interviews.• Additional videographers or assistants are at the discretion of the service provider. III. RESPONSIBILITIES OF THE SERVICE PROVIDED <p>During and after the event, the services provided shall:</p> <ul style="list-style-type: none">• Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/ required;• Ensure the availability of all personnel onsite one (1) hour before the start of the event and one (1) hour after the end of the event;• Ensure the capability in terms of equipment and personnel; and,• Deliver all the requirements in a timely manner. IV. RESPONSIBILITIES OF CITEM <p>During and after the event, the service provider shall:</p> <ul style="list-style-type: none">• Help the service provider/contractor in facilitating or acquiring easy access to all products and areas identified for coverage.• Exclusively keep the rights/ownership of all images/concepts created or developed by reason of this engagement/contract.• 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			

TOTAL AMOUNT IN WORDS:

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Date

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DATE **MAY 21, 2025**
AMOUNT **PHP 212,000.00**

Funds Available:

WILMA G. DULAY
OIC-Chief Controllorship

Recommended by:
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Deputy Executive Director

ROWENA G. MENDOZA
Department Manager, CBD
Approved by:
ROMLEAH JULIET P. OCAMPO
EXECUTIVE DIRECTOR

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CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO MARKETING CONSULTANCY ADDRESS 4508 UNIT 602, CASINO SUITES, CASINO ST. BRGY. PALANAN MAKATI MODE OF PROCUREMENT Small Value Procurement	DELIVERY TERM _____ PAYMENT TERM 30 days PLACE OF DELIVERY _____ DATE OF DELIVERY _____
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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
V. TIMELINE OF ACTIVITIES			
Pre-production Meeting	May 19, 2025		
Event Proper	May 22-24, 2025		
Submission of raw photos (for social media) and SDEs per day	May 22-24, 2025		
Submission of all raw photos and videos	May 29, 2025		
Final submission of all edited photos	June 16, 2025		
VI. TERMS OF PAYMENT			
Milestones	Deliverable	% of Payment	
The proposed payment scheme for the project will be billed upon the completion of the project. To process the payment, the supplier must submit the approved materials in a hard disk drive (HDD) and provide a cloud storage link wherein the digital filed are stored.	(See scope of work- Reproduction, Production, Post-production)	100%	
VII. RISK PROTECTION AND MANAGEMENT (i.e. off-setting, penalties, or deductions)			
Penalize, if deemed necessary, or deduct 10% from the contract price if violations are incurred, such as delay in the delivery, quality of service, or non-compliance to the project output, among others.			

TOTAL AMOUNT IN WORDS: EIGHT HUNDRED TWELVE THOUSAND PESOS	Php 812,000.00
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 Department Manager, Corporate Services Dept.

CONFORME: _____

 Name & Signature of Contractor/Supplier

 Date _____

BUR No. **IP-CC-25050764**
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Funds Available:

 WILMA G. DULAY
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Recommended by _____
 MA. LOURDES D. MEDIRAN
 Deputy Executive Director

 ROWENA G. MENDOZA
 Department Manager, CBD
 Approved by _____
 ROMLEAH JULIET P. OCAMPO
 EXECUTIVE DIRECTOR