

# 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 29 ext. 218 ☎ (632) 831-1368, 832-3965  
 ✉ info@citem.com.ph @ www.citem.com.ph



JO Number	2024-0532	JO Date	11/06/2024	PAGE 1 of 6
PR No	2024-0532	PR Date	10/30/2024	

CONTRACTOR/SUPPLIER	BALLYHOO EXHIBITIONS & EVENTS	DELIVERY TERM	
ADDRESS	PTE, LTD Singapore	PAYMENT TERM	30 days
MODE OF PROCUREMENT	Overseas Procurement	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 DESIGN AND BUILD BOOTH CONTRACTOR FOR THE PHILIPPINE PARTICIPATION IN ASIA-PACIFIC TEXTILE AND APPAREL SUPPLY CHAIN EXPOSITION AND SUMMIT 2024 (APTEXPO 2024)			PHP1,940,000.00

Event Name : APTEXPO 2024  
 Event Dates : 13-15 November 2024  
 Ingress Dates : 11-12 November 2024  
 Egress Date : 15 November 2024  
 Venue/Location : Marina Bay Sands Expo & Convention Centre, Singapore

**SCOPE OF WORK**

The Booth Contractor will be responsible for the following deliverables:

- I. DESIGN
  - a. Develop a comprehensive booth design that meets the aesthetic and functional needs of CITEM.
  - b. Ensure the design aligns with CITEM's brand identity, provided project brief, proper use of logos, colors, and messaging.
  - c. Create 3D renderings and detailed plans for the booth, including layout, lighting, materials, graphics and signage.

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
**ATTY. MARY JANE DIAGRO-GERONIMO**  
 Procurement, Unit Head

CONFORME:  
  
 Name & Capacity of Contractor  
**8th November 2024**  
 Date

BUR No: APTEXPO-24111319  
 DATE: Nov 07, 2024  
 AMOUNT: ₱1,940,000-

Funds Available: SUBSIDY  
  
**MALERNA C. BUYAO**  
 Chief Controllorship

Recommended by:  
  
**MARJOF EVIO**  
 Department Manager III, SBD

Approved by:  
  
**LEAH PULIDO OCAMPO**  
 Executive Director

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**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) 831-2001 to 09 ext. 215 (632) 831-1368, 832-3965  
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PR No.	PR Date	
2024-0532	10/30/2024	

CONTRACTOR/SUPPLIER: <b>BALLYHOO EXHIBITIONS &amp; EVENTS</b>	DELIVERY TERM
ADDRESS: <b>PTE. LTD.</b>	PAYMENT TERM: <b>30 days</b>
MODE OF PROCUREMENT: <b>Singapore</b>	PLACE OF DELIVERY
	DATE OF DELIVERY

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
d. Provide innovative and creative solutions to maximize the booth's appeal and engagement at trade shows			
e. Incorporate flexible design elements that can be adapted to different show sizes and layouts as needed			
f. Ensure compliance with the trade show organizer's rules and regulations			
g. Must include the following areas/provisions in the pavilion design			
- Flooring in Needle Punch Carpet			
- 1 area for CITEM Reception with reception lounge			
- 1 area for Storage (with coat hanger, water, tea, coffee, sugar, milk, and coffee machine)			
- 14 areas for Exhibitors with:			
a. 2 units negotiation chairs and 1 table within each exhibitor area			
b. Applicable booth product display and merchandising of fashion exhibitors (such as but not limited to Mannequins, Risers, Clothing Rack, Shelving, etc.)			
c. Convenience outlets			
d. Applicable and sufficient lighting requirement for each area and lighting for the whole pavilion			
Template area allocation: 80% Exhibitor area / 20% Service/CITEM Area			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
**ATTY. MARY JANE DIAGRO-GERONIMO**  
 Procurement, Unit Head

BUR No. **APTEXPO 2411319**  
 DATE **Nov. 07, 2024**  
 AMOUNT **P1,940,000**

Recommended by:  
**MARIO F. EVIO**  
 Department Manager III, SBD

CONFORME:  
  
 Name & Signature of Contractor/Supplier  
**8th November 2024**  
 Date

Funds Available **subsidy**  
**MALERNA C. BUYAO**  
 Chief Controllership

Approved by:  
  
**LEAH PULIDO OCAMPO**  
 Executive Director

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 E: info@citem.com.ph W: www.citem.com.ph



JO Number	2024-0532	IO Date	11/06/2024	PAGE	3 of 6
PR No	2024-0532	PR Date	10/30/2024		

**CONTRACTOR/SUPPLIER** BALLYHOO EXHIBITIONS & EVENTS  
**ADDRESS** PTE., LTD.  
 Singapore  
**MODE OF PROCUREMENT** Overseas Procurement

**DELIVERY TERM**  
**PAYMENT TERM** 30 days  
**PLACE OF DELIVERY**  
**DATE OF DELIVERY**

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
h. Graphics design must be aligned with the provided brand manual for Fashion Philippines and DTI CITEM Branding.			
<b>II. BUILD AND INSTALLATION</b>			
a. Manage the construction of the booth based on the approved design			
b. Ensure high-quality materials are used for durability and visual appeal			
c. Coordinate with the trade show organizers and venue for logistics, booth installation, and dismantling schedules.			
d. Transport booth materials and components to the overseas trade show venues.			
e. Supervise the installation and ensure the booth is ready before the trade show opening.			
f. Ensure adherence to international health, safety, and environmental standards during the build and installation.			
<b>III. DISMANTLING</b>			
a. Oversee the dismantling of the booth after each trade show, ensuring all materials are handled properly.			

**TOTAL AMOUNT IN WORDS:** \_\_\_\_\_ **Php**

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Very truly yours, *MJG*  
**ATTY. MARY JANE DIAGRO-GERONIMO**  
 Procurement, Unit Head  
**CONFORME**

BUR No: *APTEXPO-24111319*  
 DATE: *Nov. 07, 2024*  
 AMOUNT: *P1,940,000*

Recommended by:  
*[Signature]*  
**MARJOLE E. EPIO**  
 Department Manager III, SBD

*Andrius*  
 Name & Signature of Contractor/Supplier  
**8th November 2024**  
 Date

Funds Available: *Subsidio*  
*[Signature]*  
**MALERNAC. BUYAO**  
 Chief Controllership

Approved by:  
*[Signature]*  
**LEAH PULIDO OCAMPO**  
 Executive Director

# JOB ORDER

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		2024-0532	11/06/2024	
		PR No.	PR Date	
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CONTRACTOR/SUPPLIER <b>BALLYHOO EXHIBITIONS &amp; EVENTS</b> ADDRESS <b>PTE, LTD</b> <b>Singapore</b> MODE OF PROCUREMENT <b>Overseas Procurement</b>	DELIVERY TERM PAYMENT TERM <b>30 days</b> PLACE OF DELIVERY DATE OF DELIVERY
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

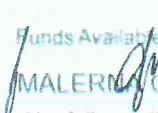

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<b>IV. ON-SITE SUPPORT</b>			
a. Provide manpower support for the opening of items inside wooden crates boxes and the like b. Provide technical support and on-site assistance during the trade show for any booth-related issues or adjustments c. Ensure the booth maintains its quality and functionality throughout the event.			
<b>V. DELIVERABLES</b>			
a. 2 options with 3D design and concept and detailed floor plan b. Checklist of materials to be used for booth construction c. Production schedule, including key milestones and deadlines d. Sending of production photos e. Completed booth setup prior to the event start date f. Sending of high quality completed booth shots (minimum 5 angles) g. Post-event dismantling and handing report			

TOTAL AMOUNT IN WORDS	Php
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Very truly yours,  <b>ATTY. MARY JANE DIAGRO-GERONIMO</b> Procurement, Unit Head CONFORME	BUR No. <b>AVTEXPO 2411319</b> DATE <b>NOV 07, 2024</b> AMOUNT <b>P1,940,000</b>	Recommended by  <b>MARJO E. ELIO</b> Department Manager III SBD
Name & Signature of Contractor/Supplier  <b>Andrius</b> 8th November 2024 Date	Funds Available  <b>MALERIE C. BUYAO</b> Chief Controllership	Approved by  <b>LEAH PULIDO OCAMPO</b> Executive Director

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		PR No: 2024-0532	PR Date: 10/30/2024	

CONTRACTOR/SUPPLIER <b>BALLYHOO EXHIBITIONS &amp; EVENTS</b> ADDRESS <b>PTE. LTD</b> <b>Singapore</b> MODE OF PROCUREMENT <b>Overseas Procurement</b>	DELIVERY TERM PAYMENT TERM <b>30 days</b> PLACE OF DELIVERY DATE OF DELIVERY
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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<b>VI. TIMELINE</b>			
The Contractor is expected to adhere to the following timeline			
Design Submission	-	06 November 2024	
Approval of Final Design	-	07 November 2024	
Booth Construction Completion	-	10 November 2024	
Ingress Dates	-	11-12 November 2024	
Event Dates	-	13-15 November 2024	
Egress Date	-	15 November 2024	
<b>VII. AWARDED AMOUNT:</b>			
The awarded amount for this requirement is ONE MILLION NINE HUNDRED FORTY THOUSAND PESOS (PHP1,940,000.00), inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process.			

TOTAL AMOUNT IN WORDS: \_\_\_\_\_ Php

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Very truly yours,  
**ATTY. MARY JANE DIAGRO-GERONIMO**  
 Procurement, Unit Head

CONFORME:

Name & Signature: *Andrius*  
**8th November 2024**

BUR No. *APTEFPO - 24111319*  
 DATE *NOV. 07, 2024*  
 AMOUNT *₱1,940,000*

Funds Available: *Subsidiary*  
**MALENA C. BUYAO**  
 Chief Controllership

Recommended by: *[Signature]*  
**MARJO FEVIO**  
 Department Manager III, SBD

Approved by: *[Signature]*  
**LEAH PULIDO OCAMPO**  
 Executive Director

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JO Number	2024-0532	JO Date	11/06/2024	PAGE 6 of 6
PR No.	2024-0532	PR Date	10/30/2024	

CONTRACTOR/SUPPLIER ADDRESS MODE OF PROCUREMENT	BALLYHOO EXHIBITIONS & EVENTS PTE., LTD. Singapore Overseas Procurement	DELIVERY TERM PAYMENT TERM PLACE OF DELIVERY DATE OF DELIVERY	 30 days  
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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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VIII. TERMS AND CONDITIONS

1. 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.

2. BALLYHOO 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 BALLYHOO should any part of the deliverables be unsatisfactory.

TOTAL AMOUNT IN WORDS: ONE MILLION NINE HUNDRED FORTY THOUSAND PESOS	Php 1,940,000.00
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Very truly yours,  
 ATTY. MARY JANE DIAGRO-GERONIMO  
 Procurement, Unit Head

BUR No. NOTE-X 100-24111349  
 DATE NOV 07, 2024  
 AMOUNT ₱ 1,940,000-

Recommended by:  
 MARIO F. EVIO  
 Department Manager III, S&D

CONFORME:  
  
 Name & Signature of Contractor/Supplier  
 8th November 2024  
 Date

Funds Available: Subsidy  
 MALERMA C. BUYAO  
 Chief Controllorship

Approved by:  
  
 LEAH PULIDO OCAMPO  
 Executive Director