

# 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: 2024-0414	JO Date 9/20/2024	PAGE 1 of 7
PR No.: 2024-0414	PR Date: 9/12/2024	

CONTRACTOR/SUPPLIER **MARITZI YUVIENCO TULLAO**  
 ADDRESS **MARKETING CONSULTANCY**  
**Brgy. Palanan, Makati City**  
 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
<b>HIRING OF PHOTOGRAPHY SERVICE PROVIDER FOR TAGLAY PINOY CONTENT CREATION DEV'T. PROGRAM (Batch 1)</b> Scope of Work and Deliverables: Photography services of up to Fifty (50) companies from the home, fashion, furniture, home decor, lamps and lighting, fashion, beauty and wellness, holiday/seasonal decor, food and Creative industries sectors with the following requirements: <b>PRE-PRODUCTION</b> 1. Provide Production deck containing a reference guide and mood board. 2. Present a Creative and Production calendar including shoot assignments. 3. Plot schedule for each companies. 4. Submit list of creative teams for CITEM's approval. 5. Submit final timetable of activities to CITEM  <b>PRODUCTION</b> Shoot dropout photos of up to Fifty (50) companies with minimum of 3 to maximum of 5 products (up to 5 angles each) per company.			Php930,000.00
TOTAL AMOUNT IN WORDS:			Php

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Very truly yours,  
 ATTY. ANNA GRACE T. MARPURI  
 Department Manager III, CCSD

BUR No. IP-CORPCOM 24091051

Recommended by:

DATE Sept. 24, 2024

**NORMAN BAGULBAGUL**  
 Acting Dept. Manager, CCSD

CONFORME: \_\_\_\_\_

AMOUNT ₱ 930,000

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

**MARITZI TULLAO**  
 Name of Signatory of Contractor/Supplier

Funds Available: \_\_\_\_\_  
**MALERNA C. BUJAO**  
 Chief Controllorship

Date

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CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO  
 ADDRESS MARKETING CONSULTANCY  
Brgy. Palanan, Makati City  
 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
1. Activate simultaneous Studio Photography sessions and mobilize creatives from regions and/or Luzon, Visayas and Mindanao as necessary. 2. Provide ample security and implement healthcare protocols for on-site personnel 3. Provide props, sets, lighting and minimal styling for the shoots 4. Produce up to Fifty (50) company folders in the cloud storage with the following contents: a. images from the photoshoots b. An Excel sheet of product thumbnail, product names, product descriptions, etc. 5. TRAVEL AND LOGISTICS The supplier shall cover hotel bookings and accommodation for their own team for the district of Leyte only. SEE CITEM Responsibilities for the Travel and Logistics of the remaining district.			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE MARPURI  
 Department Manager III, CSD

CONFORME:

MARITZI TULLAO

Name & Signature of Contractor/Supplier

Date

BUR No. IP-CORPUM 24091051

DATE Sept. 24, 2024

AMOUNT 9980,000

Funds Available:

Mahe C. Buyao

Chief Controllership

Recommended by:

NORMAN BAGUIBAGUL  
 Acting Dept. Manager, CCSD

Approved by:

LEAH PULIDO OCAMPO  
 Executive Director

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CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO  
 ADDRESS MARKETING CONSULTANCY  
Brgy. Palanan, Makati City  
 MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM \_\_\_\_\_  
 PAYMENT TERM \_\_\_\_\_  
 PLACE OF DELIVERY \_\_\_\_\_  
 DATE OF DELIVERY \_\_\_\_\_

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p><b>POST PRODUCTION</b></p> <p>1. Submit the Final Artworks (FAs) of photos, including raw files and outtakes with proper labelling. See details below:</p> <p>a. Catalog dropout photography of up to 50 companies with up to maximum of 5 products per exhibitor (up to 5 angles each), in white background.</p> <p>b. With a resolution of 300 dpi and size of 1080 x 1080 px for each photo</p> <p>c. File format: JPEG</p> <p>a. Company name (Folder)</p> <p>b. Company_Company Profile (should be inside the folder)</p> <p>c. Company_Product Description_name of product (should be inside the folder)</p> <p>2. One (1) 3TB external hard drive containing all photo assets and copywriting and a cloud copy included in the 3TB HD are the following:</p> <p>a. Maximum of 50 company profiles and up to 250 product descriptions</p> <p>b. 50 companies from 4 districts</p> <p>3. Post-Event Report</p> <p>a. Including a printed contact sheet (9 thumbnail/page) which contains post edited photos of each company</p>			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
 Department Manager III, CSD

CONFORME:

MARITZI TULLAO  
 Name & Signature of Contractor/Supplier

Date

BUR No. IP-CORPCOM 24097051

DATE Sept 24 2024

AMOUNT ₱930,000

Funds Available:

Maerna C. Buyao

Chief Controllership

Recommended by:

NORMAN BAGULBAGUL  
 Acting Dept. Manager, CCSD

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  
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9/12/2024

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CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO

ADDRESS MARKETING CONSULTANCY

Brgy. Palanan, Makati City

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
<p>b. Digital copy in PDF format of contact sheets - Folder should be as follow: District&gt;Company Name ;, Filename: District_company name</p> <p><b>MANPOWER REQUIREMENTS</b></p> <p><b>PHOTOGRAPHY</b></p> <p>1. Production/Project Manager: Supervise, schedule, direct, and coordinate with the onsite production crew.</p> <p>2. The Creative Team will execute and attend to the creative requirements in coordination with CITEM and will be composed of the following:</p> <ul style="list-style-type: none"> <li>a. Art Director</li> <li>b. Photographers</li> <li>c. Photography Assistants</li> <li>d. Stylists - Furniture, Fashion and Lifestyle, food and creative industries</li> <li>e. Post-production Team (for FAs and photo sharing to transfer photos to CITEM via online cloud)</li> <li>f. Logistics Team</li> </ul>			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI

Department Manager III, CSD

CONFORME:

**MARITZI TULLAO**

Name & Signature of Contractor/Supplier

Date

BUR No. IP CORP COM - 2409105 Recommended by:

DATE 24 Sept. 2024

AMOUNT 7930,000

Funds Available:

Maria C. Buyao  
Malerna C. Buyao

Chief Controllership

**NORMAN BAGUILBAGUL**  
Acting Dept. Manager, CCSD

Approved by:

**LEAH PULIDO OCAMPO**

Executive Director



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CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO  
 ADDRESS MARKETING CONSULTANCY  
Brgy. Palanan, Makati City  
 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
<b>PROJECT TIMELINE:</b>			
2nd week of September - Procurement process			
2nd week of September - Pre-Bidding			
2nd week of September - Opening of Bids/Notice of Award			
3rd week of September - Onboarding/Pre Production meeting with the supplier			
4th week of September - Implementation of the project			
1st week of October - Submission of Final Artwork / Copywriting - uploading of photos in CITEM's online platform			
<b>OWNERSHIP</b>			
CITEM shall have exclusive ownership and discretion for the use of the content to be produced from this project. Any request for the use of photos from within and outside CITEM shall be officially expressed in writing to CITEM.			

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

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Very truly yours,  
  
**ATTY. ANNA GRACE I. MARPURI**  
 Department Manager III, CSD  
 CONFORME:   
**MARITZI TULLAO**  
 Name & Signature of Contractor/Supplier  
 Date \_\_\_\_\_

BUR No. 1P00RPL0007409105  
 DATE Sept. 24, 2024  
 AMOUNT 9930, 00  
 Funds Available:  
  
**Malerna C. Buyag**  
 Chief Controllership

Recommended by:  
  
**NORMAN BAGULBAGUL**  
 Acting Dept. Manager, CCSD  
 Approved by:   
**LEAH PULIDO OCAMPO**  
 Executive Director

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CONTRACTOR/SUPPLIER <u>MARITZI YUVIENCO TULLAO</u> ADDRESS <u>MARKETING CONSULTANCY</u> <u>Brgy. Palanan, Makati City</u> MODE OF PROCUREMENT <u>Small Value Procurement</u>	DELIVERY TERM _____ PAYMENT TERM _____ PLACE OF DELIVERY _____ DATE OF DELIVERY _____
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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<b>PAYMENT TERMS:</b> The awarded contract amount for this requirement is Php930,000.00 inclusive of all incidental expenses and applicable taxes. 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 files are stored and printed contact sheets.			

TOTAL AMOUNT IN WORDS: **NINE HUNDRED THIRTY THOUSAND PESOS** Php930,000.00

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Very truly yours,  
  
**ATTY. ANNA GRACE I. MARPURI**  
 Department Manager III, CSD  
 CONFORME   
**MARITZI TULLAO**  
Name & Signature of Contractor/Supplier  
 \_\_\_\_\_  
Date

BUR No. IP-CORPCOM-24091051  
 DATE Sept. 24, 2024  
 AMOUNT ₱930,000.00  
 Funds Available:  
  
**Malerna C. Buyao**  
 Chief Controllership

Recommended by:  
  
**NORMAN BAGULBAGUL**  
 Acting Dept. Manager, CCSD  
 Approved by:  
  
**LEAH PULIDO OCAMPO**  
 Executive Director 