

Republic of the Philippines  
Department of Trade and Industry  
**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2024-0180

**REQUEST FOR QUOTATION**  
**(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF PROFESSIONAL EVENT PHOTOGRAPHY AND VIDEOGRAPHY SERVICE PROVIDER  
FOR MANILA FAME 2024 AND HFL PRODUCTS**

*(Please see attached Request for Quotation Form and Terms of Reference for more details.)*

Approved Budget for the Contract	: <b>PHP 876,000.00</b>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: <b>23 September 2024, 05:00PM</b>
Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: <b>24 September 2024, 02:00PM</b>

Conduct of Opening of Bids shall be held virtually thru Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). The link will be released on the actual day of the procurement activity.

The *Notice of Award* shall only be issued to the lowest calculated and responsive bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

*Eligibility Documents (1st Envelope / Compressed Folder)*

- Mayor's Permit for the current year or for individuals exercising a profession, BIR Certificate of Registration**  
*Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.*
- Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**  
*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*
- Latest Income / Business Tax Return**
- Notarized Omnibus Sworn Statement**
- Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

*Financial Bid (2nd Envelope / Compressed Folder)*

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

*Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)*

**Bidder shall provide softcopies of the following documents through an online drive link:**

- Professional product photography portfolio containing:**
  - **Minimum of twenty (20) best samples focusing on Home, Furniture, and Lifestyle photos**
  - **Professional event photography and videography portfolio containing a minimum of twenty (20) best samples of event coverage photos and ten (10) event coverage videos through online submission.**
- List of available equipment with specifications that the photographer/s and videographer/s or company possess and intend to use in executing CITEM's requirements**
- Photographers/Videographer's company background with a profile of its clients (with contact person/s) within the last five (5) years. Samples of client usage are highly recommended. (E.g. photos and videos used in publications, print material, and digital platforms.)**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed on or before the date and time of the Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).



**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City  
 Tel.: (632) 8-831-2201 local 309/294 E-mail: [citembac@citem.com.ph](mailto:citembac@citem.com.ph)

CITEM.BAC.FR.009  
 REV 1



## REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above       Small Value Procurement with ABC of Php 50,001 and above  
 Lease of Real Property and Venue                       Others: \_\_\_\_\_

Date: 19 September 2024  
 RFQ No.: 2024-0180

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: **23 September 2024**      Time: **05:00PM**

Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: **24 September 2024**      Time: **02:00PM**      Venue: **Zoom**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>HIRING OF PROFESSIONAL EVENT PHOTOGRAPHY AND VIDEOGRAPHY SERVICE PROVIDER FOR MANILA FAME 2024 AND HFL PRODUCTS</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 876,000.00</u></p> <p><b><u>(Please see attached Terms of Reference for more details.)</u></b></p>		

**Terms and Conditions:**

- 1) Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

  
**ATTY. ANNA GRACE I. MARPURI**  
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

\_\_\_\_\_  
 Date Submitted

\_\_\_\_\_  
**Signature over printed name of the Authorized Company Representative**

Designation: \_\_\_\_\_

Telephone No(s).: \_\_\_\_\_

Email: \_\_\_\_\_

# TERMS OF REFERENCE

## HIRING OF PHOTOGRAPHY AND VIDEOGRAPHY SERVICE PROVIDER FOR MANILA FAME 2024 AND HFL PRODUCTS

### OBJECTIVE

The 72nd edition of Manila FAME to be held on 17-19 October 2024 at the World Trade Center Metro Manila (WTCMM) returns, presenting an array of exceptionally handcrafted products, encompassing furniture, furnishings, holiday décor, and fashion. In Manila FAME, you can find and source from manufacturers, artisans, traders, business support organizations, independent designers, artists, and brands that produce top-of-the-line Philippine-made products.

To fully equip CITEM with its promotional and marketing campaigns, a dedicated team capable of delivering comprehensive photo and video event coverage and, capable of conducting a series of product photoshoots is needed. Every edition essentially requires full photography and videography coverage for the following purposes:

- Production of printed and digital marketing and promotional materials (brochures, postcards, banners, billboards, posters, e-cards, teasers, audio-visual presentations, etc.) for distribution to foreign and local buyers, Philippine Trade Posts and Embassies, as well as local foreign embassies, etc;
- Public relations including publicity and advertisements (press/photo releases, ad copies for local and international broadsheets and magazines both in print and digital formats); and
- Online and social media publicity (website and social media accounts of CITEM and/or Manila FAME).

### SCOPE OF WORK

#### I. For photo and video event coverage service of Manila FAME 2024, these are the following requirements:

##### A. EVENTS PHOTOGRAPHY

Professionally shoot, photo document, and capture the following:

- Façade of the venue, signages, out-of-home (OOH) banners, collaterals, aerials, exhibitions, products, event paraphernalia, buyer's lounge, media area, etc.
- All activities and special events of Manila FAME 2024 (registration, Katha Awards and networking night, talks and seminars, Taglay Pinoy, guests, B2B meeting action shots, seminars, etc.);
- Exhibitor, buyer, visitor, and product interactions;
- Presence of all VIPs, media, celebrities, and guests in attendance during the event; and
- All special settings and products (Design Commune, Artisans Village, Sustainability Solutions Exchange/ Pinyapel, Nostalgia, etc.)

##### B. EVENTS VIDEOGRAPHY

Professionally shoot and capture the following on video:

- Facade of the venue, registration, major programs, and all other side activities and events;
- Presence of all VIPs, government officials, media, and celebrities, among others, in attendance during the event;
- Exhibitors' booths, products, exhibition spaces, talks and seminars, and special settings;
- Interactions between exhibitors, buyers, and visitors;
- Buyer and exhibitor interviews with the Communications and Content Team;
- All program highlights and activities (registration, Katha Awards and networking night, talks and seminars, Taglay Pinoy, guests, B2B meeting action shots, seminars, etc.);
- Timelapse documentation of Ingress to official opening;
- All special settings and products (Design Commune, Artisans Village, Sustainability Solutions Exchange/ Pinyapel, Nostalgia, etc.)

### C. POST-PRODUCTION

- Edit and provide necessary touch-ups on the best event photos per category (to be provided by CITEM); and
- Produce professional and quality one (1) five-minute (5 mins.) event highlight video that should be exported in this format: 16:9, H.265, mp4, 1080p, color-corrected, copyright-free music, Manila FAME branding).

### D. TURNOVER

Provide one (1) 1TB portable hard drive and submit the following during the event:

- Raw photos taken for the social media team after each session or as required by CITEM; and
- One (1) five-minute event highlight video on the last day of the event

Submit two (2) 4TB portable hard drives to CITEM on or before five (5) working days after the event:

- One (1) portable hard drive should include all raw (unedited) photos; and
- One (1) portable hard drive should include all raw videos.

Provide one (1) portable hard drive and submit the following on or before thirty (30) working days after the event:

- All edited photos should be specifically organized in folders sorted by company names.

## II. For the product photography service of HFL and product development, these are the following requirements:

### A. HFL AND PRODUCT DEVELOPMENT PHOTOGRAPHY

Professionally shoot the following with full light equipment set-up:

1. Design Commune

- 1.1. At least thirty (30) vignettes; and
- 1.2. Product photos (individual and/or collection) within the setting.

2. Select Exhibitor Products

- 2.1. At least one hundred (100) products on a white background endorsed by the Creative Goods Team coordinator.

### B. POST-PRODUCTION

1. Edit and provide necessary touch-ups to thirty (30) vignette photos, product photos within the setting, and a total of one hundred (100) product focus images selected by the CITEM project and creative team; and
2. Submit all edited images to CITEM a maximum of ten (10) working days after the product photoshoot via cloud file or portable hard drive.

### C. TURNOVER

1. Provide all raw photos which should be specifically organized in folders sorted by company names in a portable hard drive **after 5 working days**.
2. Submit post-processed photos, which should be specifically organized in folders sorted by company names in a four-terabyte (4TB) portable hard drive to CITEM strictly **on or before fifteen (15) working days after the last day of the event** with the following conditions:
  - All photos taken, together with the four-terabyte (4TB) portable hard drive shall be owned by CITEM.
  - Give CITEM the full rights and ownership to modify and distribute across multiple online and traditional media platforms, including, but not limited to, its website and social media pages.

- Share all raw images with the CITEM project team after the photoshoot (either via a shared cloud folder or via hard drive).

In line with this, CITEM shall set up a 24 sqm on-site booth system for the product photoshoot and assign CITEM officers to provide necessary assistance with a monitoring sheet of endorsed products.

Kindly note that photos and videos taken, together with all portable drives, shall be owned by CITEM.

## REQUIREMENTS

### I. PHOTOGRAPHY EQUIPMENT

- Equipment/Accessories
- Professional digital SLR camera, with at least 24 megapixels, preferably full-frame, CMOS sensor;
- A quick transfer system of images/photos from camera to other devices (Mac OS, Android, PC based);
- Standard equipment/accessories of tripod and external off-camera flash/es; and
- Complete set of proper lighting set up for full-scale product photography shoot.

### II. VIDEOGRAPHY EQUIPMENT

- 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 both portrait and landscape orientations.

### III. PRODUCTION TEAM

#### A. For photo and video event coverage of Manila FAME 2024:

##### 1. Photographers

- At least two (2) exhibitor/venue photographer to shoot and document all special settings, exhibitions, products, banners, signages and other event paraphernalia.
- At least two (2) event photographers, with at least one assistant dedicated to document all activities, special events (registration, talks and seminars, networking night, buyers lounge 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.

##### 2. Videographers

- At least two (2) event videographers, with at least one assistant dedicated to document all special settings, exhibitions, products, banners, signages and other event paraphernalia.
- At least two (2) event videographers, with at least one assistant dedicated to cover registration, talks and seminars, special events, buyers lounge and interactions during the event.
- At least one (1) event videographer with audio equipment dedicated to cover exhibitor and buyer interviews.
- Additional videographers or assistants are at the discretion of the service provider.

##### 3. Production Manager and Assistant

- At least one (1) production manager and one (1) coordinator to manage and coordinate the timeline and logistics of all deliverables pre to post-event.

#### B. For HFL and Product Development product photography:

To ensure consistency, the team responsible for the Design Commune and the product development product photoshoot should be the same:

1. Design Commune

- One (1) photographer, with at least one (1) gaffer/light crew and one (1) assistant, dedicated to professionally shoot all vignettes and individual product development products of special settings every after the show hours within the first and second days of the event.

3. Select Exhibitor Products

- One (1) photographer, with one (1) assistant to shoot one hundred (100) products endorsed by the Creative Goods Team coordinator.

**RESPONSIBILITIES OF THE SERVICE PROVIDER**

During and after the event, the service provider shall:

- 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 on-site 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;
- Shoulder all transportation costs, such as gas and toll, and staff meals; and
- Deliver all the requirements promptly.

**RESPONSIBILITIES OF CITEM**

During and after the event, the CITEM team shall:

- Assist the service provider/contractor in facilitating or acquiring easy access to all products and areas identified for coverage;
- Provide a shot list to be discussed during pre-bidding;
- Exclusively keep the rights/ownership of all images/concepts created or developed because 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.

**APPROVED BUDGET OF THE CONTRACT (ABC) & MANNER OF AWARD**

**PHP 876,000.00 – Eight Hundred Seventy-six Thousand Pesos (Tax-Inclusive)**

**Payment Terms:** Full payment upon successful delivery of all required outputs to CITEM.

**Criteria of Award:** Lowest Calculated and Responsive Bidder

**Mode of Procurement:** Small Value Procurement

<b>TIMELINE OF ACTIVITIES</b>	
Pre-production Meeting	October 10-14, 2024
Event Proper	October 17-19, 2024
Submission of all raw photos	October 21-25, 2022
Submission of properly labelled edited product photos	October 28 to November 04, 2024
Submission of edited event photos	October 28 to December 06, 2024

## EVALUATION SYSTEM

- A. Interested bidders shall undergo a qualitative mode of procurement. The Qualitative Evaluation (QE) will consist of an internal panel of representatives from the CITEM division/department.
- B. For evaluation, the bidder shall provide softcopies of the following documents through an online drive link as proof for the Qualitative Evaluation Matrix on pages 5 to 6 of this document:
1. Professional product photography portfolio containing a minimum of twenty (20) best samples focusing on Home, Furniture, and Lifestyle photos. Additionally, include a professional event photography and videography portfolio containing a minimum of twenty (20) best samples of event coverage photos and ten (10) event coverage videos through online submission.
  2. List of available equipment with specifications that the photographer/s and videographer/s or company possess and intend to use in executing CITEM's requirements.
  3. Photographers/Videographer's company background with a profile of its clients (with contact person/s) within the last five (5) years. Samples of client usage are highly recommended. (E.g. photos and videos used in publications, print material, and digital platforms.)

**Bidders who fail to submit softcopies of their portfolio and other requirements through an online drive link shall not be included in the qualitative evaluation.**

- C. Only bidders who have passed the qualitative mode of procurement with a score of 85% shall proceed in the opening of financial bid

### QUALITATIVE EVALUATION MATRIX

Document Required	Statement of Compliance
<p><b>TECHNICAL EXECUTION</b></p> <p><b>Submit at least twenty (20) best sample photos of product photography, twenty (20) best samples photo event coverage (including but is not limited to event landscape, photojournalism, etc. and at least ten (10) best event videos</b> through online submission (as proof of expertise of the creatives mostly on Home, Furniture, and Lifestyle Photography and Videography)</p> <p>Samples will be evaluated according to:</p> <ol style="list-style-type: none"> <li>1. Photo and Video Event Coverage of Home, Fabric, and Lifestyle Trade Show or Exhibition. <b>0-30 POINTS</b></li> <li>2. Product Photography (Focal Point, Highlights, Shadows, and Exposure) <b>0-10 POINTS</b></li> <li>3. Stylized and Action Shots (Composition, Clarity, Cleanliness, and Details) <b>0-10 POINTS</b></li> <li>4. Videography and Editing (Storyline, Framing, Editing, Grading, and Final Output Quality) <b>0-10 POINTS</b></li> </ol>	<p><b>60 POINTS</b></p>
<p><b>MINIMUM EQUIPMENT REQUIREMENTS</b></p> <p>Submit a list of equipment with specifications that the photography and videography team will use during the location shoot. <b>20 POINTS (all or nothing)</b></p> <p>Bidders must comply with the following minimum requirements:</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-camera flash/es.</li> <li>3. Camera stabilizers and lens sets.</li> </ol>	<p><b>20 POINTS</b></p>

<p><b>CLIENTELE</b></p> <p>Submit a list of clients as proof of expertise in handling photo and video event coverage, and home, fashion, and lifestyle product shoots for local and international audiences. <b>20 POINTS</b></p> <p>The list of clients will be assessed based on the number of clients the company or agency has worked with:</p> <ol style="list-style-type: none"> <li>1. Five to seven (5-7) clients. <b>7 POINTS</b></li> <li>2. Eight to fourteen (8-14) clients. <b>14 POINTS</b></li> <li>3. Fifteen to twenty (15-20) clients. <b>20 POINTS</b></li> </ol>	<p><b>20 POINTS</b></p>
<p><b>TOTAL :</b></p>	<p><b>100 POINTS</b></p>

Bidders with an average of 85 and above points in the Qualitative Evaluation shall qualify for the Financial Bid Opening.

**Prepared by:**



**Rafael Kryss C. Rubio**  
Creative Arts Specialist III  
Visual Design Division, CCSD

**Recommending Approval:**



**Elmer Harold Grande**  
OIC - Division Chief  
Visual Design Division, CCSD



**Norman Bagulbagul**  
Acting Department Manager  
Communications and Creative Services Department



**Marjo F. Evio**  
Acting Department Manager  
Service Business Department

**Approved by:**



**Leah Pulido Ocampo**  
Executive Director, CITEM

