



**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: <b>2023-0208</b>	JO Date: <b>10/13/2023</b>	PAGE <b>1/2</b>
PR No.: <b>2023-0444</b>	PR Date: <b>10/05/2023</b>	

**CONTRACTOR/SUPPLIER: MARITZI YUVIENCO TULLAO**  
**MARKETING CONSULTANCY**  
 ADDRESS: Unit 602 G/F Casino Suites 4508 Casino Street, Palanan Makati City  
 MODE OF PROCUREMENT: **Small Value Procurement**

DELIVERY TERM  
 PAYMENT TERM  
 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
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**HIRING OF PHOTOGRAPHY WITH STYLING SERVICES FOR MAISON & OBJET 2024** **Php499,000.00**

**SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION**

MAISON & OBJET 2024		%	Value in Php
<b>A. PRE-PRODUCTION</b>		25%	Php124,750.00
1. Submit the proposed set designs (with provisions for hanging products) based on the concept provided by CITEM. 2. Book and shoulder cost of venue for the shoot (Venue must be near CITEM office or in nearby cities). 3. Provide own equipment (e.g. camera with at least 24 megapixels full frame CMOS sensor, lens, flash, etc) and shoot venue location with production stylist/stage designer Condition: Attend pre-production meetings and present proposal options on stage styling and design.			
<b>B. PRODUCTION</b>		50%	Php249,500.00
1. Fabricate and install approved set design based on materials presented during pre-production. 2. Execute onsite creative and editorial direction and complete the pictorials for Maison et Objet 2024 campaigns, within agreed timeline with the CITEM creative and project team. Conditions: Shoulder own logistics requirements including transportation to and from the recommended shoot location or studio within Metro Manila Provide for own personal safety requirements and other personal miscellaneous expenses required throughout the duration of the pictorials; Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)			
<b>C. POST-PRODUCTION</b>		25%	Php124,750.00
1. Conduct post-production briefing and final selection of photos with creative and project team; 2. Edit and provide necessary touch-ups (Final Artworks/digital renders) to a total of 180-225 stylized images of 60-75 different products selected by creative team from the editorial. (Averaging : 15 exhibitors x 4 products x 3 angles. FA is based on actual number of available products. The estimate of 4 items per exhibitor is a forecast. If this is not met, cost remains unchanged); 3. Submit all edited images to CITEM in the following formats:			

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 Job Order upon delivery.

Very truly yours,

**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department  
 CONFORME:

BUR No. MMW-23101210  
 DATE 10/17/2023  
 AMOUNT Php499,000.00

Recommended by:  
  
**MARJO F. EVIO**  
 OIC-DM OG 1

Name & Signature of Contractor/Supplier  
 Date Oct. 20, 2023

Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Approved by:  
  
**MA. LOURDES D. MEDIRAN**  
 Deputy Executive Director

# JOB ORDER

CITEM.STR.FR.006



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<b>MAISON &amp; OBJET 2024</b>			
<ul style="list-style-type: none"> <li>- A cloud-based system</li> <li>- 1 TB hard drive</li> <li>- (Printed) Contact sheets</li> </ul> <p>Within a maximum of 10 working days after the pictorial:</p> <p><i>Condition: Grant CITEM the full and perpetual rights and ownership to modify, distribute, and use all images (RAW and EDITED) in all of its campaigns, across multiple online and print platforms, including but not limited to its own website and social media pages.</i></p>		%	Value in Php
<b>GRAND TOTAL</b>			<b>100%    Php499,000.00</b>

### TIMELINE & PAYMENT

The engagement is valid from the release of Job Order to End of November 2023 or upon satisfactory and complete delivery of the total quantity of photo requirements

Activities	Requirement of payment	% of payment
Pre-production, submission, approval of Project Team Production proper (October 23 – 25, 2023)	Submission of RAW images for selection	40% of contract cost
Post-production, editing and submission of final artwork (November 01 – 08, 2023) (November 9 – 15, 2023)	Submission of 180 – 225 edited and stylized images (FA and contact sheet format) Submission of further revisions	60% of contract cost
	Total of 180 – 225 final edited photos	100%

### BUDGET:

The Contracted Price for this requirement is Php499,000.00 inclusive of all applicable taxes to be sourced from OTF 2023 Budget

**TOTAL AMOUNT IN WORDS:** **Four Hundred Ninety Nine Thousand Pesos**    **Php 499,000.00**

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Very truly yours,  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department  
 CONFORME:  
  
 Name & Signature of Contractor/Supplier  
 04.10.2023  
 Date

BUR No. MM-23101210  
 DATE 10/17/2023  
 AMOUNT Php499,000.00  
 Funds Available:  
  
**MALERNA C. BOYAO**  
 Chief, Controllership Division

Recommended by:  
  
**MARJO F. EVIO**  
 OIC-DM, CG 1  
 Approved by:  
  
**MA. LOURDES D. MEDIRAN**  
 Deputy Executive Director