



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: 2020-0146	JO Date: 03/31/2021	PAGE 1/2
PR No.: 2020P-0405	PR Date: 11/19/2020	

CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO	DELIVERY TERM _____
ADDRESS Unit 607 6/F Casino Suites 4508 Casino St., Palanan, Makati City	PAYMENT TERM _____
MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES	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 KEY OPINION LEADERS (KOL) INFLUENCERS FOR THE LIFESTYLE EVENTS FOR FAME+ REQUIRED SERVICES FROM KEY OPINION LEADERS Social media promotion through: Creation of a video that will incorporate locally selected home and lifestyle products Video production shall be based on the pegs provided by the Digital Lifestyle Events Curator. KOLs are given artistic freedom in the execution of the video, subject to the final approval of the Curator and CITEM. KOL shall be responsible to deliver the following: <ul style="list-style-type: none"> Production of lifestyle videos on one of the following topics: <ul style="list-style-type: none"> Festive Charcuterie/Merienda Spread Styling Philippine Coffee Preparation and Appreciation Video length should be between 2-8 minutes covering the lifestyle topic, mention of the products used and where they can be sourced around the Philippines, and mention of FAME+ as the platform for sourcing well crafted home lifestyle products from the Philippines Post-production editing of the created video content subject to approval of the Digital Lifestyle Events Curator and CITEM Set design and props – (provide items such as cookware, appliances, and accessories aside from the products from brands/companies pre-identified by CITEM such as products from The Stoneware Pottery, Tahanan Pottery, Celestial Arts and ELM's Accesoría) Provide the location (may be the KOL's restaurant, bar or kitchen) pre-identified and cleared with the Digital Lifestyle Curator and CITEM Posting of video on KOL's social media (IGTv, Facebook) KOL to propose prime time posting to CITEM. KOL and CITEM will agree on posting schedule. Material should be posted between January 15 – February 15, 2021 on specific dates and time agreed between the KOL and CITEM. 			Php120,000.00

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 Job Order upon delivery.

Very truly yours,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

BUR No. **MFO-20120995**
 DATE **01/29/2021**
 AMOUNT **Php120,000.00**

Recommended by:

MARJO F. EVIO
 Chief TIDS

CONFORME:
MARITZI TULLAO
 Name & Signature of Contractor/Supplier
APRIL 22, 2021
 Date

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group.1



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: 2020-0146	JO Date: 03/31/2021	PAGE 2/2
PR No.: 2020P-0405	PR Date: 11/19/2021	

CONTRACTOR/SUPPLIER MARITZI YUVIENCO TULLAO	DELIVERY TERM _____
ADDRESS Unit 607 6/F Casino Suites 4508 Casino St., Palanan, Makati City	PAYMENT TERM _____
MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES	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
<p>HIRING OF KEY OPINION LEADERS (KOL) INFLUENCERS FOR THE LIFESTYLE EVENTS FOR FAME+</p> <ul style="list-style-type: none"> Mention and promotion of products featured and FAME+ (verbal mentions of products and services in the original video with charges to be added by CITEM for reposting on FAME+ and other social media platforms) Turnover video file for CITEM distribution in FAME+ as well as its own social media platforms as deemed fit <p>PERIOD OF ENGAGEMENT</p> <p>The Key Opinion Leaders shall be contracted by CITEM to come up with lifestyle videos to be aired between January 15 – February 15, 2021.</p> <p>BUDGET AND MODE OF PAYMENT</p> <p>Total Contracted Price for this project is PHP 120,000.00 inclusive of all taxes to be charged to CITEM budget for Manila FAME October 2020.</p> <p>Payment shall be made in the following schedule:</p> <p>50% upon submission of video outline and selection of products from exhibitors 50% upon full delivery and turnover of the final version of the lifestyle video</p> <p>DEDUCTIONS AND PENALTIES</p> <p>40% deduction from the total contract price will be implemented should the video output be below the standard of the Digital Lifestyle Events Curator and CITEM or should the video be delivered beyond the agreed dates of posting.</p> <p>Adjusted Period of Engagement : May 16 – June 15, 2021. (Please see attached)</p>			

TOTAL AMOUNT IN WORDS:	One Hundred Twenty Thousand Pesos	Php 120,000.00
------------------------	--	-----------------------

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,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:
Maritzi Tullao
 Name & Signature of Contractor/Supplier
APRIL 22, 2021
 Date

BUR No. **MFO-20120995**
 DATE **01/29/2021**
 AMOUNT **Php120,000.00**

Recommended by:

MARJO F. EVIO
 Chief TIDS

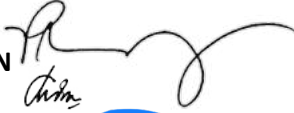
Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

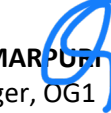
Approved by:

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group-1


MEMORANDUM

For : **PAULINA SUACO-JUAN** 
Executive Director

LC210097 

Thru : **ATTY. ANNA GRACE I. MARPUPI** 
OIC-Department Manager, OG1

From : **MARJO F. EVIO** 
Division Chief, SET-OG1

ANTONIO G. AGULTO 
STIDS, SET-OG1

Date : 28 April 2021

Subject : **Key opinion Leader extension
of Contract until June 30, 2021**

We would like to request for the **extension of contract** under J.O. No. 2020-0146 of MS MARITZI “CHICHI” YUVIENCO TULLAO as Key Opinion Leader for FAME+ until June 30, 2021 without additional cost. This is to give time for the production of her IGTV Lifestyle video “**Festive Merienda Cena Styling**” which was meant to be aired between January 15 - February 15 2021.

Ms Tullao’s hiring was processed in February and was awarded on 24 March 2021. The adjusted schedule of her video production and social media posting is from May 16 – June 15, 2021.

This memo shall be supplemental to the issued J.O. No. 2020-0146.

For your approval, please.

Thank you.