

BIDS AND AWARDS COMMITTEE

**NOTICE OF NEGOTIATED PROCUREMENT FOR
ADVERTISING CONSULTANCY SERVICES TO PICC**

The Philippine International Convention Center (PICC) announces that the PICC Bids and Awards Committee (BAC) will conduct a Negotiated Procurement with ASPAC Dentsu Aegis Network (“ADAN”), Club Media Advertising, Inc. (“CMAI”), Philippine Integrated Advertising Agency (“PIAA”) and Creativerow Advertising, Inc. (“CAI”) for **ADVERTISING CONSULTANCY SERVICES TO PICC**. The total Approved Budget for Contract (ABC) is **FOUR MILLION FIVE HUNDRED THOUSAND PESOS (₱4,500,000.00), VAT Inclusive**. Offers in excess of the ABC shall be automatically be rejected.

The aforesaid procurement will be undertaken in accordance with section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised Implementing Rule and Regulations (RIRR) of Republic Act. No. 9184, otherwise known as “The Government Procurement Reform Act”.

A complete set of documents may be obtained by the abovementioned prospective Consultants from **October 7, 2018 to 10:00 a.m. of November 5, 2018**, upon payment in cash of a non-refundable fee of **FIVE THOUSAND PESOS (₱5,000.00)**.

The PICC-BAC will hold a Clarificatory Meeting on **October 15, 2018 at 2:00 p.m.** at the PICC-BAC Conference Room, Ground Floor, Delegation Building. Eligibility documents as well as Technical and Financial Proposals shall be submitted on or before **10:00 a.m. of November 5, 2018**. Opening of the eligibility documents, technical proposals, financial proposals and the oral presentation of the proposed communications plan, shall be conducted at **10:00 a.m. of November 5, 2018** at the PICC-BAC Conference Room, Ground Floor, Delegation Building.

The PICC-BAC shall evaluate the offers using the Quality-Cost Based Evaluation procedure. The Technical Proposal shall be given a weight of sixty percent (60%), while the Financial Proposal shall be given forty percent (40%). The criteria and rating system for the evaluation of offers shall be prescribed in the documents to be provided.

The PICC reserves the right to reject any and all offers or not award the contract at any time prior to contract award, in accordance with Section 41 of RA 9184 and the RIRR, without thereby incurring any liability to the affected offerors.



MELPIN A. GONZAGA
Chairman

**BIDS AND AWARDS COMMITTEE
NEGOTIATED PROCUREMENT**

October 3, 2018

CREATIVEROW ADVERTISING INC.

Strata 100, Emerald Ave.
Ortigas Center, Pasig City

Sirs/Mesdames:

In connection with the procurement, by way of Alternative Method of Procurement through Negotiated Procurement, for **Advertising Consultancy Services to PICC**, we request you to submit an offer for the said requirement.

The total Approved Budget for Contract (ABC) for the abovementioned procurement is **FOUR MILLION FIVE HUNDRED THOUSAND PESOS (₱ 4,500,000.00), VAT inclusive**. The documents and the Terms of Reference may be acquired by interested Consultants upon payment, in cash, of a non-refundable fee in the amount of Five Thousand Pesos (₱5,000.00). Offers received in excess of the ABC shall automatically be rejected.

Please submit your offer to the BAC Secretariat on or before **10:00 a.m. of November 5, 2018** at the BAC Secretariat Office, Ground Floor, Delegation Building, PICC, together with the required documents enumerated below in sealed envelopes. Each document shall have (1) original copy and two (2) duplicate copies.

A. Eligibility Documents (Envelope 1):

1. Certified photocopy of current PhilGEPS Registration – Platinum Membership. If any document mentioned in Annex A is not current, the new document shall be submitted.
2. Single Largest Completed Contract similar to the contract for procurement, whose value is at least equal to the ABC, within the last five (5) years. Attach a certified photocopy of its contract and certificate of completion issued by its client.
3. Omnibus Sworn Statement, with attached notarized Secretary's Certificate.
4. Bid Security in the form of a Notarized Bid Securing Declaration or in any of the following forms:
 - a. Cash or Cashier's / Manager's Check issued by a Universal or Commercial Bank, in an amount equivalent to 2% of the ABC; or
 - b. Bank Draft/Guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank in the amount equivalent to 2% of the ABC; or

- c. Surety Bond in an amount equivalent to 5% of the ABC, callable upon demand and issued by a Surety or Insurance company duly certified by the Insurance Commission as authorized to issue such security.

B. Technical Proposal (Envelope 2):

1. TPF 1 – Technical Proposal Submission Form
2. TPF 4 – Methodology and Work Plan for Performing the Project
3. TPF 5 – Team Composition and Task
4. TPF 6 – Curriculum Vitae for Proposed Professional Staff
5. TPF 8 – Activity (Work) Schedule
6. Proposed Communications Plan (soft and hard copies)
7. Terms of Reference, fully accomplished.

C. Financial Proposal (Envelope 3)

1. FPF 1 – Financial Proposal Submission Form
2. FPF 3 – Breakdown of Price per Activity

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- 1st Presenter – 11:00 a.m. – 12:00 nn
- 2nd Presenter – 2:00 p.m. – 3:00 p.m.
- 3rd Presenter – 3:15 p.m. – 4:15 p.m.
- 4th Presenter – 4:30 p.m. – 5:30 p.m.

Very truly yours,


MELPIN A. GONZAGA
Chairman



**BIDS AND AWARDS COMMITTEE
NEGOTIATED PROCUREMENT**

October 3, 2018

PHILIPPINE INTEGRATED ADVERTISING AGENCY

3RD Floor Y-Tower II
111 L.P. Leviste Street, Makati City

Sirs/Mesdames:

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Very truly yours,


MELPIN A. GONZAGA
Chairman



**BIDS AND AWARDS COMMITTEE
NEGOTIATED PROCUREMENT**

October 3, 2018

CLUB MEDIA ASIA, INC.

14th Floor, 88 Corporate Center
141 Sedeño cor. Valero Sts., Salcedo Village
Makati City

Sirs/Mesdames:

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Very truly yours,


MELPIN A. GONZAGA
Chairman



**BIDS AND AWARDS COMMITTEE
NEGOTIATED PROCUREMENT**

October 3, 2018

ASPAC DENTSU AEGIS NETWORK

Warehouse 16 La Fuerza Compound
2241 Chino Roces Avenue, Makati City

Sirs/Mesdames:

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Chairman

SINGLE LARGEST COMPLETED CONTRACT
WHICH IS SIMILAR TO THE CONTRACT TO BE BID

Business Name:

Business Address:

Name of Contract	a. Owner' Name b. Address c. Telephone Nos.	Nature of Item/Service	a. Amount of Award b. Amount at Completion c. Duration	a. Date Awarded b. Contract Effectivity c. Date Completed

Note: This statement shall be supported with:

1. Contract
2. Certificate of Completion and Acceptance or Official Receipt/s or Sales Invoice issued for the contract

Note: The Single Largest Completed Contract shall be completed within the last five (5) years from the date of submission and receipt of bids, that is similar to the contract to be bid, the amount of which shall be at least fifty percent (50%) of the ABC.

Submitted by:

(Printed Name & Signature)

Designation:

Date:

OMNIBUS SWORN STATEMENT

REPUBLIC OF THE PHILIPPINES)
CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, *[Name of Affiant]*, of legal age, *[Civil Status]*, *[Nationality]*, and residing at *[Address of Affiant]*, after having been duly sworn in accordance with law, do hereby depose and state that:

1. **Select one, delete the other:**

If a sole proprietorship: I am the sole proprietor or authorized representative of *[Name of Consultant]* with office address at *[address of Consultant]*;

If a partnership, corporation, cooperative, or joint venture: I am the duly authorized and designated representative of *[Name of Consultant]* with office address at *[address of Consultant]*;

2. **Select one, delete the other:**

If a sole proprietorship: As the owner and sole proprietor or authorized representative of *[Name of Consultant]*, I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for *[Name of the Project]* of the *[Name of the Procuring Entity]* *[insert "as shown in the attached duly notarized Special Power of Attorney" for authorized representative]*;

If a partnership, corporation, cooperative, or joint venture: I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for *[Name of the Project]* of the *[Name of the Procuring Entity]*, accompanied by the duly notarized Special Power of Attorney, Board/Partnership Resolution, or Secretary's Certificate, whichever is applicable;

3. *[Name of Consultant]* is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board;

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. *[Name of Consultant]* is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

6. **Select one, delete the rest:**

If a sole proprietorship: The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

If a partnership or cooperative: None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

If a corporation or joint venture: None of the officers, directors, and controlling stockholders of *[Name of Consultant]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. *[Name of Consultant]* complies with existing labor laws and standards; and

8. *[Name of Consultant]* is aware of and has undertaken the following responsibilities as a Bidder:

a) Carefully examine all of the Bidding Documents;

b) Acknowledge all conditions, local or otherwise, affecting the implementation of the Contract;

c) Made an estimate of the facilities available and needed for the contract to be bid, if any; and

d) Inquire or secure Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.

9. *[Name of Consultant]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of ___, 20__ at _____, Philippines.

[Bidder's Representative/Authorized Signatory]

SUBSCRIBED AND SWORN to before me this ___ day of *[month]* *[year]* at *[place of execution]*, Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her *[insert type of government identification card used]*, with his/her photograph and signature appearing thereon, with no. _____.

Witness my hand and seal this ___ day of *[month]* *[year]*.

NAME OF NOTARY PUBLIC

Serial No. of Commission _____
Notary Public for _____ **until** _____
Roll of Attorneys No. _____
PTR No. __, *[date issued]*, *[place issued]*
IBP No. __, *[date issued]*, *[place issued]*
Doc. No. ____
Page No. ____
Book No. ____
Series of _____.

Bid-Securing Declaration

(REPUBLIC OF THE PHILIPPINES)

CITY OF _____) S.S.

x-----x

Invitation to Bid [*Insert reference number*]

To: [*Insert name and address of the Procuring Entity*]

I/We, the undersigned, declare that:

1. I/We understand that, according to your conditions, bids must be supported by a Bid Security, which may be in the form of a Bid-Securing Declaration.
2. I/We accept that: (a) I/we will be automatically disqualified from bidding for any contract with any procuring entity for a period of two (2) years upon receipt of your Blacklisting Order; and, (b) I/we will pay the applicable fine provided under Section 6 of the Guidelines on the Use of Bid Securing Declaration, within fifteen (15) days from receipt of written demand by the procuring entity for the commission of acts resulting to the enforcement of the bid securing declaration under Sections 23.1(b), 34.2, 40.1 and 69.1, except 69.1 (f), of the IRR of RA 9184; without prejudice to other legal action the government may undertake.
3. I/We understand that this Bid-Securing Declaration shall cease to be valid on the following circumstances:
 - a. Upon expiration of the bid validity period, or any extension thereof pursuant to your request;
 - b. I am/we are declared ineligible or post-disqualified upon receipt of your notice to such effect, and (i) I/we failed to timely file a request for reconsideration or (ii) I/we filed a waiver to avail of said right;
 - c. I am/we are declared as the bidder with the Highest Rated Responsive Bid, and I/we have furnished the performance security and signed the Contract.

IN WITNESS WHEREOF, I/We have hereunto set my/our hand/s this ____ day of [month] [year] at [place of execution].

[Insert NAME OF BIDDER'S AUTHORIZED REPRESENTATIVE]
[Insert signatory's legal capacity]

Affiant

SUBSCRIBED AND SWORN to before me this __ day of [month] [year] at [place of execution], Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her [insert type of government identification card used], with his/her photograph and signature appearing thereon, with no. _____.

Witness my hand and seal this ____ day of [month] [year].

NAME OF NOTARY PUBLIC

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Series of _____.

TPF 1. TECHNICAL PROPOSAL SUBMISSION FORM

[Date]

[Name and address of the Procuring Entity]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for *[Title of Project]* in accordance with your Terms of Reference and the bidding documents. We are hereby submitting our Bid, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

we confirm that the information contained in the eligibility documents submitted earlier together with the Expression of Interest remain correct as of the date of bid submission.

If negotiations are held during the period of bid validity, *i.e.*, before *[insert date]*, we undertake to negotiate on the basis of the proposed staff and other documents. Our Bid is binding upon us and subject to the modifications resulting from contract negotiations.

We acknowledge and accept the Procuring Entity's right to inspect and audit all records relating to our Bid irrespective of whether we enter into a contract with the Procuring Entity as a result of this Bid or not.

We understand you are not bound to accept any Bid received for the selection of a consultant for the Project.

We acknowledge that failure to sign this Technical Proposal Submission Form and the abovementioned Financial Proposal Submission Form shall be a ground for the rejection of our Bid.

We remain,

Yours sincerely,

Authorized Signature:
Name and Title of Signatory:
Name of Firm:
Address:

**TPF 4. DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR
PERFORMING THE PROJECT**

TPF 5. TEAM COMPOSITION AND TASK

1. Technical/Managerial Staff		
Name	Position	Task

2. Support Staff		
Name	Position	Task

3 Where applicable, indicate relationships among the Consultant and any partner and/or subconsultant, the Procuring Entity, the Funding Source and other parties or stakeholders.

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TPF 6. FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Date of Birth: _____

Years with Firm/Entity: _____ Nationality: _____

Membership in Professional Societies: _____

Detailed Tasks Assigned: _____

Key Qualifications:

[Give an outline of staff member's experience and training most pertinent to tasks on project. Describe degree of responsibility held by staff member on relevant previous projects and give dates and locations. Use about half a page.]

Education:

[Summarize college/university and other specialized education of staff members, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of projects. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.]

Languages:

[For each language, indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.]

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

Commitment:

I also commit to work for the Project in accordance with the time schedule as indicated in the contract once the firm is awarded the Project.

_____ Date: _____
[Signature of staff member and authorized representative of the firm] Day/Month/Year

Full name of staff member: _____
Full name of authorized representative: _____

SUBSCRIBED AND SWORN to before me this __ day of [month] [year] at [place of execution], Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her [insert type of government identification card used], with his/her photograph and signature appearing thereon, with no. _____.

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TPF 8. ACTIVITY (WORK) SCHEDULE

	<i>[1st, 2nd, etc. are months from the start of project.]</i>														
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th
Activity (Work)															



PROCUREMENT FOR THE ADVERTISING CONSULTANCY SERVICES TO PICC

TERMS OF REFERENCE

DESCRIPTION	COMPLIANCE
<p>The PICC is to contract the services of an Advertising Agency/Public Relations Agency/Media Outfit to develop and recommend an integrated Marketing Communications Plan for PICC.</p> <p>Planning consists of researching the market, and choosing the most effective way to reach the market.</p> <p>The Agency then executes the Marketing Communications Plan, contracts for time and space with selected media, and negotiates with third party suppliers. The ultimate objective of the Agency is to help PICC in creating awareness to targeted market and potential clients and thereby contribute to the attainment of sales objectives, market share and long-term profitability.</p> <p>I. SCOPE OF SERVICES</p> <p>1. The Consultant shall develop and submit an integrated Marketing Communications Plan for PICC. Said Plan shall include but not limited to print media, digital media or on-line advertising, promotional and collateral support and other media platforms which the agency feels are necessary and effective for PICC.</p> <p>Specifically, the Plan shall:</p> <ol style="list-style-type: none"> a. Clearly define the strategies that will provide an overview or broad direction for the communications campaign that if implemented, will achieve PICC's marketing objectives; b. Describe the Methodology (describe the creative and the specific media tactics that is suitable and will achieve the objectives given the limitation of the chosen media channels. c. Present the Work Plan (includes the timetable and calendar of activities in the implementation of the Plan specific to the Center's target markets) 	

SPECIFICATIONS	COMPLIANCE
<p>d. Include a detailed budget setting out all the costs for the campaign</p> <p>e. Establish metrics for per PICC target market that will evaluate the ad campaign that can provide return on investment. It must be designed to meet measurable objectives so the Plan should indicate how the Agency will measure the campaign.</p> <p>2. PICC shall provide a brief that will serve as guide to the consultants.</p> <p>II. DELIVERABLES:</p> <p>1. MARKETING COMMUNICATIONS PLAN INCLUSIONS:</p> <p>The Consultant shall prepare and submit an integrated Marketing Communications Plan for PICC. The said plan should include but is not limited to the following, as Consultants may add other items/activities which they feel are necessary & effective for PICC:</p> <p>2.1 PUBLIC RELATIONS PLAN</p> <p>A 15-month public relations plan to be implemented upon the commencement of the contract, which includes</p> <ul style="list-style-type: none"> • Development of PR campaign and different features/stories every month. • At least twelve (12) guaranteed published/online press release/feature for the duration of the contract • At least two (2) guaranteed TV features for the duration of the contract • Invitation and coordination with media, bloggers and influencers for interviews, photo shoots and events • Invitation of at least four (4) social media influencers to feature PICC on their social media accounts and blogs • Production of press kits • Tokens/honorarium for media • Monitoring of pick-ups • Quantification of reach and estimated cost • Implementation of photo contest <p>Photos to be used for image library and social media, and may be used for an exhibit and future desk calendars. Concept/theme, categories and mechanics to be developed by agency and PICC. Mounting of exhibit and prizes c/o agency</p>	

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<p>2.2 DIGITAL MARKETING PLAN</p> <p>A 15-month digital marketing plan to be implemented upon the commencement of the contract, which includes</p> <ul style="list-style-type: none"> • Management of PICC’s Social Media Properties (Facebook, Instagram, Twitter and YouTube channel) to gain quality followers, increase engagement and generate sales leads and inquiries. • Development of content for regular posting (e.g. copy, images and videos) • Co-manage the PICC website through the development of content/blog posts • Implementation of promotions or online contests • Preparation of reports • SEO / Online Advertising Agency to recommend and implement appropriate SEO strategies and digital advertising tools to boost PICC’s online presence for twelve (12) months. • E-newsletter Development of quarterly e-newsletter for dissemination to PICC clients (existing and potential clients), including distribution platform (e.g. MailChimp) of newsletter to PICC database. <p>2. RADIO ADVERTISEMENTS</p> <ul style="list-style-type: none"> • Development, production and scheduling of 30-second radio spot on agency’s recommended station suited to budget and market preference. • Negotiation with recommended radio station for advertising package. <p>3. PRINTED MATERIALS</p> <p>3.1 Christmas Cards (Design and Printing)</p> <ul style="list-style-type: none"> • Type : Two-fold, with envelope • Orientation : Portrait or Landscape • Paper Type : Glossy • Size : 8.5 x 5.5 inches (LxW) • Card Message Printing: Message (Black)/Company Logo (Colored) • Quantity : 500 pcs. for December 2019 500 pcs. for December 2020 *designs will be different for each year 	

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<p>3.2 Desk Calendars (Design and Printing)</p> <ul style="list-style-type: none"> • Stock standee : imitlin blue mounted on chipboard (inner and outer board with imitlin blue) • Inside pages : c2s 220 • Standee : 6.5 x 8.5 (folded) • Inside pages : 6 x 8 (landscape) • Inside pages : full color x full color • Number of pages : 14 sheets / 28pages • Binding : James burn • Others standee : with scoring • Process : offset printing • Quantity : 700 pieces for December 2020 : 700 pieces for December 2021 *designs will be different for each year • With matte lamination • White envelope as packaging (envelope with PICC logo in full color, address and website) • Layout, photography and copywriting (PICC to provide pictures if on file) • With spot UV on PICC logo and tagline <p>3.3 Photobooks (reprinting)</p> <ul style="list-style-type: none"> • Number of pages including cover: 32 • Size: Cover-27.91 x 12.80 in (spread) Inside – 24.00 x 10.00 in (spread) • Stock: Cover – C2S 100 gsm; Pasteboard No. 30 Inside – C2s 300 gsm Slipcase – Sintra 1.5 mm; Imitlin Blue; with foil stamping of logo • Process: 4C (full color printing) With matte lamination • Quantity: 50 pieces <p>3.4 Boards for Exhibit Panels (design and printing)</p> <ul style="list-style-type: none"> • Quantity: 36 pieces, 2 ft x 2 ft each • Color: Full Color, back to back • Sticker on sintra 	

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<p>3.5 Corporate Brochure (reprinting)</p> <ul style="list-style-type: none"> • Page Size : 8.3" x 11.7" • Spread Size : 24.9" x 11.7" • Paper Type : C2S 220 with spot UV lamination • Color : Full Color, both sides • Number of Folds: Two (2) • Quantity : 1,000 pcs. <p>3.6 Sales Kit Folder (reprinting)</p> <ul style="list-style-type: none"> • Page Size : 8.3" x 13.25" • Spread Size: 16.6" x13.25" • Paper Type : C2S 220 with spot UV lamination • Lamination : Plastic (one side only) • Color : Full Color (one side only) • Number of Folds: One (1); 6mm • Other Info : with pocket on inside panels, slots for business card • Quantity : 1,000 pcs. <p>3.7 Wedding Brochure (reprinting)</p> <ul style="list-style-type: none"> • Page Size : 8.3" x 5.85" • Paper Type: C2S 100 • Color : Full Color, back to back • Quantity : 1,000 pcs. <p>3.8 Debut Brochure (reprinting)</p> <ul style="list-style-type: none"> • Page Size: 8.3" x 5.85" • Paper Type: C2S 100 • Color: Full Color, back to back • Quantity: 1,000 pcs. <p>3.9 Outdoor billboard material (design and printing)</p> <ul style="list-style-type: none"> • Size: 229.44 inches (w) x 103.92 inches (h) • Quantity: 3 pieces • Material: 20 oz Tarpaulin <p>3.10 Meeting Room Package Brochure (design and printing)</p> <ul style="list-style-type: none"> • Page Size: 8.3" x 5.85" • Paper Type: C2S 100 • Color: Full Color, back to back • Quantity: 1,000 pcs. 	

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<p data-bbox="342 279 932 310">4.0 Name Study and Logo Development</p> <p data-bbox="402 327 1057 453">Agency to recommend name studies and develop the logo for the Bangko Sentral ng Pilipinas Davao Convention Center in accordance to the guidelines to be provided by PICC.</p> <p data-bbox="248 470 488 501">III. TIMETABLE</p> <p data-bbox="318 518 1057 709">Based on the PICC targeted schedules for press releases and various advertisements/ announcements, Contractor shall submit, together with its proposal, Timetable for such release & kind of media to be utilized, i.e., newspapers, magazines, radio, television, internet advertising, etc.</p> <p data-bbox="248 726 553 758">IV. PRESENTATION</p> <p data-bbox="318 795 1057 953">An oral presentation, not more than an hour (1 hour) shall be made by each qualified bidder before the Bids and Awards Committee and the Technical Working Group (TWG) at a designated venue in PICC on a specified date.</p> <p data-bbox="318 991 1057 1087">The oral presentation must be aided by visuals (in any form, i.e. Posters, Video, Power Point, Story Boards, etc.).</p> <p data-bbox="248 1104 561 1136">V. REMUNERATION</p> <p data-bbox="318 1152 1057 1278">Payments shall be made by PICC upon presentation of the corresponding statement of account in quadruplicate by the Consultant. Terms of payment are as follows:</p> <p data-bbox="318 1295 1057 1566">a) 20% every three months, to the amount of goods and services delivered and/or a progress billing, whichever comes first.</p> <ul data-bbox="363 1409 1049 1566" style="list-style-type: none"> • Letter request for payment from the Consultant • Proof of publication, certificate of air-time allotted for PICC campaign mileage (if any), ad material, proof of on-line advertising, etc • Certification from the end-user <p data-bbox="318 1598 1024 1661">b) 5% Retention fee (to be deducted every progress payment)</p> <p data-bbox="363 1692 1057 1850">"Retention Money" is an amount equivalent to five percent (5%) of every progress payment. The said amount shall only be released after the lapse of the warranty period, which is three (3) months from the date of acceptance of the project.</p>	

SPECIFICATIONS	COMPLIANCE
<p>VI. No conflict of interest</p> <p>The Agency must disclose any potential conflict of interest, including agency staff's business ties and the agency's client base.</p> <p>VII. Evaluation of Offers</p> <p>The evaluation procedure of offers shall be Quality-Cost Based. The Financial Proposal shall have a weight of forty percent (40%), while the Technical Proposal shall have sixty percent (60%).</p> <p>a. Technical Proposal score, St: (T=60%)</p> <p>The Technical Proposal shall be evaluated using the criteria as follows:</p> <p style="padding-left: 40px;">20% - Quality of the personnel to be assigned to the project, which covers the suitability of key staff to perform the duties and general qualifications and competence and training of the key staff.</p> <p style="padding-left: 40px;">80% - Plan of approach and methodology, with emphasis on the clarity, feasibility, innovativeness and comprehensiveness of the plan approach, and quality of interpretation of project problems, risks and suggested solutions</p> <p>b. Financial Proposal score, Sf: (F=40%)</p> <p>The Lowest Financial Proposal (F1) shall be given a Financial Score (Sf) of 100 points. The Sf of other Financial Proposals shall be computed based on the formula indicated below:</p> $Sf = 100 \times F1/F$ <p>Where:</p> <p>Sf is the financial score of the Financial Proposal under consideration</p> <p>F1 is the lowest Financial Proposal, and</p> <p>F is the Financial Proposal under consideration</p> <p>c. Combined St and Sf:</p> <p>Using the formula $S = St \times T\% = Sf (F\%)$, the bids shall then be ranked according to the combined St and Sf.</p>	
<p style="text-align: center;">Statement of Compliance</p> <p>Bidders must state here either "Comply" or "Not Comply" against each of the individual parameters of each Specification stating the corresponding performance parameter of the equipment offered.</p>	

(Signature over Printed Name)

FPF 1. FINANCIAL PROPOSAL SUBMISSION FORM

[Date]

[Name and address of the Procuring Entity]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for *[Title of Project]* in accordance with your Terms of Reference and other Bidding Documents. Our Financial Proposal is for the sum of *[amount in words and figures]* inclusive of the local taxes.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the bid validity period, which is one hundred twenty (120) calendar days from date of bidding.

We acknowledge and accept the Procuring Entity's right to inspect and audit all records relating to our Bid irrespective of whether we enter into a contract with the Procuring Entity as a result of this Bid.

We confirm that we have read, understood and accept the contents of the Terms of Reference (TOR), other bidding documents and the provisions relating to the eligibility of Consultant and the applicable guidelines for the procurement rules, and all Bid bulletins issued and other attachments and inclusions included in the Documents sent to us.

We understand you are not bound to accept any offer you receive.

We remain,

Yours sincerely,
Authorized Signature:
Name and Title of Signatory:
Name of Firm:
Address:

FPF 3. BREAKDOWN OF PRICE PER ACTIVITY

Activity/Work	Amount
1.	