

BIDS AND AWARDS COMMITTEE

SECTION I - REQUEST FOR EXPRESSION OF INTEREST

PROCUREMENT OF THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT

1. The *Philippine International Convention Center (PICC)*, through the *Approved Budget for CY 2023*, intends to apply the sum of **TWO MILLION FORTY THOUSAND PESOS (Php2,040,000.00)**, **VAT Inclusive**, being the Approved Budget for the Contract (ABC) to payments under the contract for the **Procurement of Consultancy Services of an Advertising Agency/Public Relations Agency/Media Outfit (APP No. 2023-MC-41)**.
2. The *PICC* now calls for the submission of eligibility documents for the purpose of short-listing for the abovementioned requirement. Eligibility documents of interested bidders must be duly received by the BAC Secretariat on or before 9:30 a.m. of August 3, 2023. Opening of Eligibility Documents shall be on August 3, 2023 at 10:00 a.m. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from the BAC Secretariat and inspect the Bidding Documents at the address given below during office hours.
4. The *PICC-BAC* shall draw up the short list of bidders from those who have submitted the Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The short list shall consist of five (5) prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:

Criteria	Rating
1. Applicable experience and capability of the consultant based on its record in previous engagements and quality of its performance; this will also include feedback from its past and present clients on overall work commitments specifically after sales assistance or level of attention given to projects.	50%
2. Must have at least two (2) past and present <i>advertising/media/public relations</i> contracts within the last <i>four (4) years</i> similar in nature and complexity to the contract to be bid. One (1) or two (2) completed contracts should have an aggregate amount equivalent to at least 50% of the ABC.	50%

The minimum average rating to be considered for short-listing is 85%

5. The determination of bidders who are eligible for short listing will be conducted through open competitive bidding procedure using the non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184. Eligible bidders shall be limited to Filipino citizens/sole proprietorship, cooperatives and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
6. A two-stage bidding procedure as specified in the RIRR of R.A. 9184 would be employed for this particular requirement. Bids will be evaluated using the Quality-Cost Based Evaluation/Selection (QCBE/QCBS). The contract will be awarded to the Highest Rated and Responsive Bidder (HRRB) which was determined as such during post-qualification. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
7. The contract shall be completed within six (6) months.
8. Interested consultants may obtain further information from BAC Secretariat during office hours.
9. The *PICC* reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Sections 35.6 and 41 of the 2016 revised IRR of RA No. 9184, without thereby incurring any liability to the affected bidder or bidders.
10. For further information, please refer to:

*BIDS AND AWARDS COMMITTEE (BAC)
PHILIPPINE INTERNATIONAL CONVENTION CENTER
PICC Complex, Pasay City 1307
87894759 and 87894760
Telefax No. 87894761
Email: procurement@picc.gov.ph*

11. Interested bidders may visit the following websites:

For downloading of Bidding Documents: www.picc.gov.ph


MELPIN A. GONZAGA
Chairman

Checklist of Eligibility Documents for the Procurement of the Consultancy Services of an Advertising Agency/Public Relations Agency/Media Outfit

A.1 ELIGIBILITY DOCUMENTS:

CLASS "A" DOCUMENTS:

1. LEGAL DOCUMENTS

(a) Certified Photocopy of the Valid PhilGEPS Registration Certificate (Platinum Membership) (all pages); if any of the documents mentioned in Annex "A" is not current, the new document should be submitted;

Or in case of expired PhilGEPS Registration Certificate (Platinum Membership);

(b) Registration certificate from Securities and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or Cooperative Development Authority (CDA) for cooperatives or its equivalent document,

and

(c) Mayor's or Business permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zones or Areas;

and

(d) Tax clearance per E.O. No. 398, s. 2005, as finally reviewed and approved by the Bureau of Internal Revenue (BIR).

Provided, that the current PhilGEPS Registration Certificate (Platinum Membership) shall be part of the post-qualification documents to be submitted by the Lowest Calculated Bidder

2. TECHNICAL DOCUMENTS

1. List of all ongoing government and private contracts, including contracts awarded but not yet started (see attached SF-GOOD-13a), which are similar or not similar in nature and complexity with the contract to be bid.

2. List of completed government and private advertising/media/public relations contracts within the last four (4) years, one (1) or two (2) of which have a value equivalent to at least fifty percent (50%) of the Approved Budget for Contract (ABC). The statement on the similar contract shall include, for each contract, the following:

(2.1) the name and location of the contract;

(2.2) date of award of the contract;

(2.3) type and brief description of consulting services;

(2.4) consultant's role (whether main consultant, sub-Consultant, or partner in a JV)

(2.5) amount of contract;

(2.6) contract duration; and

(2.7) Certificate of Satisfactory Completion issued by the client or a copy of the Official Receipt/Sales Invoice.

3. Statement of the Consultant specifying its nationality and the curriculum vitae of personnel who will actually perform the service;
4. Organizational Chart;

II. FINANCIAL DOCUMENT

- a. Audited Financial Statements, showing, among others, the total and current assets and liabilities, stamped “received” by the BIR or its duly accredited and authorized institutions, for the immediately preceding calendar year.

Section III. Eligibility Data Sheet

1.2	PROCUREMENT OF THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY / PUBLIC RELATIONS AGENCY / MEDIA OUTFIT
1.3	<p>Eligible Consultants must be:</p> <ul style="list-style-type: none"> a) Dully licensed Filipino citizens/sole proprietorship; b) Partnership duly organized under the laws of the Philippines and of which at least 60% of the interest belongs to citizens of the Philippines; c) Corporation duly organized under the laws of the Philippines and of which at least 60% of the outstanding capital stock belongs to citizens of the Philippines; d) Cooperatives duly organized under the laws of the Philippines; or e) Must be engaged in the business of Advertising / Consultancy / Media for the past three (3) years f) Persons/entities forming themselves into a joint venture, i.e., a group of two (2) or more persons/entities that intend to be jointly and severally responsible or liable for a particular contract: Provided, however, That Filipino ownership or interest thereof shall be at least sixty percent (60%). For this purpose, Filipino ownership or interest shall be based on the contributions of each of the members of the joint venture as specified in their JVA.
(iii)	Prospective bidders shall state all its ongoing and completed government and private contracts, including those contracts awarded but not yet started, entered into within three (3) years prior to the deadline for the submission of Eligibility Documents. Submit Certificate of satisfactory completion and acceptance of completed contracts.
4.2	Each prospective bidder shall submit one (1) original and one (1) duplicate <i>copy</i> of its Eligibility Documents.
	The deadline for submission of Eligibility Documents is August 3, 2023 before 9:30 a.m.
8.1	The BAC will open the envelopes containing the Eligibility Documents in the presence of the prospective bidders' representatives who choose to attend, on July 31, 2023 at Meeting Room 10, 3 rd floor, Delegation Building at 10:00 a.m.

8.5	The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of eligibility documents, using non-discretionary "pass/fail" criteria, and shall be determined as either "eligible" or ineligible".	
9.1	The BAC shall only consider for short listing those prospective bidders whose submitted contracts, as stated in the eligibility documents, are similar in nature and complexity to the contract to be bid.	
	<p style="text-align: center;">Criteria</p> <p>a) Applicable experience and capability of the consultant based on its record in previous engagements and quality of its performance; this will also include feedback from its past and present clients on overall work commitments specifically after sales assistance or level of attention given to projects.</p> <p>b) Must have at least two (2) past and two (2) present contracts within the last three (3) years similar in nature and complexity to the contract to be bid. One (1) or two (2) completed contracts should have an aggregate amount equivalent to at least 50% of the ABC.</p> <p style="text-align: center;">TOTAL</p> <p style="text-align: center;">The cut-off rating=85%</p>	<p style="text-align: center;">Rating</p> <p style="text-align: center;">50%</p> <p style="text-align: center;">50%</p> <p style="text-align: center;">100%</p>
9.3	Short listed consultants shall be invited to participate in the bidding for this project through a Letter of Invitation to Bid issued by the BAC.	
9.4	Only bids from short listed Consultants shall be opened and considered for award of contract. These short listed prospective bidders should confirm in their bids that the information contained in the submitted Eligibility Documents remains correct as of the date of bid submission.	

Eligibility Documents Submission Form

[Date]

The Bids and Awards Committee
Philippine International Convention Center

Ladies/Gentlemen:

In connection with your Request for Expression of Interest dated _____ 2023 for *the PROCUREMENT OF THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/ MEDIA OUTFIT* our firm, _____, hereby expresses interest in participating in the eligibility and short listing for said Project and submits the attached eligibility documents in compliance with the Eligibility Documents therefor.

In line with this submission, we certify that:

- a) *Our firm*, _____, is not blacklisted or barred from bidding by the GOP or any of its agencies, offices, corporations, or LGUs, including foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, and that each of the documents submit; and
- b) Each of the documents submitted herewith is an authentic copy of the original, complete, and all statements and information provided therein are true and correct.

We acknowledge and accept the PICC's right to inspect and audit all records relating to our submission irrespective of whether we are declared eligible and short listed or not.

Yours sincerely,

Signature, Name and Title of Authorized Signatory

Name of Consultant

Address

Notice of Eligibility and Short Listing

___ July, 2023

Sir/Mesdames:

1. The **PHILIPPINE INTERNATIONAL CONVENTION CENTER** intends to apply the funds in the amount of **TWO MILLION FORTY THOUSAND PESOS (₱2,040,000.00)** to eligible payments under the contract for **PROCUREMENT FOR THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT** for which the Bidding Documents are issued.
2. The PICC-BAC now invites bids to provide the aforesaid Consulting Services. The details of the services are provided in the Terms of Reference (TOR) for the project.
3. The Consultant shall be selected and employed in accordance with the procedures stipulated in the BDS.
4. This Notice has been addressed to the other short listed Bidders:
 - 1) _____
 - 2) _____
 - 3) _____
5. It is not permissible for you to transfer this invitation to any other party.
6. The Bidding Documents includes the following:
 - a. Section II. Instructions to Bidders
 - b. Section III. Bid Data Sheet
 - c. Section IV. General Conditions of Contract
 - d. Section V. Special Conditions of the Contract
 - e. Section VI. Terms of Reference
 - f. Section VII. Bidding Forms

The Bidding Documents shall be available at the PICC-BAC Secretariat anytime during office hours from July 22, 2023 to on or before of September 6, 2023 at 9:30 a.m., after payment of a non-refundable fee of THREE THOUSAND PESOS (₱3,000.00.)

The Pre-Bid Conference with short-listed Bidders shall be held on **August 24, 2023 at 10:00 a.m.**, Meeting Room 10 (MR-10), 3RD Floor Delegation Building, PICC, either in person or through videoconferencing/webcasting via Zoom.

The deadline for the submission of the following Bidding Documents is on or before **9:30 a.m. of September 6, 2023.**

ENVELOPE 1: TECHNICAL REQUIREMENTS:

a. Bid Security:

I. Cash, certified check, cashier's check, manager's check, in an amount equivalent to 2% of the ABC; *or* Surety Bond in an amount equivalent to 5% of the ABC, callable on demand issued by a surety or insurance company with attached Certification issued by the Office of the Insurance Commission that said company is authorized to issue such bond; *or*

II. Bid Securing Declaration

- b. Notarized Omnibus Sworn Statement (see attached form), with a duly Notarized Corporate Secretary's Certificate attached thereto.
- c. Technical Proposal Submission Form (TPFI)

II – 2ND ENVELOPE: SEALED FINANCIAL PROPOSAL

- a. Financial Proposal Submission Form (FPF1)
- b. Financial Proposal Form/Summary Costs (FPF2)
- c. Breakdown of Price for Activity (FPF3)

- 7. Opening of the Bidding Documents shall be conducted at the BAC Conference Room, MR10 on September 6, 2023 at 10:00 a.m. Thereafter, the Bidders shall present their respective Advertising and PR plan.

Very truly yours,

MELPIN A. GONZAGA
Chairman

Section III. Bid Data Sheet

ITB Clause	
1.1	<p>The name of the PROCURING ENTITY is: PHILIPPINE INTERNATIONAL CONVENTION CENTER</p> <p>The evaluation procedure is: Quality Cost Based Evaluation/Selection</p> <p><i>QCBE/QCBS – Technical and Financial Scores are combined to determine the winner. ABC is stated and Financial Proposal exceeding this amount shall be rejected.</i></p>
1.2	<p>The Funding Source is: PICC-APPROVED BUDGET FOR CALENDAR YEAR 2022</p>
1.3	<p>The Project description is: PROCUREMENT OF THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT.</p>
1.4	<p><i>For description of the phases, please refer to the Terms of Reference (TOR).</i></p>
7	<p>A Pre-Bid Conference shall be held on: August 24, 2023 at 10:00 a.m. Meeting Room 10, 3rd Floor, Delegation Building PICC Complex, 1307 Pasay City</p> <p><i>For further information, call: The BAC Secretariat, Ground floor, Delegation Building, PICC Complex Tel. No. 7894758</i></p>
8.1	<p>The Procuring Entity's address is: PHILIPPINE INTERNATIONAL CONVENTION CENTER PICC Complex, 1307 Pasay City Tel. No. 7894758; Telefax: 7894761 <u>procurement@picc.gov.ph</u></p>
10.1 (c)	<p>The required experiences of professional staff:</p>
11.5	<p>PICC as withholding tax agent, shall deduct and withhold the prescribed creditable value-added tax before making any payments to the Consultant as required by the Bureau of Internal Revenue.</p>
11.7	<p>The Financial Proposal shall not exceed the Approved Budget for the Contract (ABC) of Two Million Forty Thousand Pesos (₱2,040,000.00). Any bid with a financial component exceeding this amount shall be accepted.</p>

13.1	The bid prices shall be quoted in Philippine Currency.
13.3	No further instruction
14.1	Bids will be valid for a period of 120 calendar days from date of opening of financial proposals.
15.1	<p><i>Bid Security shall be posted by the bidders in a Notarized Bid Securing Declaration or in any of the following forms:</i></p> <ul style="list-style-type: none"> • Cash or Manager's Check / Cashier's check issued by a Universal or Commercial Bank in the amount of 2% of the ABC; or • Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank in the amount of 2% of the ABC or ₱67,640.00; or • Surety Bond, callable upon demand, issued by a private insurance company with attached Certification issued by the Office of the Insurance Commission that said insurance company is authorized to issue such surety, in the amount of 5% of the ABC or ₱169,100.00 <p>The bid security shall be valid for 120 calendar days from the opening of the bid/financial proposals. Any Bid not accompanied by an acceptable bid security shall be rejected as non-responsive.</p> <p>All CONSULTANTS' bid securities, if posted by way of cash or cashier's/manager's check, shall be discharged or returned only after the successful CONSULTANT has signed the contract and posted the performance security.</p> <p>The successful CONSULTANT's bid security shall be discharged upon the CONSULTANT's signing the contract and furnishing the performance security.</p>
15.2	The bid security shall be valid for 120 calendar days from the opening of the bid/financial proposals.
15.5	<p>The bid security may be forfeited:</p> <p>(a) if a Consultant:</p> <ul style="list-style-type: none"> (i) withdraws its bid during the period of bid validity specified in ITB Clause 15.2 (ii) does not accept the correction of errors pursuant to Instruction to Bidders (ITB) Clause 11.7 <p>(b) if the successful Consultant:</p> <ul style="list-style-type: none"> (i) fails to sign the contract in accordance with Instruction to Bidders Clause 30 (Signing of Contract);

	<p>(ii) fails to furnish performance security in accordance with Instruction to Bidders Clause 31;</p> <p>The following are additional grounds for the forfeiture of the bid security:</p> <ol style="list-style-type: none"> 1. Submission of eligibility requirements containing false information or falsified documents. 2. Submission of bids that contain false information or falsified documents, or the concealment of such information in the bids in order to influence the outcome of eligibility screening or any other stage of the public bidding. 3. Allowing the use of one's name, or using the name of another for purposes of public bidding. 4. Withdrawal of a bid, or refusal to accept an award, or enter into contract without justifiable cause, after the Bidder had been adjudged as having submitted the Highest Rated and Responsive Bid. 5. Refusal or failure to post the required performance security within the prescribed time. 6. Refusal to clarify or validate in writing its bid during post-qualification within a period of seven (7) calendar days from receipt of the request for clarification. <p>Any documented unsolicited attempt by a bidder to unduly influence the outcome of the bidding in his favor.</p>
17.3	CONSULTANTS must submit an original and <i>duplicate</i> copies of each Bid document.
18	<p>The Bid submission address is:</p> <p><i>BIDS AND AWARDS COMMITTEE (BAC) Philippine International Convention Center Ground floor, Delegation Building, 1307 Pasay City</i></p> <p>Proposals must be submitted no later than the following date and time:</p> <p><i>September 6, 2023, on or before 9:30 a.m. BAC Secretariat, Ground floor, Delegation Building PICC Complex, 1307 Pasay City</i></p>
24	<p>The opening of Technical Proposals shall be on September 6, 2023, 10:00 a.m.</p> <p>The opening of Financial Proposals shall be on _____, 2023, ___:00 a.m.</p>

24.1	<p>The following processes for the evaluation of bids shall be adopted:</p> <ol style="list-style-type: none"> a. The technical proposal together with the financial proposal shall be considered in the evaluation of consultants. The technical proposals shall be evaluated first using the criteria prescribed in ITB Clause 25.2. b. The financial and technical proposals shall be given corresponding weights with the financial proposal given a weight of thirty percent (30%), while the weight of the technical proposal shall be seventy percent (70%).
25.2	<p>The technical proposals of consultants shall be evaluated based on the following criteria and using the corresponding numerical weights indicated in the Bidding Documents:</p> <ol style="list-style-type: none"> a) Quality of personnel to be assigned to the project which covers suitability of key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff; b) Experience and capability of the consultant which include records of previous engagement and quality of performance in similar and in other projects; relationship with previous and current clients; and, overall work commitments, geographical distribution of current/impending projects and attention to be given by the consultant. The experience of the consultant to the project shall consider both the overall experiences of the firm and the individual experiences of the principal and key staff including the times when employed by other consultants; and c) Plan of approach and methodology with emphasis on the clarity, feasibility, innovativeness and comprehensiveness of the plan approach, and the quality of interpretation of project problems, risks, and suggested solutions. <p>NOTE: The documents pertinent to the foregoing criteria which were submitted during the shortlisting of prospective bidders shall form part of the Technical Proposal</p>
26	<p>Negotiations shall be held to discuss and clarify the TOR and Scope of Services, as well as the finalization of the methodology and work program proposed by the Consultant. The Consultant whose bid received the 1st highest score shall be invited to negotiate the contract. If negotiations fail, the process shall be repeated for the next-in-rank Consultant until the negotiation is successfully completed.</p>
26.1	<p>The address for negotiations is:</p> <p><i>PICC BIDS AND AWARDS COMMITTEE PICC Complex, Roxas Boulevard, Pasay City</i></p>

26.2(e)	No negotiations pertaining to the Financial Proposal shall be undertaken.
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Section V – Special Conditions of the Contract

GCC Clause	
1.1(b)	PICC APPROVED BUDGET CY 2023
10	The terms and conditions of this Contract, including the scope of the Services, may be modified during contract implementation as between parties; provided, however, that each party shall give due consideration to any proposal for modification made by the other party. Such modification shall only become effective upon the execution of a written agreement between the parties.
12.1	The Authorized Representatives are as follows: For PICC: Ms. PORTIA PURITA G. CABIAD, Marketing Communications Officer
15.1	The addresses are: Marketing and Events Management Department PHILIPPINE INTERNATIONAL CONVENTION CENTER Address: PICC Complex, 1307 Pasay City Consultants: <i>[insert name of the Consultant]</i> Attention: <i>[insert name of the Consultant's authorized representative]</i> Address: _____ Facsimile: _____ Email Address: _____
15.2 & 15.3	Notices shall be deemed to be effective as follows: In the case of personal delivery or registered mail, on delivery; In the case of facsimiles, following confirmed transmission; In the case of e-mail, following confirmed transmission
22	Effectivity of Contract: The contract effectivity will be stated in the Notice to Proceed.
35.1	All materials prepared by the Consultant for the PICC under this Contract shall become and remain the property of the PICC and the Consultant shall, prior to termination or expiration of this Contract, deliver and turn over all such documents together with a detailed inventory thereof. Such materials shall consist of, but are not limited to, the following: The approved designs, layouts (soft and hard copies) of supplements, press releases, documents, photo and video documentation of PICC events used in feature articles, copies, proofs, brochures and other materials prepared by the Consultant (together w/ specifications e.g. pantone color, text font reference size). Any additional material (over and above the minimum deliverables) which

	<p>is part of the bid offer submitted by the participating bidder and approved by PICC.</p> <p>Any additional material required by PICC not included in the initial deliverables listed but which was agreed upon by both parties PICC shall have proprietary rights over all the abovementioned materials.</p>								
38.1(d)	<p>The Consultant's actions requiring the PICC's prior approval are, among others, as follows:</p> <p>Any deviations, changes or proposed improvements on the Terms of Reference or Work Methodology or on any of the printed/ scripted materials previously approved by PICC.</p>								
42.1	<p>Performance Security</p> <p>Within ten (10) calendar days from receipt of the Notice of Award, but in no case later than the signing of the contract by both parties, the successful Bidder shall furnish the performance security in any of the following forms:</p> <table border="1"> <thead> <tr> <th>Form of Performance Security</th> <th>Amount of Performance Security (Equal to Percentage of the Total Contract Price)</th> </tr> </thead> <tbody> <tr> <td>Cash or letter of credit issued by a Universal or Commercial Bank.</td> <td>Five percent (5%)</td> </tr> <tr> <td>Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank</td> <td>Ten percent (10%)</td> </tr> <tr> <td>Surety bond callable upon demand issued by GSIS or a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security.</td> <td>Thirty percent (30%)</td> </tr> </tbody> </table>	Form of Performance Security	Amount of Performance Security (Equal to Percentage of the Total Contract Price)	Cash or letter of credit issued by a Universal or Commercial Bank.	Five percent (5%)	Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank	Ten percent (10%)	Surety bond callable upon demand issued by GSIS or a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security.	Thirty percent (30%)
Form of Performance Security	Amount of Performance Security (Equal to Percentage of the Total Contract Price)								
Cash or letter of credit issued by a Universal or Commercial Bank.	Five percent (5%)								
Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank	Ten percent (10%)								
Surety bond callable upon demand issued by GSIS or a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security.	Thirty percent (30%)								
52.1	<p>The total ceiling amount of the Contract in Philippine Pesos is ₱2,040,000.00 VAT inclusive.</p>								
53.5(a)	<p>Remuneration</p> <p>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>a) First partial payment shall be equivalent to at least thirty percent (30%) of the work accomplished as certified by the end-user</p> <p>Payment shall be processed upon submission of the following:</p> <ul style="list-style-type: none"> • Letter request for payment from the Consultant 								

	<ul style="list-style-type: none"> • Accomplishment Report • Certification from the end-user <p>b) Remaining (70%) should be divided equally into 3-quarters to the amount of goods and services delivered and/or a progress billing, whichever comes first.</p> <ul 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. <p>c) 2% retention fee to be deducted every progress billing</p> <p>Note: 2% Retention fee (to be deducted every progress payment) The said amount shall only be released after the completion of project.</p>
56	<p>LIQUIDATED DAMAGES</p> <p>If the Consultant fails to deliver any or all of the Services within the period(s) specified in the Contract, the PICC shall, without prejudice to its other remedies under applicable laws, deduct from the contract price, as liquidated damages, a sum equivalent to one-tenth of one percent of the price of the unperformed portion of the Services for each day of delay based on the approved contract schedule up to a maximum deduction of ten percent (10% of the contract price). Once the maximum is reached, PICC may consider the termination of the Contract pursuant to GCC Clause 27.</p>

SECTION VI. TERMS OF REFERENCE

PROCUREMENT OF THE SERVICES OF A CREATIVE AGENCY SCOPE OF REQUIREMENTS/TECHNICAL SPECIFICATIONS

BACKGROUND

The Philippine International Convention Center will be contracting the services of a creative agency to develop and implement marketing communications projects for the Center as part of its marketing plan for 2023.

The Agency will be responsible for crafting the messaging and creative content for the photo and video project, production of digital and printed materials, contracting for time and/or space with selected print and digital channels, and negotiating with third party suppliers.

QUALIFICATIONS OF THE AGENCY

Multi-Platform Creation and Management: The agency should have a firm understanding of marketing communications methods and be able to tailor fit the content to meet the needs of PICC and its target audience.

Strong Customer/Client Service Skills: The entire team must be aware of what PICC wants and be able to communicate with them to meet expectations.

Ability to Plan and Execute Ideas: Agency must be able to develop and successfully execute an effective plan for fulfilling PICC's marketing communications needs.

Superior Creative Expertise: Agency must have a depth of client experience, and the ability to extend the reach out to as wide an audience as possible.

Appropriate Size and Fiscal History: The size of the agency is important. The agency should be large enough to staff the contract appropriately and handle the fiscal responsibilities, yet the agency must be small enough to consider the contract a high priority account. The agency needs to have sufficient experience, depth of personnel, and infrastructure to support the contract.

No conflict of interest: The Agency must disclose any potential conflict of interest, including agency staff's business ties and the agency's client base.

OBJECTIVES

1. To produce materials that will enhance brand awareness by capitalizing on PICC's historical and cultural significance and reputation as the premier Philippine MICE venue.
2. To produce materials that will showcase PICC's meeting rooms and facilities resulting in an increase in bookings and venue occupancy rates
3. To promote PICC as a versatile event venue that responds to the changing needs of the market.

SCOPE OF SERVICES

Short-listed Consultants shall develop and submit an implementation plan for PICC's marketing communications projects. Specifically, the Plan shall:

- Provide a background on the project concept and how it will help achieve the above objectives.
- Present the Work Plan (includes the timetable and calendar of activities in the implementation of the Plan specific to the Center's target markets);
- Include a detailed budget setting out all the costs for the projects.

PICC shall provide a brief that will serve as a guide to the consultants.

SPECIFICATIONS:

Consultants/Agencies shall prepare and submit an integrated Marketing Communications Plan for PICC. The said plan should include but may not be limited to the following, as Consultants may include other items/activities which they feel would be necessary & effective for PICC:

A. PICC WALKTHROUGH VIDEO

The walkthrough video will have a host showcasing the venues at PICC and sharing anecdotes about Filipino heritage, arts and culture, food and historical events.

Each room will have a story to tell, depending on what historical event happened there, or what futuristic event can be possibly staged there.

Each room will have an offering. A welcome presentation number in the Delegation Lobby. A meeting set up in one room. A sit down dinner in another room. Then cocktails in another venue.

The movement from one room to another will have a flow. It is connected by one great story -- PICC as the setting for everything.

The video will be posted on PICC's social media channels, website and LED screens. It will be used as a sales tool for clients as well.

A photo shoot for the image library will be held simultaneously with the video shoot. Images will be used for the 2024 desk calendar and the exhibit at the 2nd Floor Delegation Lobby.

Agency will create the video and mount the photo shoot, given the components and the logistics needed. The agency may engage the services of a known host or performance artist to conduct the tour.

Agency will be tasked to do the following in coordination with PICC:

- Concept and direction of a 10 to 15 minute video shoot
- Implementation of one-day video shoot
- Coordination and talent fees of production staff and crew, talents, third party suppliers
- Scriptwriting
- Production design and styling for meeting rooms (note: furniture and dining set up will be % PICC)
- Social media plan and boosting fees for walkthrough video
- Coordination with photographer for image library
- Submission of hi-resolution files for image library
- Printing and installation of photo display for 2F Delegation Lobby:
 - 12 pieces sticker on sintra
 - Back-to-back printing
 - 45.25 inches x 29.50 inches

B. CORPORATE COLLATERALS

Agency will be tasked to design and print the following printed collaterals:

- **Corporate Calendars**
 - Stock standee: imitlin mounted on chipboard (inner and outer board with imitlin)
 - Inside pages: c2s 220, 8.5" x 7", portrait or landscape, full color
 - Standee: 9" x 7.5" (folded)
 - Number of pages: minimum of 14 sheets / 28 pages
 - Binding: James Burn
 - Base of standee: with scoring
 - Process: offset printing
 - Quantity: 700 pieces
 - With matte lamination
 - White box as packaging with PICC logo in full color
 - Includes concept, layout, and copywriting. Photos will be coming from the Image Library shoot during the PICC Walkthrough video.
 - With spot UV on PICC logo and tagline

- **PICC Christmas Card with plain envelope**

Size: 6 x 10 inches (spread) ; 6 x 5 inches (folded)
 Color: 4/4 colors
 Stock: Textured Special Paper
 Quantity: 200 pcs
 Process: Offset Printing
 Others: With Embossing (Company Logo)

To: *The Bids and Awards Committee*
Philippine International Convention Center

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for *the PROCUREMENT OF CONSULTING SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT* as contained in the Terms of Reference which form part of the bid proposal, in accordance with your Bidding Documents. We are hereby submitting our Bid, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

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. Our Bid is binding upon us and subject to the modifications resulting from contract negotiations.

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

We remain,

Yours sincerely,

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

Omnibus Sworn Statement (Revised)
[shall be submitted with the Bid]

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 Bidder] with office address at [address of Bidder];

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

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

[If a sole proprietorship:] As the owner and sole proprietor, or authorized representative of [Name of Bidder], 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], as shown in the attached duly notarized Special Power of Attorney;

[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], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];

3. [Name of Bidder] 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, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**

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 Bidder] 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 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;

7. [Name of Bidder] complies with existing labor laws and standards; and
8. [Name of Bidder] is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
 - a. Carefully examining all of the Bidding Documents;
 - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
 - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
 - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the [Name of the Project].
9. [Name of Bidder] 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.

10. In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.

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

*[Insert NAME OF BIDDER OR ITS
AUTHORIZED REPRESENTATIVE]*

[Insert signatory's legal capacity]

Affiant

[Jurat]

[Format shall be based on the latest Rules on Notarial Practice]

FPF 1. Financial Proposal Submission Form

[Date]

[Name and address of the Procuring Entity]

Ladies/Gentlemen:

We, the undersigned, offer to provide the services for *the PROCUREMENT OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT* in accordance with your Bidding Documents dated [insert date] and our Bid (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of [amount in words and figures]. This amount is inclusive of VAT.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the bid validity period, *i.e.*, [Date].

In accordance with GCC Clause 51, 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 Instructions to Bidders (ITB), the Bid Data Sheet (BDS), General Conditions of Contract (GCC), Special Conditions of Contract (SCC), Terms of Reference (TOR), the provisions relating to the eligibility of Consultant and the applicable guidelines for the procurement rules of the Revised Implementing Rules and Regulations (RIRR) of Republic Act No. 9184 and any and all Bid bulletins issued and other attachments and inclusions included in the Bidding Documents sent to us.

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

We remain,

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

FPF 2. Summary of Costs

Costs	Currency(ies) ¹	Amount in Philippine Peso
Subtotal		
Local Taxes		
Total Amount of Financial Proposal		_____

¹ In cases of contracts involving foreign consultants, indicate the exchange rate used.

FPF 3. Breakdown of Price per Activity

Activity No.: _____	Activity No.: _____	Description: _____
Price Component	Currency(ies) ²	Amount in Philippine Peso
Remuneration		
Reimbursables		
Miscellaneous Expenses		
Subtotal		_____

² In cases of contracts involving foreign consultants, indicate the exchange rate used.

CHECKLIST FOR THE SUBMISSION OF BID OFFERS

ENVELOPE 1: TECHNICAL REQUIREMENTS:

a. Bid Security:

- I. Cash, certified check, cashier's check, manager's check, in the amount equivalent to 2% of the ABC; or Surety Bond in an amount equivalent to 5% of the ABC, callable on demand issued by a surety or insurance company with attached Certification issued by the Office of the Insurance Commission that said company is authorized to issue such bond; or

II. Bid Securing Declaration

- b. Notarized Omnibus Sworn Statement (see attached form), for Corporation, attached duly Notarized Secretary's Certificate

ENVELOPE 2: SEALED FINANCIAL PROPOSAL

- a. Financial Proposal Submission Form (FPF1)
- b. Financial Proposal Form/Summary Costs (FPF2)
- c. Breakdown of Price for Activity (FPF3)

FPF3.Breakdown of Prices per Activity

Summary of Costs

Proposed Services	Manpower Utilization	Time Chart	Amount in Philippine Peso

Total Amount of Financial Proposal Inclusive of VAT			₱