



FITUR 2026
January 21-25, 2026, IFEMA, Madrid, Spain

TERMS OF REFERENCE

I. PROJECT TITLE:

Procurement of the services of a booth construction or service company engaged in the business of booth design, fabrication, installation, maintenance, operations, activations and dismantling of the Philippine booth in relation with DOT's participation in the Feria Internacional de Turismo (FITUR) 2025 on January 21-25, 2026.

II. BACKGROUND:

The Philippine Department of Tourism – London Office (PDOT London) is in need of the services of a Spain or Europe-based service company or booth construction company engaged in the business of booth fabrication or construction, booth operation and dismantling in travel / trade / consumer fairs. The winning bidder will be tasked with assisting the PDOT London in the design, fabrication, installation, maintenance, operation, support the activations in the booth and dismantling of the Philippines booth in Madrid, Spain, in relation with DOT's participation in the Feria Internacional de Turismo (FITUR) 2026.

III. OBJECTIVES:

The following are the Department's objectives in its participation in FITUR 2026:

- Strengthen awareness and interest about the "Love the Philippines" campaign, Philippine destinations and tourism products among the Spanish and Ibero-America travel trade and consumers;
- Increase the number of PH-based tour operators/ co-exhibitors to participate in FITUR 2026 to generate more engagements and business leads for Philippine tour programs for the Ibero-Americana market;
- Provide the Philippine private sector partners with a global platform to conduct business-to-business meetings to pursue linkages, renew contracts, or gather new business leads with their Spanish/ Portuguese counterparts, and sell more Philippine packages to the visiting consumers;
- Contribute to the Department's overall tourism traffic with at least 15% increase from last year's production.

IV. MINIMUM REQUIREMENTS:

- A Spain or Europe-based service company or events management company duly accredited by FITUR 2025 organizer. Must provide proof of business license provided by the appropriate European Union government office (or its equivalent entity) like business registration, business permit, etc. indicating the nature of business and its location / address;
- Capable of designing, fabricating, installing, maintaining, operating and dismantling high-impact and visually attractive booths or similar fabrications in Spain or in Europe;
- Must have a work experience in fabrication or construction of booths in Spain or Europe for a minimum of three years;
- Experience in fabricating or construction booths, pavilions or similar projects for a tourism destination or National Tourism Organization (NTO) is an advantage;
- Must be able to submit proposed design of the Philippine Booth on the deadline of submission of bids. Quality of submitted proposal will be taken into consideration before awarding the winning bid

- Must be willing to provide services on a **send-bill arrangement**;

V. PROJECT DESCRIPTION AND SCOPE OF WORK:

A functional design for the Philippine booth that will also provide aesthetics highlighting the country's "Love the Philippines" campaign, showcasing iconic destinations, products and offerings, and as one of the premiere travel and leisure destinations in Asia, taking into consideration the rules and regulations set forth by the FITUR 2026 organizers.

a. Philippine Booth Details:

- Total Exhibit Space: 120 sqm
- Booth Number: 8D10, Asia Hall, IFEMA, Madrid, Spain
- Layout: Pavilion set-up with four (4) sides open (island)

b. General theme, graphics, ambience

- Booth layout should adhere the general theme, ambience, pantone colors, design and logos of the "Love the Philippines" campaign;
- Overhead hanging banners / headers with "PHILIPPINES" branding logo (present at all sides), with the Love the Philippines color scheme / palette;
- Provision of LED Wall or overhead LED screen;
- One solid image backwall, with backlit;
- Furniture, accents and fixtures should incorporate a Filipino-inspired ambience for the booth;

c. Exhibitor workstations / tables:

- Provision of fourteen (14) workstations for table top meetings, with 3 chairs for each workstation, strategically placed / adequately spaced around the booth, to include the following:
 - Three chairs for one (1) workstation
 - Exhibitor name / signage with exhibitor's company logo (final placement to be advised by PDOT London)
 - Small lockable storage cabinet with power outlets (concealed or bolted on an elevated platform) and adaptors to accommodate a maximum of three (3) gadgets (laptop / tablet, mobile phone, power bank)
 - Fresh floral centerpiece (per workstation)
 - Brochure stand/rack (per workstation)
 - Small trash bins with appropriate supply of trash bags

d. Activation areas:

- One (1) multi-functional, well-lit (visual / wall panel), activation area, strategically positioned in the booth, that can be used for animator's live performances, and media briefs/ announcements / opening ceremonies / interviews / testimonials / photo booth
- One well-lit image at the front area of the booth (image to be approved by PDOT London/DOT Branding Office) with one counter, brochure stands, and exhibitor locator.
- Brand ambassadors - four (4) brand ambassadors/ booth support staff to handle the DOT counter and assist the private sectors at the booth.
- Photo booth

e. Information counters:

- One (1) information counters (with lockable storage lockers, floral centerpiece and concealed power outlets) with "LOVE THE PHILIPPINES" branding logo, strategically placed on one side of the counter ; must have two (2) bar stools / cocktail chairs, brochure racks, QR code for the travel app and website, one (1) digital (tablet) directory of the Philippine exhibitors, small trash bins with appropriate supply of trash bags;

f. Technical requirements

- Elevated / mounted LED wall –4mWx 2mH (8 panels) for the showing of destination videos and “Love the Philippines” campaign videos; to be strategically placed at the front overhead of the booth, or in an area in the booth that will provide maximum visitor viewership;
- Technical rider (for Jan. 24-25, 2026) for performers – audio mixer, two (2) floor speakers/ monitors, four (4) elevated speakers, four (4) wireless microphones, two (2) wired microphones; should be able to be synced with the videos to be shown in the LED wall;

g. Internet connection

- Individual Wi-Fi connectivity (minimum 50Mbps) for two (2) gadgets per person for a maximum of 25 people (5 days)

h. Visuals / Wall photo panels

- Minimum of six (6) floor-to-(booth) ceiling (approximately 3 to 3.5 meters in height) high-resolution printed visuals/graphics wall panel/s (photos / graphics to be provided by PDOT London, final graphics to be approved by PDOT London prior to printing); to be installed at different walls of the Philippine booth;
- Additional printouts of choice Philippine destinations and products to be posted around the booth (visuals to be provided by PDOT London), if needed;

i. Ancillary services

- (Lockable) Service kitchen cum dining area which should have the following items and appropriate storage:
 - Sink with tap water for wash-up and food washing
 - Hot and cold water dispenser with daily water provision
 - Coffee maker with ample supply of coffee capsules and various tea bags for 5 days
 - Small refrigerator
 - Microwave
 - Storage cabinets and shelves
 - Trash bins with ample supply of trash bags
 - Small tables and bar stools for dining
 - Fire blankets/extinguisher
- Separate storage area with lockers to accommodate personal belongings/effects of Philippine sellers. Storage area should have the following:
 - Lockable lockers
 - Wardrobe/coat hangers and two (2) coat racks and full-body mirror
 - Shelves for brochures
 - Small desk / working space with a portable desk jet printer (with ample supply of colored and black ink)
 - One rim (500pcs) of A4 bond paper
 - Small table and stools as additional space
- Daily stand cleaning - before the opening and the closing of the exhibition;
- Set-up of stand to include fabrication of walls, storage, kitchen, wardrobe (with lockable lockers) and VIP area, suspension/hanging brand header, flooring, electrical wiring, lighting etc.;
- High-resolution digital printing, using appropriate materials, for backdrop visuals/overhead ceiling banners with trusses/interior decor as needed, fresh plants and flowers, sufficient lighting plan and fixtures and other decorative elements and accessories;

- Elevated carpeted platform/floor to conceal the electrical wirings and connections;
- Furniture and fixtures that complement the overall Philippine experience with iconic Philippine fixtures (banig, Philippine weaves, lamps, etc.);
- Safety nets in the exhibition station and access areas

e. Staff support (for five (5) days):

- Provision of the following support staff to assist the Philippine delegation:
 - Two (2) Spanish and English-speaking interpreters to assist the Philippine private sector partners during meetings;
 - Three (3) booth support staff to assist in running the DOT booth for the entire exhibition period;
 - One (1) technical staff to operate / maintain / troubleshoot the audio and visual equipment during scheduled performances, media interviews and
 - One (1) photographer to document activations, opening ceremonies, meetings, interviews, visits of invited officials, diplomats and partners;

f. Ingress and egress:

- One (1) project manager to oversee and supervise the ingress / installation, maintenance and dismantling/egress;
- Dedicated team to install and dismantle the Philippine booth during the prescribed ingress and egress days / hours;

g. Others

- Increase sensory appeal of the Philippine booth through scents and sounds that evoke the identity of the country;
- Securing exhibition venue requirements for a strong WI-FI / internet connection;
- Sufficient power outlets and amperage at the booth;
- Stand set-up and dismantling with supervision and maintenance for the duration of the fair;
- Filling/accomplishing the necessary electrical connections, health and safety requirements and other forms needed by the organizers;
- Secure/order 24-hour power circuit for the refrigerator;
- Set-up and installation of the aforementioned stand while strictly following the rules and regulations set by the fair/event organizers;
- The rental or purchase (preferable), shipping, hauling and storage (if needed) of Philippine made furniture and accessories;
- Delivery/transportation services for goods and materials from DOT office/airport/storage to IFEMA (Jan. 20-25, 2026)
- Dismantling of the booth and its accessories, inclusive of shipment back to Manila/UK/or point of destination of contractor, storage and/or disposal of the aforementioned booths/parts and egress on the dates designated by the event organizers;
- Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed;
- Necessary operational permits, licenses required i.e. external catering licenses, music license, necessary insurances, etc. to ensure smooth onsite operations;
- Strong lighting in general areas to highlight stand visibility;
- Daily meal provision for co-exhibitors, booth animators/ambassadors, and booth visitors (40 pax per day - 1 lunch and 2 snacks with free-flowing coffee and drinks)

VI. Total Package Cost

- **Euro 134,000.00** or its Philippine Peso equivalent at the time of the show, inclusive of applicable taxes imposed by Spain and/or European Union.

- Financial proposal should allow modifications in stand and layout and design according to the needs and requirements of the end user.
- The winning bid however shall be determined based on the proposal with the most advantageous financial and design package cost, provided that the bid amount does not exceed the above total budget.

VII. PAYMENT

- Must send billing statement to PDOT London after FITUR 2026 and submit all necessary supporting documents to facilitate the payment of the services rendered.

CONTACT PERSONS:

Contact Person(s): **MS. GINA MARIE LIBERTY N. ESMAÑA**
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APPROVED BY:


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OIC Tourism Attaché, PDOT London Office



15 December 2025

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies / service providers for the booth design, fabrication, installation, maintenance, operations, activations and dismantling of the Philippine booth at FITUR 2026 in Madrid, Spain on January 21-25, 2026.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before December 22, 2025 through jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,


DAKILA F. GONZALES

OIC Tourism Attaché

Philippine Department of Tourism - London