

# The Tender Project of Taiwan Exhibition Booth

## Design at 2018 Tourism Expo Japan

The tender project revealed by Taiwan Visitors Association (TVA) which is related to the design of Taiwan exhibition booth at 2018 Tourism Expo Japan. Please check the following detail of this project:

### A. Taiwan Booth Design

- i. **Budget For Design** : Up to NT 4,000,000 (final amount need to be negotiated).
- ii. **Location** : 3-11-1 Ariake, Koto-Ku, Tokyo, Japan.
- iii. **Size Of Booth** : 387m<sup>2</sup>
- iv. **Quotation** :

Taiwan booth should include 3 sections of overall design, section of government agencies and section of international airline.

1. The design should extend the theme of “Meet Colors! 台湾”. The word “Taiwan” should be shown by big screen or other high-tech tool to emphasize tourism and technological power of Taiwan. Design of this project will concentrate on concept of “2018 year of bay tourism” and “2019 year of cittaslow” (the proportion should be bay for 30% and cittaslow for 70%). The design should be creative with consideration of wholeness and crowd flow and practicality. Using cartoon version as main design is not suggested, the visual effects should be clear. “Taiwan” could be shown by hanging to avoid visual

obstruction and emphasis the characteristic of Taiwan booth.

2. Design elements:

The Design should include concept of LOHAS, Romantic, Shopping delicious food, and combine elements of “Romantic No.3”, town and cittaslow, bay tourism and railway tourism to making Taiwan booth with aesthetic and quality.

3. Taiwan booth should include below sections:

- ① 1 small stage with enough space for a 5-7 people performance group. Contractor should set big screen at appropriate location for playing video and attract more people.
- ② Information counter for put Taiwan tourism brochure and DM. This area will also need storage space for brochure.
- ③ Taiwan information area: this space should be divided into 5 sections of north, middle, south, east Taiwan and offshore islands. Industry’s table should have lock and enough sockets. Please prepare 40-90 folding chair for industries, and provide wireless internet with enough bandwidth.
- ④ Interactive area: using modern technique product and other appropriate equipment to planning interactional function for attracts more people to visit Taiwan booth. Help to edit VR videos if needed.

- ⑤ Taiwan tea area: plan appropriate space for trying Taiwanese tea.
- ⑥ Business discussion area: 3-5 table and chair sets for business discussion and 10 retractable barriers.
- ⑦ Rest room for performance group: 3-5 folded table, 15 chairs, 1 water dispenser and at least 2 hanger sets.
- ⑧ Storage room including shelf for put brochure and other information (all information should be put in right place according to company names before the exhibition start).
- ⑨ Audio control room with 1 professional PA staff and 1 MC for stage activities.

4. Government Unit Section:

- ① Government unit includes Taiepei, Keelung, Taichung, Changhua, Yunlin, Tainan, Hakka Affairs Council and national palace museum. Yunlin has 2 booths, Hakka Affairs Councils has 3 booths, and other unit has 1 booth. All of these booths should be included in comprehensive planning. Booth of this area is with Taiwan tourism bureau, but Taiwan tourism bureau only provide space for these unit to decorate booth by themselves.
- ② The PR materials will provide by each unit, and construct together.

5. Airlines: 2 booths (the construction cost and electricity fee will charge in addition)

- ① EVA Airline will each have 2 booths.
- ② The construction plan will conduct by airline. Contractor should contact Eva Air to check details of these 2 booths.
- ③ The electricity and construction fees will contribute pro rata.

v. **Booth construction and operations :**

1. The bid documents should include the implementation proposal. (Proposal should include MC, script, performance, interaction games, stage and activity schedule, and management plan). Please plan the content of proposal with what could attract Japanese and showing the characteristic of Taiwan.
2. Contractor should following the rules of Tourism Expo Japan, and finish the electricity and water application before the deadline.
3. Contractor should set at least 1 staff on site to help to resolve soft/hardware and mechanical problems.
4. Contractor should provide 4 Taiwanese and 4 Japanese staff during the exhibition period. These staffs will in charge put information at appropriate place before the exhibition, provide service and answering visitor's question, program and on site controlling, maintaining order and clean up booth.
5. Contractor should fix the design and implementation proposal as TVA needed until the final edition.

**B. Period Of Validity :**

At 6 O'clock in the afternoon, May25, 2018.

**C. Bid submission method :**

- i. Taiwan company and foreign company are all welcomed to join the bid. However, foreign company should submit the bid document in Chinese. All the companies should join the assessment meeting hold in TVA, doing the report and answering the question in Chinese. (the time of assessment meeting will be noticed by email or phone).
- ii. Submit company profiles with following information:
  1. Company overview-to describe in brief the company's mission, history and ownership.
  2. Contact information the company's postal and street address, as well as e-mail address and telephone numbers of the contact person who can answer questions about this proposal submission.
  3. Company organization- To describe in brief the company's organization, indicate the number of employees.
  4. Quotation.
  5. Certification of related experiences and company performance.
- iii. Submit **8** pieces of proposal.
- iv. The files mentioned above could be sent via e-mail (Email address: [daniel@tva.org.tw](mailto:daniel@tva.org.tw)), mail or send document to TVA (Address: 8F.-1, No.285, Sec. 4, Zhongxiao E. Rd., Da'an Dist., Taipei City 106, Taiwan) to Mr. Hong as well. The deadline would be at 6 O'clock in the afternoon,

May25, 2018.

- v. Bidder should read and follow the rules of Tourism Expo Japan. Bidder shall be liable if there is any loss caused by fault or neglect on bidder's part.
- vi. Bidder should send the needed document before deadline. Bidder could not add or change any information once the document has been sent. Taiwan Visitor Association will not return any of the sent documents.

**D. Contactor :**

Sophia Tsai / Tel : +886-2-27522898 ext. 39 / [sophia@tva.org.tw](mailto:sophia@tva.org.tw)