

# The Tender Project of Taiwan Exhibition Booth Design at 2019 Tourism Expo Japan and Taiwan Promotion Event

The tender project revealed by Taiwan Visitors Association (TVA) which is related to the design of Taiwan exhibition booth at 2019 Tourism Expo Japan. Please check the following detail of this project:

## A. Taiwan Booth Design

- i. **Budget For Design** : Up to NT 4,100,000 (final amount needed to be negotiated).
- ii. **Location** : 1 Chome-5-102 Nankokita, Suminoe Ward, Osaka, 559-0034, Japan. (Intex Osaka)
- iii. **Size Of Booth** : 342 m<sup>2</sup>, 38 booths. (TVA for 30 booths, airlines for 4 booths, and local government for 8 booths)

## B. Taiwan Tourism promotion event (Oct.26 and 27, 2019)

- i. **Form** : Arrange a tourism promotion event at Osaka downtown (the content and forms of the event are not restricted, please give the proposal) and arrange a tourism promotion event at Oct.27 at Osaka downtown.
- ii. **Budget**: 2 events described above include rent, operation and booths building are up to NT 1,500,000. (final amount needed to be negotiated).
- iii. **Location**: Osaka downtown where could attract Japanese tourist (such as shopping mall, street or place near department store). The vendor should provide proposal of the event hold in Oct.26 (content and form are not restricted), and the event hold on Oct.27 should hold from 12:00 to 17:00.

- iv. **Booth:** Please provide proposal with good location, in/outdoor is not restricted, but the event should have rain preparation (e.g. with tent or choose a place with eaves)
- v. **Size of Booths:** the size is not restricted, please find detail requirement below for arrange appropriate size.
- vi. **Deadline for submission of tender: 18:00, 2019, 24 Jun.**
- vii. **Tender documentation:**
  - 1. Taiwan and oversea tenders are all welcomed to join, oversea tenders could authorize Taiwan agent to join the bidding, both Taiwan and oversea tenders should provide the proposal in Chinese, attend the selecting committee holds on Taiwan in person and provide presentation in Chinses. (date will be notice by TVA). It will be regarded as abandonment if tender didn't attend the selecting committee.
  - 2. Please attached the following documents:
    - i. Introduction and business registration certificate.
    - ii. Nearest duty payment certificate of income tax or business tax.
    - iii. Proposal for 8 copies( includes Taiwan booth design, stage operation, drawing and event content of tourism promotion events).
    - iv. Quotation with all the items which needed (includes quantities).
    - v. Related experiences for oversea exhibition cases.
  - 3. Please submit documents above before 18:00 24, Jun.,2019 by email or mailed the paper copies to Miss Ivy.

(Address: 8F.-1, No. 285, Sec. 4, Zhongxiao E. Rd., Da'an Dist., Taipei City 106, Taiwan (R.O.C.), Tel:+886-2-2752-2898 #39, Email: ivy@tva.org.tw)

4. Tender is awarded by procurement of services, the evaluation will be based on booth design, event content and service quality.

5. Date of award: will be noticed by TVA.

viii. **Quotation(Specification) :**

A. Taiwan booth:

Taiwan booth should include 3 areas which are the main structure (include stage, information counter of tourism bureau and Taiwan information area for industries), space for each local government unit and airlines (8 booths), and experience area with function for business talk. The Taiwan booth should design with these 3 areas mentioned above with key vision.

**Key vision of Taiwan Booth**

1. The key vision should focus on theme of “Meet Colors! 台湾” to emphasize the specialness of Taiwan culture by using “Taiwan” and Japanese letter “台湾”, or pictures which could express Taiwan with appropriate equipment or design such as high ceiling and big screen (160 to 230 inches), LED or electronic products, and pamphlet wall to avoid visual obstacle. Cute item shouldn't be a part of key vision.

Key vision should express yearly promotion theme “town travel” (30%), “mountain(hiking)” (40%) and “Rail tour (30%) as key element. The design of Taiwan booth should be innovative and comprehensively with space for aisle and

following the rules of organizer.

**2. Element of Design:**

The booth should design with theme of culture, town tours and mountain hiking, with the combination of “romantic No.3”, “best 30 of Taiwan” (find attachment for the list), railway, township, mountains and hot spring, to express the specialness and charming of Taiwan tourism.

**3. Main structure of Taiwan booth should include following areas:**

- i. Stage: stage should big enough for 5-8 people to performing on stage at same time and set big screen (160-230 inches) at this area for play the video.
- ii. Taiwan information counter: should set at place where obvious. The counter should have space for stock pamphlet and for 2-3 people standing behind the counter. The design should follow the theme of Taiwan booth to express characteristic of Taiwan.
- iii. Taiwan information area: this area should be designed with sections for showing the characteristic of north, middle, south, east and offshore islands of Taiwan with Taiwan map to let people getting the geographic knowing of Taiwan. This area should have enough space and counter for 50-60 industries to use and set enough chairs. Each section should have at least 8 to 10 sockets.
- iv. Area for experience and interaction: This area should have one-third space of whole Taiwan booth, provide technical interactive equipment such as AR/VR, visual simulation,

photo shooting booth or other appropriate modern electric equipment. This area should also provide enough space and appropriate tools for people to experiencing interactive such as DIY (DIY contents and teacher will be provided by TVA) to attract people to come to Taiwan booth. To help to editing videos or other materials are also required.

- v. Business area: business area should share same space with area of experience and interactive. this area should be designed mainly for business talk during first 2 days of travel expo, which include at least 5 tables and enough folding chairs for hold business talk, DIY event and B2C seminar. The tools and settings for business talk could be remove during the last 2 days of travel expo for setting the equipment of interactive and DIY.
- vi. Room for rest: should have at least 2 long tables, 10 folding chairs, water dispenser (provide at least 3 buckets of water per day), clothes stand(hanger) and other tools might need. The door should have lock, and this space need to be at least could let 8 people rest at same time.
- vii. Stock room: Stock room should have storage shelf for put information (the information from tourism bureau and industries should be set at shelf by company names before the exhibition), stock room should have lock.
- viii. Audio room: the audio room or space should have at least 1 PA and 1 host (MC) for event.
- ix. Manpower for the event: Taiwan booth should have at least 6 staffs who can communicate in Japanese and Chinese.

Staff should be responsible for set information at right place, answer questions and provide services for people and industries, help the stage event, maintain order of Taiwan booth and clean up the booth every day.

**4. Booths belong to Government Unit:**

1. The government unit includes Keelung, Taichung, Changhua, Yunlin and Tainan for 1 booth, Hakka Affairs Councils has 3 booths. All government's 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 elements for print out for booth will provide by each government unit. The vendor should provide the design size of each booth. The price of prints of this area should be included in this bid project.

**5. Booths for Airlines: 4 booths (the construction cost and electricity fee will charge in addition)**

1. China Arline and EVA Airline will have 2 booths separately.
2. The construction plan will conduct by Airline Company. Contractor should contact China airline and EVA air to check details of these 4 booths.
3. The electricity and construction fees will contribute pro rata.

**B. Construction and operation of Taiwan Tourism Promotion event**

Taiwan tourism promotion event could separate into 2 parts, one part will be the tourism promotion event (please provide the proposal, any content will be accepted) holds on 10/26. (or before 10/27), and one this roadshow holds on 10/27. The tender should provide the proposal includes the content of tourism promotion event and roadshow, please find following details of specification.

1. Tourism promotion event should be holds on 10/26. or before 27, Oct. at downtown Osaka. TVA could help to provide performance group at 10/26. Tender should provide appropriate proposal to enhance advertising effect, accomplish procedures and arrange manpower and soft/hardware which is needed.

2. Stage area for roadshow:

The stage should have speaker and PA equipment and need to be big enough for 5-8 people performing at the same time. The tender should provide back banner design of the stage and time schedule of the stage. Except the performance time, the stage should design some interactive games of “township”, “mountain hiking” and “rail tour” in Taiwan to let people getting to know geographic background and tourism resources of Taiwan. The stage area should at least include 1 host and PA staff for holds stage event and operate soft/hardware of stage.

3. Taiwan booth of roadshow:

The tender should design this part based on element of “township”, “mountain hiking” and “rail tour” with big tent

to express township culture, Hakka culture and hiking resources of Taiwan. The booth includes interactive area should have at least 15m(width)x3m(deep) space to let 10-15 people use at the same time. Taiwan booth should have counter for Taiwan tourism bureau and information counter for industries. Taiwan booth should also have exhibition area for people to take pamphlet (such as pamphlet shelf, pamphlet wall and storage space for pamphlets).

4. Interactive area:

Roadshow should have at least 1 set of technical interactive device and enough space for 1-2 sets of experience event (TVA will provide 1 teacher and materials for experience event/DIY). The design of interactive area should have consistent design with Taiwan booth and stage area.

5. Manpower:

Stage area should at least have 1, Taiwan booth and interactive area should at least have 2 (totally 5) staff who could communicate in Japanese/ Chinses for maintain order, answer questions, send over pamphlet, help to carry equipment, manage equipment, execute questionnaire, clean up the environment and wear Kigurumi if needed.

**C. Summary of design and operation of Taiwan booth and tourism promotion event.**

1. The bid document should include stage operation proposal (such as host, script, performance, opening ceremony of Taiwan booth, interactive games and schedule of the stage).

The content of operation should design with consideration of Japanese culture and to attract Japanese tourist.

2. The bid document should include proposal of specific location, rent expense, manpower, design of Taiwan booth, stage, interactive area and operation content of tourism promotion event and roadshow.
3. The bid document should include soft/hardware which needed and both space design for business day (10/24, 25) and general public (10/26, 27) of interactive area of Taiwan booth of Tourism Expo Japan. The detail description and expectation effect of event content are also needed.
4. The bid document should include detail quotations such as soft/hardware equipment and manpower of Taiwan booth at Tourism Expo Japan and tourism promotion event.
5. The tender should obey the organizer's regulation, and accomplish water and electricity application if needed, the electricity fee should be included in the quotation.
6. The tender should set at least 1 site staff at Taiwan booth and roadshow for dealing with problems happens on site.

**D. Successful bidder should fix the design until final design.**

**E. Others:**

1. The tender should understand and obey the regulations of Tourism Expo Japan. Tender should take the responsibility there is any loss caused by tender's negligence.

2. All the bid document is needed to be submit before deadline. The tender will be disqualified if the content of bid document does not fit related regulation.
3. The certification and proposal which tender sent to TVA is not allowed to change or add any information. The sent proposal will not be returned.
4. The tender should afford fees for proposal writing and delivery.

**F. Please contact Sophia Tsai if you have any question about the content of bid. Tel:+886-2-2752-2898 ext.39.  
Email: [sophia@tva.org.tw](mailto:sophia@tva.org.tw).**