

Terms of Reference

Organizing three Road shows in New York, Washington D.C and Los Angeles for Sri Lanka Tourism and Industry Partners

02nd October 2017 – New York
03rd October 2017 – Washington D.C
05th October 2017 – Los Angeles

1. Background

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka tourism in the global context. The institution was established in 2008 after enactment of the Tourism act no. 38 of 2005 under the portfolio of the Ministry responsible for Tourism. SLTPB carries out marketing campaigns targeting both trade and consumer segments to support reaching the government's tourism arrival and revenue targets.

Authenticity is the new wave of tourism in Sri Lanka with a strong focus in providing unique concepts through experiences and what we call "emotion" to our clients. The intention is to go beyond typical tourist movements and introduce concepts relating to local lifestyles, elements of our culture, engagement with local people. **Compactness** - With only 65,610sqkm land mass, the entire island of Sri Lanka can be explored within a few days. Even the longest distance across the country can be covered within a few hours and if you are flying within one hour. Even a busy traveller can see most parts of the country within a short period of time due to this second advantage which is being compact. **Diversity**, the third and the biggest advantage is the unparalleled diversity of our tourism product. Sri Lanka is one of the most popular tourist destinations in the region, as it contains mixture of golden beaches, rare unique wildlife, breathtaking landscapes and a rich cultural heritage. Despite its relatively small size, Sri Lanka possesses a high level of bio-diversity due to its wide range of topographic and climatic variations.

Recent Accreditations for Sri Lanka

Bloomberg

Where to Go in 2017, Sri Lanka was rated as one of the 20 destinations that will be especially hot this year.

The Rough Guide, UK

Sri Lanka was named as one of the "Best Places to Travel in 2017"

World Travel Awards 2017

Sri Lanka the best leading Adventure destination in Asia

National Geographic Travel

Galle, Sri Lanka, top winter trips of 2017 for the warm weather

New York Post:

Ranks top 19 hotels to visit in 2016 - The Ananthara Peace Haven Tangalle Resort in Southern Sri Lanka

FOX News:

Sri Lanka is one of 10 under-the-radar destinations for 2016

2. Objective of the Road show events

The USA market has indicated a rapid growth in tourist arrivals to Sri Lanka in the year 2016. A total of 54,254 tourist arrivals were recorded and the target for 2017 is 60,000. A growth of 15% is seen in tourist arrivals for the year 2016 from the USA with the numbers increasing every year.

By considering the aggressive growth showed in previous months' tourist arrivals, a potential was identified to conduct more promotional activities to promote the island as a desirable tourist destination to the US travels as well as to create a platform for the industry members to widen their network from the said market. The top three attractions of Sri Lanka for US Tourists are the beaches, festivals and historical sites.

Sri Lanka Tourism Promotion Bureau will be participating with industry members for three road shows in New York, Washington D.C and Los Angeles

Dates:

02 nd October 2017	New York
03 rd October 2017	Washington D.C
05 th October 2017	Los Angeles

Agenda (Tentative): (Same for all venues)

16.30 Hours: Registration and Refreshments

17.00 Hours: Opening ceremony with lighting of the oil lamp

17.05 Hours: Welcome address

17.15 Hours: Country presentation

17.45 Hours: B2B/ one to one sessions

20.15 Hours: Dinner and informal networking

21.15 Hours: Raffle draw

21.30 Hours: End of event

3. Deliverables of the hired PR agency for each city

No	Activity	Details
3.1	Inviting a minimum of 60 travel agents (TA) and tour operator (TO) companies from each city with confirmations of at least 50 companies. <i>* It is important that at least 50 individual companies are represented at each event.</i>	<ul style="list-style-type: none"> - These 50 USA Agents should be from 50 different Travel Agencies or Tour Operator Companies. - Those who do not promote Sri Lanka currently but willing to promote Sri Lanka as a tourist destination or who are operating in Asia with a potential to operate in Sri Lanka - Decision makers/ senior officers should participate from Travel Agencies and Tour Operator Companies - 75% of the participants should be present at the opening ceremony - Online registration/confirmation of TOs/TAs that is opened to be viewed by the both parties (PR agency/SLTPB) to note the list of TOs/TAs as at date. The online registration should consist of the following; Name of the company, Name of the participant, Contact no, Email address of the participant, website
3.2	Inviting a minimum of 05 media personnel	<ul style="list-style-type: none"> - Ensure that minimum of 05 media organizations should be invited to cover the event at each city and to have a media interviews with SLTPB officials. - Preparation/circulation/publishing of 2 detailed press releases prior to the event in digital and print media. - Preparation/circulation/publishing of 4 post media press releases in combination of different digital & print media. (By the PR company)
3.3	Personalized invitations (to be prepared by the PR agency)	<ul style="list-style-type: none"> - To be e-mailed and posted to the invitees - Confirmation and ensuring at least 50 invitees attend each of the events in New York, Washington D.C and Los Angeles - Final confirmation list to be submitted to SLTPB at least 10 days prior to event with name of organization name, participant's names, contact numbers, website and email address
3.4	Selection of a venue	<p>The PR Company has to reserve a 5-Star hotel to organize the road shows in each city. Names of the venue/hotel has to be mentioned in the price schedule. (it is preferable if the hotel is either to be known for sustainable/responsible/ green hotel or able to provide Sri Lanka cuisine that will set the tone to position Sri Lanka in keeping with the vision)</p> <p>The hotel needs to be conveniently located (city centre)</p>

4	Event details:	
4.1	An opening ceremony and country presentation.	<ul style="list-style-type: none"> - Lighting of an oil lamp (lighting of candles by VIPs) Oil lamp has to be provided by the PR Company - A venue with a head-table for 5 pax and theatre style arrangement for 100 pax - Head table to have a flower arrangement - Name boards for head table
4.2	A large visible backdrop behind the head-table with Sri Lanka tourism branding	<ul style="list-style-type: none"> - Same backdrop could be used for all three events but the name of the city (a sticker could be pasted with the name of the city) needs to be changed. - Size to be suggested with the hotel venue and availability of space - Artwork will be provided by SLTPB
4.3	6 Standees	<ul style="list-style-type: none"> -To be kept at the venues -6 feet Height * 2 feet width -Artwork will be provided by SLTPB - These standees to be used at all three road shows. The PR agency has to deliver & set up all the standees at each road show
4.4	Multimedia projector, Screen and Laptop	<ul style="list-style-type: none"> - For the country presentation - To play cultural videos
4.5	Podium	<ul style="list-style-type: none"> - For the country presentation -Podium with flower arrangement
4.6	PA system	<ul style="list-style-type: none"> - One mic for podium - Two mics for head table - One hand held FM mic - Should be able to play videos
4.7	B2B meeting arrangements	<ul style="list-style-type: none"> - 20 square tables with 04 chairs for each table - Name boards of 20 Sri Lankan companies with logos print - The PR company needs to produce Sri Lanka Tourism branded note pads (20 pages), pens & USB drives to be distributed to invited USA TOs/TAs/Media (60 from each item for each city) - Printing a booklet with all company details of Sri Lankan participants enabling the USA TOs/TAs to obtain endorsement of each Sri Lanka company to get the confirmation that they met with each Sri Lanka TO/TA. (the booklet may contain company name, address, contact details with maximum 12 pages, A5 size, colour) - Required stationary, note pads, pens in consultation with the hotel for the B2B event. - wifi connectivity

4.8	Food & Beverages (100 Pax) Actual number of pax will be informed one week before the event, depending on the confirmed participants.	<ul style="list-style-type: none"> - Tea/ Coffee to be served with 02 snacks on arrival. - Water to be served during the entire event - Dinner reception to be arranged for USA Tour Operators and the Sri Lanka Trade Representatives after the B2B sessions. - The main meal should consist of Asian food varieties (preferably Sri Lankan) Please insure to include 1 fish item, 1 meat item (chicken/ lamb) and other curries to suit vegetarians. - 4 dessert items - Non-alcoholic beverages to be served during dinner <i>(Please specify all menus and types of beverages with cost breakdown)</i>
5	Additional items	
5.1	Registration	<ul style="list-style-type: none"> -Registration table to be set up and managed at the entrance of the hall to register all invitees. All business cards are to be collected and handed over to SLTPB along with the list of registration at the end of each road show. - Collect business cards for a raffle draw before dinner of invitees. - A name badge has to be produced by the PR agency for all confirmed agents and Sri Lankan trade.
5.2	Compeer (English)	Introduction of the head table, introduction of the road show, announcing the proceedings of the event and conducting a small raffle draw during the dinner <i>(Detailed agenda and other information will be provided)</i>
5.3	Giveaways table	Set up and manage a table with giveaways for the invitees at the entrance. All gifts/material will be provided and needs to be collected prior to the event from a given location in the city for set up on the day of the event at the venue.
5.4	Report (PR Company)	A detailed final compilation report with images, business cards collected, press releases (actual paper clippings with the name of the paper), success and outcome of event with future opportunities and relevant press releases published needs to be submitted to SLTPB (02 copies)
5.5	Photographer	<ul style="list-style-type: none"> - Cover the entire event and provide soft copies of images on a DVD to SLTPB (03 DVDs) - All the participants have to be captured by the photographer
5.6	Event management	An adequate number of representatives from the PR agency to be available during the event for all necessary activities, arrangements, coordination with the hotel and to attend to any issues that may arise during the event. Set up needs to be completed at all venues at least half an hour prior to beginning of the event with pre checking of all equipment and arrangements.

5.7	Transportation of promotional materials	<p>The PR company will receive all promotional material (brochures and giveaway items) from SLTPB prior to the event.</p> <p>The PR company needs to transport the promotional materials, backdrop and all the standees to each venue. After the event, the pull up standees should be delivered to the Sri Lankan Embassy in Washington D.C</p>
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6. Confirmed participant list/data base for each road show should be given to SLTPB at least 10 days prior to the event. The list should include Name of the Company, Name of the participant, Contact number, Email address, Company website.
7. It is preferable if one PR agency could bid to organize all four events in above mentioned cities.
8. The bidders should have valid business registration with permanent office located in USA.

INTRODUCTION TO BIDDERS (ITB)

Selection of a Public Relation Company to organize Road show events in New York, Washington D.C and Los Angeles

Bids are called for organizing three Road shows in New York, Washington D.C and Los Angeles by the Chairman, Procurement Committee of Sri Lanka Tourism Promotion Bureau (SLTPB).

02 nd October 2017	New York
03 rd October 2017	Washington D.C
05 th October 2017	Los Angeles

1. Bids to be sealed in accordance with clause 3 of this ITB (Instruction to bidders), addressed to **Chairman Procurement Committee, Sri Lanka Tourism Promotion Bureau, No 80, Galle Road, Colombo 03 Sri Lanka** and deliver to the following address to be dispatched to Colombo, Sri Lanka.

**H.E The Ambassador,
Embassy of Sri Lanka,
3025 Whitehaven Street NW
Washington D.C
20008.
E mail; commercial@slembassyusa.org
itu@slembassyusa.org; slembassy@slembassyusa.org**

2. Bids will be closed **on 14th August 2017 at 15.00 hrs** and embassy will dispatched to Sri Lanka Tourism Promotion Bureau Colombo for evaluation purpose.
3. Bids should be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and the two envelopes shall be enclosed in **“Road shows in USA 2017”** on the top left hand corner of the envelope.
4. Following document has to be completed and submitted with the signature of the authorize officer of the bidder and company seal along with other necessary attachment to prove eligibility and capacity to earlier in to contract.
 - **Bid Submission Form**
 - **Price Schedule**
 - **Copy of Business Registration Certificate**
5. Option and alternate options will not be considered
6. Cost of Bidding - entirely responsibility of the bidders.
7. Clarifications of the bidding document can be made latest **three** working days prior to the deadline of bid submission. All clarifications have to be emailed to the addresses below in English language

procurement@srilanka.travel;
madu@srilanka.travel Telephone: 0094112426800 – Ext; 404
Chameera@srilanka.travel Telephone: 0094112426800 – Ext; 120

8. Amendments of bid documents – May be issued at any time prior to the dead line for submission of bids. Amendments should be a part of bid documents.

9. Language of document – English

10. Bid Currency – USD

11. The Format and signing of bid documents – original document of bids shall be typed or written in indelible ink and signed by authorized signatories with the seal of relevant authorities.

12. Deadline for submission of bids may be extended at the discretion of SLTPB.

13. Late bids – bids receive after the deadline will be rejected.

14. Opening of bids- The Bids will be opened in Colombo once sealed bids are dispatched to the Head office by a bid opening committee appointed by the Departmental Procurement Committee of SLTPB.

15. Preliminary examination – completeness and substantial responsiveness of each bid will be examined.

16. Bidder or local authored agent can be participate at the bid opening time.

17. Evaluation will be based on the following,

- Quoted Price
- Past Experience
- Company Profile

Eligibility: The bidders who have valid business registration for the scope of the work of this procurement and permanent office located in **USA** with sufficient experience and professional staff are eligible for the contract.

18. Procurement Process – LIB (Limited /restricted International Competitive Bidding)

19. Completeness and substantial responsiveness of each bid will be examined by considering the following factors.

- Efficiency of the service
- Quoted Price

20. Bids without company profile in the given format and the Business Registration Certificate will be considered as non responsive bids.

21. Award of contract – contract will be award to lowest responsive attractive, innovative concept of evaluated bidder.

22. Acceptation or rejection of bids – The Chairman, Procurement Committee reserved the right to accept, reject any bid or part of the bid submitted.

23. Notification of award – The selected bidder will be notified by fax, telex or E-mail and followed by a letter with the payment terms.
24. Validity period of the quotation should be 120 days from the date of opening.
25. The price shall include all the costs related to organize road shows in all the third party costs, cost of damages etc.
26. Company profile with past experience to be attached to the proposal.
Organizing process to be finished on or before **18.00 hrs on 1st October 2017**.
27. If you have missed any item (which have not mentioned price schedule) will be loaded the average value for missing item at the stage of evaluation and average loaded price will not be liable to paid.

Payment Terms

Option 1

- ❖ Mobilization advance of 20% of the total contract value will be paid after signing of the Letter of Award on submission of an advance payment guarantee issued by a commercial bank of the payee's country with period of 02 month validity period.
- ❖ Interim payments **up to** 60% of the total contract sum will be paid at completion of 80% of the total work to be done after receipt of a report issued by SLTPB representative or an appointed representative from the Embassy / High Commission
- ❖ Balance payment of 40% will be made within two weeks after successful completion of the event on submission of the job completion certificate and satisfactory report in with TOR report issued by SLTPB representative or an appointed representative from the Embassy / High Commission

Option 2

- ❖ The full Payment will be done after completion of the work and submission of the invoice, satisfactory report and other relevant document within period of one month on submission of the job completion certificate and satisfactory report in with TOR report issued by SLTPB representative or an appointed representative from the Embassy / High Commission.

28. You are requested to forward your proposal, only if you are agreed with the above payment option.
29. Bidders not comply with TOR and ITB bid will be rejected.
30. Bids will not be accepted via Email. (No email of the price quotation shall not be accepted or shall lead to rejection of the proposal.)

PRICE SCHEDULE

Selection of a Public Relation Company to organize Road show in USA- 2017

S/ N	Description	New York			Washington D.C			Los Angeles		
		Qty	Rate (USD)	Cost (USD)	Qty	Rate (USD)	Cost (USD)	Qty	Rate (USD)	Cost (USD)
01	Inviting a minimum of 60 travel agents (TA) and tour operator (TO) companies as per TOR no 3.1	60			60			60		
02	• Inviting a minimum of 05 media personnel as per TOR no 3.2	05			05			05		
	a) Publishing of 2 detailed press releases prior to the event in digital and print media.	02			02			02		
	b) Publishing of 4 post media press releases in combination of different digital & print media	04			04			04		
03	Personalized invitations as per TOR no 3.3									
04	Selection of a venue(5-Star hotel) as per TOR no 3.4									
Name of Hotel										

05	<ul style="list-style-type: none"> An opening ceremony and country presentation as per TOR no 4.1 								
	1. Oil lamp at the inauguration ceremony								
	2. Head-table for 5 pax and theatre style arrangement for 100 pax								
	3. Head table to have a flower arrangement								
06	A large visible backdrop behind the head-table with Sri Lanka tourism branding as per TOR no 4.2								
07	Standeers as per TOR no 4.3	06			06			06	
08	Multimedia projector as per TOR no 4.4	01			01			01	
09	Screen as per TOR no 4.4	01			01			01	
10	Laptop as per TOR no 4.4	01			01			01	
11	Podium with flower arrangement as per TOR no 4.5								
12	<ul style="list-style-type: none"> PA system as per TOR no 4.6 								
	1. mic for podium	01			01			01	
	2. mics for head table	02			02			02	
	3. hand held FM mic	01			01			01	

13	<ul style="list-style-type: none"> B2B meeting arrangements as per TOR no 4.7 								
	1. Square tables	20			20			20	
	2. Chairs for each table	80			80			80	
	3. Name boards	20			20			20	
	4. Sri Lanka Tourism branded note pads (20 pages)	60			60			60	
	5. Sri Lanka Tourism branded Pens	60			60			60	
	6. Sri Lanka Tourism branded USB drives	60			60			60	
	7. Printing of Sri Lanka Tourism branded booklet (maximum 12 pages, A5 size, colour)								
	8. Stationary, note pads, pens								
	9. wifi connectivity								
14	<ul style="list-style-type: none"> Food & Beverages as per TOR no 4.8 <i>(Please specify all menus and types of beverages with cost breakdown)</i> 	100Pax			100Pax			100pax	

15	<ul style="list-style-type: none"> Registration as per TOR no 5.1 <p>A name badge needs to be produced by the PR agency for all confirmed agents from each city and Sri Lankan trade.</p>									
16	<ul style="list-style-type: none"> Compeer (English) as per TOR no 5.2 									
17	<ul style="list-style-type: none"> Giveaways table as per TOR no 5.3 									
18	<ul style="list-style-type: none"> Report (PR Company) as per TOR no 5.4 									
19	<ul style="list-style-type: none"> Photographer as per TOR no 5.5 <p>Cover the entire event and provide soft copies of images on a DVD to SLTPB (03 DVDs)</p>									
20	<ul style="list-style-type: none"> Transportation of promotional materials as per TOR no 5.7 									
21	Any other related costs (please submit item wise breakdown)									
	Total cost									
	Taxes									
	Discount									
	Grand Total									

Payment terms (please tick)

You are requested to select option according to the Introduction to Bidders.
I herewith agree with the following payment option.

- 1) Option 1
- 2) Option 2

Bid Submission Checklist

S/N	Item	Submitted (Yes/ No)
1	Price Schedule in the given format	
2	Company Profile in the given format	
3	Business Registration Certificate	
4		

Authorized signatory

Name	Company Seal
Address	
Designation	
Date	

FORMAT OF ADVANCE PAYMENT BANK GUARANTEE

GUARANTEE NUMBER: DATE:/...../.....

SUM GUARANTEED:

Chairman

Procurement Committee

Sri Lanka Tourism Promotion Bureau

No 80, Galle Road, Colombo 3

Dear Sir,

Name of the contract:

In accordance with the provisions of the Conditions of the contract, of the above mentioned contract (Name & address of contractor) (Hereafter called "the contractor") shall deposit with (name of employer) a bank guarantee to guarantee his proper and faithful performance under the said contract in and

Amount of (Amount of guarantee)

..... (Amount in words). We, the (Bank), as instructed by the contractor, agree unconditionally and irrevocably to guarantee as primary obligator and not as surety merely, the payment to (name of employer) on his first demand without whatsoever right of objection on our part and without his first claim to the contractor, in the amount not exceeding

..... (amount of guarantee), such amount to be reduced periodically by the amounts recovered by you from the proceeds of the contract.

We further agree that not change or addition to or other modification of the terms of the contract or of the works to be performed there under or of any of the contract document which may be made between you and the contractor shall in any way release us from any liability under this guarantee, and we hereby waive notice or any such change, addition or modification.

No drawing may be made by you under this guarantee until we have received notice in writing from you that an advance payment or the amount listed above has been paid to the contractor pursuant to the contractor.

This guarantee shall remain valid and in full effect from the date of the advance payment under the contract until (name of employer) receives full repayment of the same amount form the contractor.

Signature & seal of the Guarantor :

Name of the Bank :

Address :

.....

Date :

Witness :

01.

.....

.....

02.

.....

BID SUBMISSION FORM

Selection of a Public Relation Company to organize Road show events in New York, Washington D.C and Los Angeles

Chairman
Procurement Committee
Sri Lanka Tourism Promotion Bureau
No 80, Galle Road,
Colombo 3, Sri Lanka.

We accept your invitation and submit our detail below.
(Separate sheet could be used if required)

1. CONTRACTOR DETAIL/COMPANY PROFILE

- 1 Name of the Agency and Address :.....
- 2 Year of Incorporation :.....
- 3 Contact Person and Contact Details :.....
- 4 Business Registration :.....
- 5 Field of Business (Scope) :.....
- 6 No. of Permanent Employees :.....
- 7 No. of Casual/Contract Staff :.....
- 8 Other Relevant Information :.....

2. ONGOING PROJECTS

S/N	Name of the Client	Contact Details	Contract Value USD	Period
1				
2				
3				
4				
5				

3. MAIN EVENTS HANDLED DURING LAST TWO YEARS

S/N	Name of Client & Address	Nature of the Contract	Contract Value USD	Period
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

4. PAST EXPERIENCE WITH ROAD SHOWS IN USA & OTHER ROAD SHOWS

Please give details at least for 7 Main Contracts

	Name of the Contract	Date	Client and contact details	Nature of contract	Remarks
1					
2					
3					
4					
5					
6					
7					

We submit herewith our quotation to organize three road shows of Sri Lanka Tourism Promotion Bureau in New York, Washington D.C and Los Angeles, in Term of Reference (TOR), Instructions to Bidders (ITB) and other condition laid down in the bid document.

Our quoted price is USD (in figures)(in words)
USD
.....

Signature:.....

Name of Signatory:.....

Designation:.....

Company Seal :.....