
TERMS OF REFERENCE

SUPPLY & DESIGN GRAPHIC STAND FOR WTM AFRICA 2016 (CAPE TOWN) & INDABA 2016 (DURBAN)

1. THE PROJECT DESCRIPTION

1.1. The project Title

Design & Supply Stand for Enterprise iLembe/Tourism Brand for WTM Africa & Indaba 2016

1.2. Exhibition Details

Show Name: Tourism Indaba
Dates: 7 - 9 May 2016
Stand No: DEC1B12
Hall No: DEC Hall 1
Stand size: 18m2 (layout of exhibition hall attached)

Show Name: World Travel Market Africa
Dates: 6 – 8 April 2016
Stand No: TBC
Stand Size: 9m2 (corner stand)

1.3. Main objectives of the project

- To utilize WTM & Indaba as a platform to showcase the North Coast as a premier holiday destination
- To increase product awareness/sales for the establishments of the region
- To network with other industry stakeholders
- To afford a platform for local product owners to conduct business meetings with potential buyers/partners
- To demonstrate brand awareness and association between Enterprise iLembe and the tourism brand 'North Coast'

2. PROPOSAL

Enterprise iLembe invites quotations from suitably qualified service providers to design a stand/s for Enterprise iLembe. The proposal should indicate how the consultant will deliver on the project deliverables and outcomes and to provide a breakdown of activities and time frames. A proposed design layout must accompany the quotation. **Service providers are also required to separate the pricing for both shows in the quotation.**

N.B: Enterprise iLembe welcomes creative ideas and input that could add value to this project.

3. TASK DESCRIPTION AND EXPECTED OUTPUTS

Enterprise iLembe invites proposals from suitably qualified and experienced service providers. Suppliers must be registered on the Enterprise iLembe Database (with valid tax clearance certificates). The following are the key activities which need to be undertaken to ensure that the project is a success, namely:-

- The service provider to design a stand for the both exhibitions; with appropriate branding and maximum visibility as well as allowing for maximum trade interaction. The design drawings and layouts need to be submitted together with the quotation.
- To make practical recommendations on how best Enterprise iLembe can utilize the space allocated within the available budget.
- The stand should be accessible, appealing, and attractive and consist of latest branding techniques and ideas.
- The stand at Indaba must allow for business meetings to be conducted; i.e. meeting tables must be built into the design component of the stand as well as a lounge area.
- Submit proposed recommendations to Enterprise iLembe on how best to utilise the floor space.
- A storage space to be included in the design as well as a bar fridge (Indaba 2016)
- A LED/LCD screen (minimum 42") with USB inputs and a DVD player must also be provided (Indaba 2016)
- Build-up and breakdown of stand.
- Organize other logistics required for the exhibition (e.g. courier of the stand, brochures, electrical requirements, furniture etc).
- All graphics to be the property of Enterprise iLembe (e.g. all reusable items will be utilized for future shows), deliver said items to Enterprise iLembe office in Ballito.
- The service provider should be available at all times for the full duration of the show to attend to any emergencies that may arise.

4. APPOINTMENT OF SERVICE PROVIDER

The proposals submitted shall be evaluated on functionality criteria first before price evaluation.

Any bid that fails to achieve a minimum of 50 points on the functionality evaluations shall not be evaluated for price and will therefore be deemed to be unsuccessful.

Core Competencies & Evaluation for Functionality will be based on:

- competency, specialist input and experience of the consultant/s; a proven track record in stand design
(All proposals must be accompanied by your company profile (include details of previous similar work done, with contactable references))
- understanding of the project brief, originality and relevance of the proposed plan
- capacity to deliver the required quality within the specific time frames

This quotation calls for specialized skills and experience in this field and therefore the service provider will not be evaluated on price alone but on functionality prior to price scoring as follows;

Competency & Experience:	25
Stand Design (originality & understanding brief):	60
Capacity to deliver:	15

Only proposals with a score of 50 and higher will be eligible for evaluation in terms of the 80/20 points scoring system as follows:

COMPONENT	80/20
B-BBEE Status Level	20
Price	80
Total	100

Service providers who wish to claim preference points must submit a B-BBEE Certificate.

The 20 preference points will be allocated based on B - BBEE status level of contribution and shall be allocated as per table below:-

Status Level of Contributor	Preference Points on scorecard (80/20 System)
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-contributor	0

5. APPOINTMENT OF SERVICE PROVIDER

Proposals must be submitted in the following format, failure to do so may render the proposal invalid:

- Full name of company
- Physical address
- Full contact details, including cell phone number (if applicable) of contact person
- Valid Tax clearance certificate (compulsory)
- Budget Activity Schedule split between the two shows (Cost implications of each show to be shown separately on the quotation)
- Competency, specialist input and experience of the consultant/s
- Understanding of the project brief, originality and relevance of the proposed plan

6. PAYMENT TERMS

Payments will be paid on invoices rendered for work completed. On receipt of invoices rendered the service provider should allow at least four (4) weeks for the payments to be processed.

7. NON APPOINTMENT

Enterprise iLembe has a right not to make an appointment should it find that proposals received do not meet the specified criteria / requirements and is not compelled to accept the lowest bid.

8. CLOSING DATE AND TIME

Interested individual service providers are required to submit proposals by **23 February 2016; 12h00** to Victor Malusi, email: Victor@enterpriseilembe.co.za or hand delivered to Sangweni Tourism Centre, Ballito.