



General Directorate for Public Procurements

APPROVED,

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SPECIFICATION

**Re: design, setting up, and decoration of the
ROMANIAN NATIONAL STAND at
Tourest Tourism Fair, 17 – 19.02.2012, Tallinn, Estonia**

Chapter I – GENERAL INFORMATION

- Date & place: 17 – 19.02.2012, Tallinn, Estonia
- Type of event: Tourism exhibition
- Stand size: 20 sq. m, 2 sides open
- Info desks: one main and 2 co-exhibitors (the number might be modified depending on number of co-exhibitors announcing their participation)

Chapter II – TENDERER'S DOCUMENTS

- (1) Technical offer: contains technical memo and visualisation of the stand, 3D presentation in full color. Also to be mentioned: the types of structures to be used, design elements that build up stand personality (logo, suggestive images), materials and type of graphic used, furniture and additional equipments (shelves, tables, podiums, cases)
- (2) Financial offer:
 - a. No financial offers will be accepted. Offers that do not fully respond to all requests in the specification will be disqualified.

- b. The financial offer will also include the following costs:
 - i. Water and electricity supply, connection and usage
 - ii. Daily cleaning of stand
 - iii. Production of promotional materials

Chapter III – TECHNICAL CONCEPT AND ORGANIZATION OF STAND

- (1) The design, production, and decoration must ensure the proper environment for promotional activities, by means of a creative, modern presentation
- (2) All elements of the stand must reflect the elegant, exclusive, unique image of Romania's tourism and Romania's tourist brand.
- (3) All stand areas, including those allocated to co-exhibitors, must provide the equipments and facilities to ensure a maximum functionality
- (4) The design will respect the outline provided by the brand manual, focusing on the main elements to be promoted: nature, culture, authenticity. All images used in decorating the stand will be big, at a good resolution and well lit.
- (5) The stand will include the following:
 - a. one reception desk for MDRT, with outstanding graphic and design, 1 bar stool
 - b. 2 desks for co-exhibitors (the number may vary), each of them with lockable storage space and one bar stool. Should there be no co-exhibitors, the 2 desks will not be used.
 - c. all desks shall have the Romanian logo displayed
 - d. storage space for personal belongings and for depositing materials, with shelves, mirror, coat hangers, sink and coffee maker
 - e. 1 discussion table with 4 chairs
 - f. logo Romania – on display, visible from afar (possibly placed higher up depending on stand configuration and design). Dimensions of logo will be specified in the offer.
 - g. Prize wheel board game (spinning wheel) with base and pole, 70 cm in diameter. Images for board game to be provided by the Romanian Tourist Office in Warsaw.
 - h. audio system (2 sound projectors with CD/mp3 player)
 - i. decoration will use backlit boxes and transparent materials, with photos of tourist attractions in Romania (to be provided)
 - j. flower decorations and 2 birch baskets
 - k. cups and glasses, napkins, all materials necessary for preparing and serving tea and coffee
 - l. one stool and one chair for one folk artist
- (6) All costs regarding transportation, accommodation and payment of one artist specializing in Romanian traditional crafts, who will be doing demonstrations during the three days
- (7) Catering: coffee, sugar, milk, water, green apples and candy
- (8) Promotional materials:
 - 500 Indian hemp bags, black, 38 x 42 cm, logo Romania.
 - 150 wooden domino games, logo Romania on the box
 - 1 roll up, 200 x 100 cm, logo Romania and elements of visual identity POR
- (9) Transportation of materials and brochures from Warsaw to fairground and back to Warsaw after the event

- (10) Usage of materials or equipments that are not perfectly functional or have any kind of flaws is unacceptable.
- (11) The winning company commits to have one person responsible for any kind of emergency that might appear during the three days.
- (12) Electrical installations will ensure good functioning of all equipments, including illumination of photos as well as general illumination of the stand. Water and other installations will respect international standards as well as legislation of the fair.

All promotional materials will be approved by the MRDT and inscribed with the elements of the visual identity of the national tourist brand, according to recommendations of the Visual Identity Brand Book, and those included in the Visual Identity Book of the Regional Operation Program.

Chapter IV – FINANCIAL CONDITIONS

The total value of the financial offer, in Euro, will be itemized, showing the cost of services rendered and products/goods offered and their value.

The financial offer will include the total value, in Euro, plus VAT, according to the law.

The winning company will write a report about the event and will add to it a CD/DVD presenting the event. All materials resulting from the event are the property of MDRT. The report and the presentation materials will be realized free of charge and constitute the legal basis for payment.

Chapter V – ELIGIBILITY

The tenderer has the obligation to submit, together with the offer, documents to prove a minimum turnover of at least 30.000 EUR for the last year, as well as documents, proving that they have built/decorated three stands, similar in what concerns the technical and financial requirements, with the one described by this specification.

Non-presentation of these documents will disqualify the offer.