

**Government of Orissa
Department of Tourism & Culture
(Tourism)**

No. 10439 /TSM,
T-TSP-III 36/2010

Bhubaneswar, the dt.28-12-2010

EXPRESSION OF INTEREST

Applications on Expression of Interest are invited in sealed covers for selection of Executing Agency of National / International repute (henceforth known as the Event Management Agency) who will be responsible for organization of Orissa Tourism Fair (OTF) on turn-key basis including marketing, mobilization of sponsors as well as ensuring maximum turnout of buyers, especially FTOs. Last date of submission of EOI is **25-01-2011 at 3.00 PM.**

The Terms of References may be collected from the Directorate of Tourism, Government of Orissa, Paryatan Bhawan, Bhubaneswar or may be downloaded from our website **www.orissatourism.gov.in**.

**Sd/-
(T. Ao)
Director & Addl. Secretary to Govt.**

N.B – For any query please send your mail to oritour@gmail.com

Expression of Interest for selection of Executing Agency to organize OTF

Orissa Tourism intends to organize a Travel Trade Fair (OTF) during the last week of February'11 / 1st week of April'11 at Bhubaneswar. The purpose of organizing OTF is to showcase Orissa's Tourism product and enable actual B2B between the hoteliers, tour operators, travel agents & other tourism service providers of the state as exhibitors and the foreign and Indian tour operators as buyers. The fair also aims at exploring awareness for private investments in Orissa Tourism products and infrastructure development thereof. Orissa Tourism proposes to engage an executing agency of National / International repute (henceforth known as the Event Management Agency) who will be responsible for organization of the event on turn key basis including marketing, mobilization of sponsors as well as ensuring maximum turnout of buyers, especially FTOs.

Offer is invited from agencies / event managers having experience in organizing such events on turnkey basis for the above purpose.

Eligibility Criteria

1. The applicants shall have at least 3 years experience in organizing similar events on turn key basis.
2. Must have experience in organizing National level Travel Trade Fair at least once during last 3 financial years.
3. Annual income from event management & allied services not below Rs.1.00 Cr. during each of last 3 financial years.
4. The applicants should have registered office in India and shall give an undertaking to start O.T.F. office in Orissa, if, the work is assigned to them.
5. The applicants should have exposure to domestic and international tourism industries.

Scope of Work

1. Website development and promotion thereof prior to the event. This should be a dynamic website allowing sellers to upload their wares and schedule business meetings with listed buyers & management thereof till the event is over.
2. Getting confirmed buyers in advance. This has to be shared with DoT and published on website. **Minimum 150 overseas buyers & 100 domestic buyers.** Buyers from South East Asia and East Asia are preferable.
3. Trade magazine publicity – specific & should also include electronic media (media partners – both print & electronic) bidders to indicate the media plan which will be a part of Technical Bid.
4. Designing, production & distribution of event specific brochures and collaterals like flyers, e-flyers and invites.
5. Creating the theme of the exhibition
6. Exhibitors' preparedness orientation workshop. Modules to be finalized in consultation with Department of Tourism.
7. Marketing of the event and bringing in Trade Partners and sponsorships. Regular reports to the DoT on a weekly basis (till event concludes) of sponsors roped in & the amounts generated.
8. Programme finalization. This would also include non-business session like seminars / workshops / parties. All expenses to be borne by EMA.
9. Hospitality accommodation & reception of the participants at arrivals & venue. Daily logistic management for Delegates (transfers from airport – hotel – venue etc.). All expenses including transport charges shall be borne by EMA.
10. Venue fees, convention hall rental, other logistic arrangements including accommodation expenses for hoisted delegates are to be borne by EMA.
11. The EMA will be responsible to negotiate with hotel & other service providers for concessional accommodation, complimentary breakfast sponsored lunch & dinner (either at host hotels or venue).

12. The EMA will also negotiate with Airlines for concessional air tickets/ train tickets for hosted delegates / buyers. These shall be borne by the EMA.
13. Informal functions and cultural activities. DoT shall only facilitate identification of artistes / troupes, but fees thereof shall be borne by the EMA.
14. Conceptualizing the model for the venue, construction of stalls minimum 100 nos. size 10 x 10 & feeder amenities (chair, table, multimedia, floral arrangement, water coolers or tumblers, electrification, AC, microphone etc.) All cost will be borne by the EMA.
15. Business / networking session detailing
16. Pre & post tour coordination with buyers as a follow up to the event.
17. Detailed event report in proper paper publication, costs for which are to be borne by EMA.
18. Any other works necessary for successful organization of the event but not explicitly included in the scope of work

Obligation of Department of Tourism

1. Department of Tourism is committed to pay the Event Management Agency a minimum guaranteed amount of Rs. 60.00 lakhs towards organizing the entire event on turn key basis.
2. The Department of Tourism shall also pay an amount equal to the amount quoted by the selected EMA over & above the guaranteed amount plus taxes as applicable.
3. The Department of Tourism will share sponsorship arranged for the event by the Event Manager as per following rates.
 - a. Government, Semi Government Bodies, Central & State PSUs – 20% of the sponsorship collected to be given to the EMA.
 - b. Private agencies – 50% of the sponsorship to be given to the EMA.
 - c. Protocol invitation and dignitaries management
 - d. Law & order permission and Government passes
 - e. Pre/post event FAM tours for interested delegates excepting sellers

Technical pre-qualification bid

1. The technical pre-qualification bid shall include documentary evidence in support of the eligibility criteria which shall be submitted by the interested event management agency.
2. The technical bid shall also contain profile of agency past experience in organizing similar event, media plan and other value addition proposed to be included by the Event Management Agency.
3. It shall also contain the road map chronologically to accomplish different deliverables to organize the event during 1st week of February11 or 1st week of April'11
4. The technical bid shall super scribed as pre-qualification (technical) bid for selection of event management agency of TTF, 2011.

Financial Bid

The bidder has to quote the additional amount to be paid by DoT over & above the guaranteed fees committed by the DoT along with the estimated cost, projected sponsorship to organize the entire event on turn key basis. The financial bid format is given at **Annexure-A**.

Bid Evaluation Criteria

The selection process for EMA will be as below :

- i) Selection will be based QCBS system (Quality & Cost Base Selection)
- ii) Short-listing of EMA shall be based on fulfilling of the eligibility criteria, evaluation of the technical bid and presentation to be made by the EMA before the Selection Committee.
- iii) The Technical Bid shall have weightage of 60 and Financial Bid shall have a weightage of 40

- iv) The Technical Committee will evaluate the proposal of the short-listed EMA who have fulfilled the eligibility criteria and assign marks to the agencies on technical parameter.
- v) The financial bid of the short-listed bidder will be opened and marks will be assigned on the basis of their financial quote i.e. the additional amount Department of Tourism shall be required to pay over & above the guaranteed amount of Rs.60.00 lakhs.
- vi) The bidder achieving highest marks in the sum total of technical bid & financial bid will be selected as EMA.
- vii) The DoT authorities will have right to modify, change or delete any items from the scope of works.
- viii) In case of any change in scope of work, specification, deficiency in service, failure on the part of EMA to mobilize required number of buyer a high power committee consisting of Principal Secretary, Tourism / Secretary Tourism, Director, Tourism, Chairman, HRAO, TAAO, M.D., OTDC, G.M., OTDC, Dy. Director, Tourism, FC-cum-Secretary will examine the issue & their recommendation shall be final & binding on the EMA.
- ix) The DoT reserves the right to accept or reject any bid of any agency at any stage of the bid process including annulling the entire bid process without assigning any reason thereof.

DIRECTOR, TOURISM
Paryatan Bhawan, Lewis Road
Bhubaneswar

Price Bid for Orissa Trade Fair, 2011

- Name of the Agency :

Sl.No.	Particulars	Amount
	<u>Estimated Cost</u>	Rs.
1	Website development & maintenance thereof for the OTF as per the scope of work	Rs.
2	Publicity in trade magazine & electronic media, publicity materials (bidder to indicate detail media plan) including publicity, distribution as per scope of work in sl.no.3, 4 & 5	Rs.
3	Orientation workshop for the participants, marketing of events as per scope of work in sl.no.6 & 7	Rs.
4	Seminar, workshop, parties, hiring of convention hall, dinner/lunch etc. for both business & non-business session	Rs.
5	Hospitality, local transport & reception of delegation, guests as per sl.no.9, 11 & 15 of scope of work	Rs.
6	Air ticketing cost of the delegation/buyer.	Rs.
7	Cost of organizing cultural programme including artist fee	Rs.
8	Erection of 100 nos. stall & other logistic arrangements as per sl.no.14 (may be increased or decreased, as per need)	Rs.
9	All other work mentioned in the scope of work in the bid document which is required for successful execution of the event but not mentioned in sl.no. 1 to 8	Rs.
	Event Management Fee	Rs.
	Total Estimated Cost	Rs.
	<u>Sources</u>	
i)	Department of Tourism guaranteed amount	Rs. 60,00,000/-
ii)	Additional fee to be payable by the Government (this to be quoted by the bidder and shall be one of the bid selection criteria)	Rs.
iii)	Projected Commission from sponsorship a) Private Agency (50% of the sponsorship will be the share of the EMA as commission) b) Govt. & Semi-Govt. (20% of the total sponsorship will be the share of the EMA as commission)	Rs.
	Total	Rs.

- NB :**
- For evaluation of Financial Bid only the additional fee quoted by the EMA in the price bid will be considered.
 - Department of Tourism shall not be responsible if the selected EMA fails to arrange sponsorship as projected in the bid document. Similarly Department of Tourism will not have any objection in sharing the sponsorship over & above the amount projected in the Financial Bid. However, the EMA is not required to compensate the Department of Tourism share sponsorship in case it fails to achieve the projected sponsorship mentioned in the Financial Bid.

