

**SPECIFICATIONS FOR THE PROVISION OF EVENT MANAGEMENT
FOR BLUEPRINT 2012**

1 INTRODUCTION

- 1.1 BLUEPRINT is a B2B event to be held on 17 to 20 May 2012, as part of the Asia Fashion Exchange, a two week fashion extravaganza set to develop Singapore's fashion industry by cultivating design talent, stimulating demand locally and internationally and positioning Singapore as a fashion centre on the international stage.
- 1.2 BLUEPRINT is position as the Asia's Fashion Trade Gateway to showcase talented designers from Asia to international buyers and media. Apart from pursuing business opportunities and launch platform for Singapore designers and fashion industry, the tradeshow also aims to promote closer collaboration amongst Asia designers and exchange of ideas. The emporium concept at the last two day of the tradeshow offers an opportunity for participating designers a first-hand market testing with public consumers, as part of the retail experience to improve their business skills.
- 1.3 BLUEPRINT is an industry initiative, supported by SPRING/IE Singapore that aims to grow the brand name and the fashion industry as a launch platform for designers to the international fashion scene, and at the same time to foster closer collaboration with foreign fashion businesses through this platform exchange.
- 1.4 BLUEPRINT 2012 targets to attract 200 exhibitors, 4000 visitors and more high profile buyers from Singapore and regionally. In addition, BLUEPRINT will also act as a pivotal networking point for fashion businesses to establish link to further business opportunities.

2 SCOPE OF WORK

TaFf seeks to engage an event company to provide event planning and management services in relation to the planning, organization and execution of BLUEPRINT 2012.

2.1 EVENT MANAGEMENT

- 2.1.1 The Company will be appointed for a period of nine months from the date of award, with an option to extend for an additional two months, subject to the same terms and conditions. This option shall be exercisable at the sole discretion of TaFf.

2.1.2 The Company shall be required to provide the following services during its appointment:

- a) MANPOWER & SECRETARIAT SUPPORT
- b) EVENT ACCOUNTS MANAGEMENT
- c) EXHIBITOR SALES & SPONSORSHIP MANAGEMENT
- d) HOSTED BUYERS & VISITOR MANAGEMENT
- e) SHOW PRODUCTION
- f) MARKETING COMMUNICATIONS SUPPORT DESIGN AND PRODUCTION OF COLLATERALS
- g) WEBSITE DEVELOPMENT & ELECTRONIC COMMUNICATIONS
- h) DIRECT & ELECTRONIC MAILING SUPPORT
- i) OPERATIONS & LOGISTICS MANAGEMENT
- j) VENUE MANAGEMENT
- k) ON-SITE MANAGEMENT
- l) EVENT HOSPITALITY SUPPORT OFFICIAL FUNCTIONS
 - CONCEPT DEVELOPMENT
 - ARTISTE MANAGEMENT
 - F&B MANAGEMENT
 - VENUE MANAGEMENT
- m) AIR TRAVEL AND HOUSING ARRANGEMENTS
 - COORDINATION OF AIR TRAVEL & HOUSING ARRANGEMENT
 - SELECTION OF OFFICIAL AND SUPPORTING HOTELS
 - TRANSFERS
- n) VIDEOGRAPHY AND PHOTOGRAPHY SERVICES
- o) POST SHOW REPORT

3 TARGET AUDIENCE

3.1 The target audience and market include the following:

Target countries: China, Indonesia, Japan, Korea, Malaysia and Thailand

Target audience:

- a) *Fashion Designers*: Increase awareness of BLUEPRINT and position it as the Asia launch pad for fashion talent to the international fashion scene.
- b) *Buyers/Retailers/Dept Stores*:
- c) *Public*: Raise the profile of BLUEPRINT.

4 PROPOSAL SUBMISSION REQUIREMENTS

4.1 Vendors are invited to submit a proposal for a Event Management proposal as described in this document, which should include the following:

a) Score of Services

- i. Provide a detailed event management plan to illustrate the event planning and management services in relation to the planning, organisation and execution of the Event and to engage the target audiences as defined in Section 3, indicating the key deliverables, performance indicators and timeline as well as an estimated breakdown of the cost of each deliverable suggested, including any third party fees incurred.

b) Professional Track Record

- i. Credentials and experience: Include examples of previous experience in the required areas and highlights of the projects' management and successful events managed to date, how the Company's plan had helped to achieve the projects' desired outcomes, and details of the particular role/task undertaken by the Company and the name(s) specific personnel involved in each of the projects.
- ii. Company to submit details of all Directors and Partners, including names, designation and no. of years in current designation.

c) Project Team

- i. The Company must propose and appoint a dedicated project team ("Project Manager") to be primarily responsible for liaising with TaFf and managing all aspects of the Services to be executed or provided by the Company under the Contract. TaFf shall have direct access to the Project Manager at all times during the performance of the Contract.

- ii. The Project Manager shall be required to service the Contract on a full-time basis and the Agency shall not remove/change the said Project Manager without the written approval of TaFf. TaFf reserves the right to reject and Project Manager assigned at any time without assigning any reason, and the Company shall propose a suitable replacement immediately at no additional expense to TaFf.
- iii. The Company shall submit all names and particulars of personnel assigned to the Contract for vetting by TaFf. The submission should include the resume of each of the assigned personnel, and a project organisation chart showing their names, reporting lines and responsibilities. TaFf reserves the right to interview the assigned team and to require the Agency to propose alternative personnel for TaFf's consideration.

4.2 Vendors must submit their proposals by not later than **2359 hours** (Singapore time) on **Friday, 19 September 2011**

5 EVALUATION CRITERIA

5.1 All valid submissions shall be evaluated based on the following:

- a) Demonstration that the Company's proposal meets the requirements set out in our specifications and how the Company plan to complete the suggested scope of services in the core areas, with a clear set of measurable deliverables that meet our desired outcomes
- b) The Company's understanding of the critical issues and the effectiveness of the strategies proposed to address them
- c) Spectrum of services the Company is able to provide
- d) Track record
- e) Price competitiveness
- f) CVs and relevance of experience in Singapore and if any, international market, of key personnel who make up the account team
- g) Ability of the account team to meet the specified delivery timeline

6 TIMELINE

- 6.1 The Agency shall carry out the proposed activities from the commencement of the awarded Contract and in accordance with the project timeline as outlined in Table 1. TaFf reserves the right to make changes to the timeline during the tenure of the Contract.

Stage	Proposed dates
ITQ Publish Date	5 September 2011
ITQ Closing Date	19 September 2011
ITQ Award	Within 14 days after ITQ closing Date
Implementation Date	Upon ITQ award and acceptance of contract

Table 1: Timeline