

**DETAILS FOR SUBMISSION OF BIDS FOR ORGANISING APEDA  
EXPORT AWARD FUNCTION FOR THE YEAR 2010-11.  
To be held in the last week of March 2012**

**Eligibility for submission of Bids**

Agencies having following minimum qualifications are hereby invited to bid for the event on turnkey basis.

- i) A minimum of 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for organizing the events of national repute.
- ii) A turnover of minimum Rs.3,00,00,000/- (Rs.3 crores) during the preceding financial year i.e. 2010-11 for implementation of Event Management Business.

**Requirement**

APEDA proposes to engage an agency to undertake the following activities for the event:-

**SPECIFICATIONS AND REQUIREMENT:**

1. To arrange and provide main back-drop at stage, interior decoration of the hall (flower arrangements), to build and decorate main gate of the venue, sufficient number of signages, hangings in and around the venue. The proposed venue should be in good hotel in the vicinity of Central Business District (CBD)
2. Designing and printing of invitation cards along with envelopes (nos.500 cards) of 7" X 9.5" size and quality of the paper for invitation cards should be 350 GSM Imp Matt with Gloss (hard paper) and for envelopes 170 gsm glossy
3. Dispatch of invitation cards by courier/speed post only and follow up for final confirmation.
4. Designing and release of half page color advertisement in two leading business daily news paper (all editions) at DAVP rates.
5. Invitations to press reporters, minimum 20 journalists from leading daily newspapers/T.V. Channels, Trade Magazine to

ensure wide media coverage & publicity for the event, both in electronic and press-media.

6. To arrange for adequate no. of media kits.
7. To engage a compere (eminent/of national repute) for the programme.
8. Arrangement for video coverage on screen including still photography for the entire event.
9. Flower bouquets for VIPs (approx. 10 Nos.)
10. To arrange for adequate number of skilled and presentable ushers for assistance on stage and for welcome and reception of the guests (approx. 7 Nos.) including registration desk in the lobby.
11. To arrange Name plates of dignitaries at dais.
12. Registration and publication counters.
13. Preparation and printing of Citations (Approx 40 Nos.)
14. Designing, preparation and printing of Award Function Booklet (Approx 500 Nos.)

**Specifications for preparation and printing of Citations (Award Certificates)**

- |    |               |  |
|----|---------------|--|
| 1. | Size          | 9.75" x 17.5"                                      |
| 2. | Page          | 1  |
| 3. | Colour        | 4 + 0  |
| 4. | Paper Quality | 350 GSM Matt Art Card                              |
| 5. | Quantity      | 40 Approx<br>(Material would be provided by APEDA) |

**Specifications for Designing, preparation and printing of Award Function Booklet**

1. Designing Charges
2. Size of the brochure 9.5" x 7"

3.	No. of Pages	44 pages (including cover & Back page)
4.	Colour	4+4
5.	Paper quality for cover page	350 GSM Imp Matt with Gloss lamination on Front cover (Spot UV on Cover)
6.	Inside pages	250 GSM Imp Matt, spot UV on Inside pages.
7.	Binding	Perfect bound
8.	Quantity	500

**The concept should include the layout plan and 3D view of the same.**

### **GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**

**Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event at the envelope within 15 days** from the date of release of this advertisement. Bidders may note that conditional bids are not allowed and would be rejected summarily.

**Technical Bid: Superscribe the name of the event and “Technical Bid” to include the following documents:**

- a. Details of the Bidder:
  - i. Profile of the company/agency
  - ii. Track Record – previous experience of handling similar nature of work. The company must have 5 years work experience in event management (excluding advertising and printing).
  - iii. A CA certificate verifying the turnover of the applicant bidder for the last 5 financial years for event management activities.
  - iv. Latest Income Tax Return and copy of the PAN Card.
  - v. Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rs. One Lakh) in the form of draft in favour of APEDA, New Delhi. EMD will be returned

to the unsuccessful, bidder after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment.

b). Details pertaining to the Event.

i. Design/Theme of the APEDA Award function print and soft copy.

The concept/design of the event layout, decoration plan etc. as indicated above **must be submitted in hard copy as well as on Cover 2: Financial Bid: Superscribe the name of the event and "Financial Bid"**

To include the following documents/details:

1. The **Financial Quotation**, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lumpsum amount shall be considered.
2. The cost of the venue approved and lunch/dinner for approx 350 guests will be as per actuals.
3. The applicable tax should be clearly mentioned separately in the estimates.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with "Technical and Financial Bid for APEDA Export Award Function 2010-11, and should have the full name, Postal Address, Fax, E-mail, Telephone number of the bidding agency.

### **SELECTION PROCEDURE**

A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed requirements. The short listed bidders will be required to make technical presentation before the selection committee.

The presentation may be done on the following areas:

1. Past Experience
2. Concept
3. Execution Strategy

The marking would be done on all the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and their financial bids shall then be

opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 =  $30 \times \frac{L1}{L2}$  (the cost quoted by L1)/L2 (the cost quoted by L2) and similarly L3, L4 ----- (depending on no. of parties)

After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

Selection Committee reserves the right to accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidders to bring down the prices.

**Terms of Payment :**

Payments to the successful bidder will be made as per following schedule:

- An advance up to 50% of the total project cost, on submission of proof of expenses incurred.
- Balance amount would be released on completion of the event.

The Bidder has to bear all the costs associated with the preparation and presentation.

**The advertisement has been released on 6<sup>th</sup> Feb. 2012 and the last date for receipt of bid is 15 days from the date of Advertisement i.e. 20<sup>th</sup> Feb. 2012. The complete applications should be addressed to:**

Secretary

A P E D A

3<sup>rd</sup> Floor, NCUI Building, 3, Siri Institutional Area,

Opp. Asiad Village, August Kranti Marg,

New Delhi – 110 016

Telefax: 26526186

S. No	Company	Past Experience (20)	Concept (25)	Execution Strategy (25)	Total Marks Obtained Out of 70
01					
02					
03					
04					
05					