



**TENDER ANNOUNCEMENT
FROM THE REPUBLIC OF TURKEY, MINISTRY OF CULTURE AND TOURISM**

Proposals are being sought by the Republic of Turkey, Ministry of Culture and Tourism for the World Travel Market 2017 Turkish National stand design, construction and eventual dismantlement.

The stand design should be reflective of Turkey and its culture, show off the size of the space we use. ***The stand design should be modern, with a touch of Turkish influence, colour and pattern which uses technology such rigged LED screens, projections to bring Turkey to life.*** The colour theme for this year is red (Pantone 485) and white. The use of large images and colour is essential to attract visitors to the stand.

The use of technology in the stand is essential, rigged LED screens on each side of 'Section A' and other interactive technology such as iPad located in front of the rear of the stand. The iPad will provide the visitors information about Turkey and the companies on the stand and show case its new videos and allow press to read the WTM press release. Each company which has a desk on the Turkey stand will have a profile on the app. Use of other technologies can be proposed by the proposing companies. The information and videos should be available for email distribution.

A profile will consist of:

- Company Logo
- 100 words company background
- List of services
- Company video
- Ability to send all this information to email address

The Content for the iPad application will be supplied by us. Due to unforeseen circumstances companies sometimes pull out of the show. The application should have the feature to remove profiles if necessary.

The front of the stand facing entrance between N5 & N6 should have an information desk. The desk must be eye catching and welcoming. There should sufficient storage behind the desk for brochures and other promotional items with some compartments of the storage should be lockable. Behind the main reception desk should be feature, we hope to receive multiple ideas for this feature. The desk and feature must match and seem as 1 unit. Where appropriate transparent materials such glass should be used.



In the diagram labelled 'Stand Layout' (page 5) sections referred to as 'Istanbul and Turquoise Coast' is where all partners desk should be placed. Adequate space between the partners must be given to sit with guests and conduct meetings.

Adequate space should be allocated for storage, meeting rooms, general seating area, kitchen, bar and press area.

The details of the exhibition are as follows:

- Event: World Travel Market 2017
- Venue: London ExCel London
- Show Dates: 6th - 8th November 2017
- Stand No: EU1000 – EU1050
- Stand Size: EU1000: 44x13.5 – EU1050: 14x13.5
- Total space: 783 sqm

Turkish National Stand will include:

1. Minimum of 40 partner pods for individual sharers. 20 desks will placed in Istanbul section and 20 desks in Turquoise coast section on section A.
 - a. 1 circular table and 3 chairs
2. Each partner pods to have light box signage and or screens.
3. Each partner pod to have lockable storage unit with door handles.
 - a. 2 EU plug socket and 2 UK sockets
4. One large reception unit for the Turkish Culture and Information Office reception desk with lockable storage units with door handles at the front of the stand.
5. Storage room with sufficient shelves for 40 partners with double doors for easy access.
6. Cloak room with coat rails & shelving units above.
7. Meetings for 8 people (Exhibitor Meeting room)
 - a. Table and chairs
 - b. Air conditioning
 - c. Pin code entry door
 - d. Signage to show room is occupied or free
 - e. Time table for room bookings.
8. Meeting Room for 12 (Main Meeting room)
 - a. Table and chairs
 - b. 1 executive chair for the head of table
 - c. Air conditioning (This unit need to be a better unit than the one in the other meeting room)



- d. Pin code entry door
 - e. Signage to show room is occupied or free
9. Kitchen and bar area: The area is to be used by a catering partner who will design and build the stand. You will still cover any costs for services such as hot water, waste and electrics. Total space allocated for kitchen area should be approximately 25sqm. Details of the stand construction company will be shared with the stand company we award the tender to. This area should be left empty with dimensions outlining the perimeter.
 10. Rigged screens above the stand with Turkey branded videos to be placed above stand to give it presence. We require these rigs to be eye catching.
 11. 1 Large rigged LED Wall – 5 x 4 at the front of the stand.
 12. Editing of Turkey promotional films to fit on all screen around the stand.
 13. Laptops & Speakers for plasma wall.
 14. General seating area with leather sofas coffee tables. This area will be used by exhibitors to conduct quick meetings. It should be sleek and modern and be in line with the stand design.
 15. Onsite installation/ and support throughout the show
 16. Press Area
 - a. Press Desk with 2 laptops
 - b. 1 x Colour scanner and printer combo
 - c. 2 x Hard wired internet connections for the press area
 17. Troy Feature: On page 7 you will find an area called Troy feature on the layout plan. This is an area approximately 20sqm which will allocated for a display. This area will be used to promote Troy. The use of interactive technologies, construction of the Troy wood horse maybe required. Contractors are expected to provide alternative design ideas for this area.
 18. Wireless internet access for 250 users at any one time.
 19. Lighting around stand
 20. Large Graphics to be printed around the stand
 21. Table and Chairs for stand
 22. Plant and flower decorations to be placed around the stand, flowers to be changed daily on the front desk and meeting rooms.
 23. 4 x walkie-talkie with ear piece for operations team to communicate with each other. ***(Good quality equipment is required, inadequate equipment will be given back and MUST be replaced with working equipment)***



Section B

EU1050 (Section B) will be used by Turkish Airlines. Turkish Airlines will use its own stand construction company to build on this space. Services such as electricity, water, waste and Wi-Fi costs should be inclusive of the total cost.

Your proposal should include design, construction, dismantlement, furniture hire, all the electrical equipment, services such as internet, electric expenses and water supply etc for EU1000 and only service costs for EU1050 and Kitchen area, these are will be constructed by our partners preferred construction company.

The tender is open to the companies based in the UK and non UK companies which have a partner in the UK with joint liability; all parties must have a history of at least 5 years trading. All the proposals must be compatible with the organizer`s regulations which can be obtained from Reed Exhibitions directly. If there any issues with stand design in relation to compliance and regulation it is the responsibility of the contractor and its stated partners to rectify the problem to the satisfaction of the Turkish Culture and Information office. Both parties share all liability jointly and offer must a suitable solution. No additional payments will be made to any party for rectifying these issues.

90% of the contract cost will be paid after the completion of the stand during the WTM. However 10% payment is possible upon signing the contract on the condition that the company will provide a letter of indemnity.

The specifications are set as the minimum requirements. Companies are expected to include enough furniture, equipment and free to propose larger dimensions or bigger quantities within the allocated space of EU1000 and EU1050.

The applicants must submit the following documents with their proposals:

Circular of signature valid on the date of the tender and the official document showing the partnership structure, trade centre, trade register and VAT number of the applicant as of the date of application

When the proposal is given as a partnership, the partners will be expected to submit the contract of partnership and circular of signature belonging to the person or persons with the authority to represent the partnership in addition to the above mentioned documents which will be given by each of the applicants.

All companies are required to have minimum 5 years of continuous experience in the sector and will be providing a portfolio with case studies and testimonials.



The proposals will include 3D designs from multiple angles, layout plans and breakdown of the costs. All proposals including 3 hardcopies of the designs as well as electronic copies should be submitted to the address and the e-mail provided below by 04/09/2017 till 17:30.

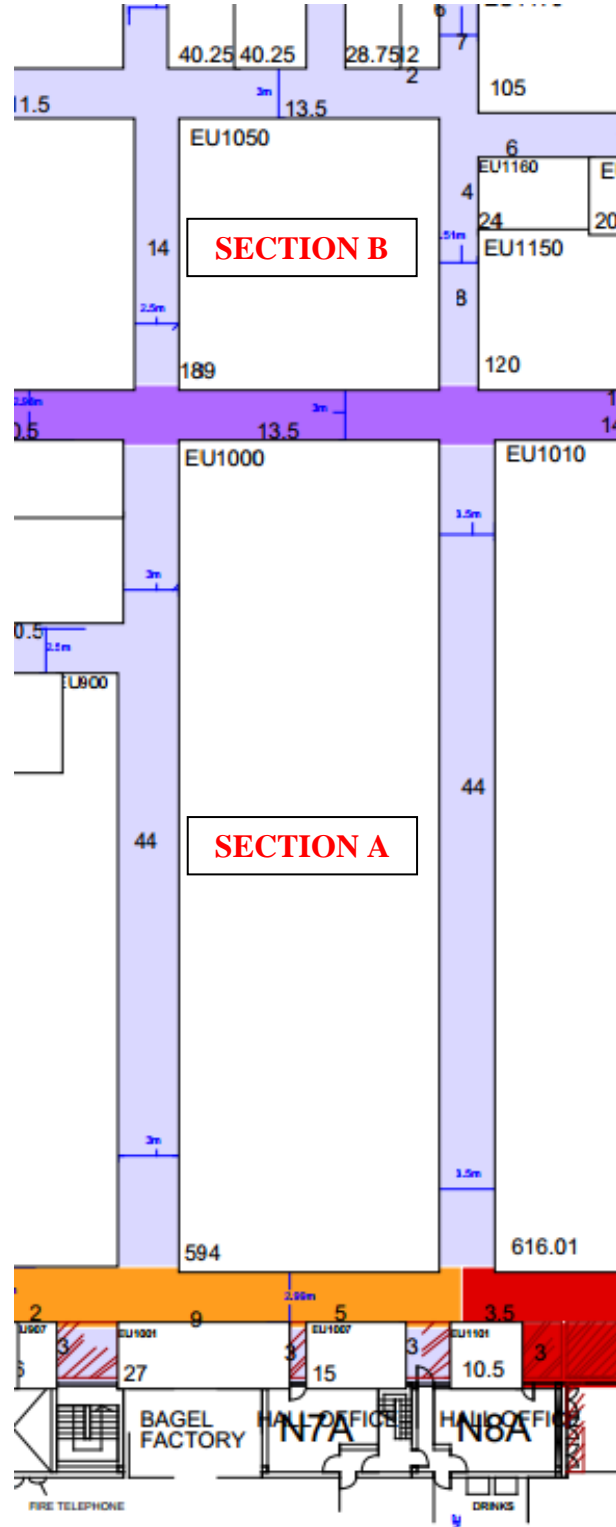
If you have any questions about the items in the tender document please contact Umit Bozdog.

All the payments will be in GBP. The invoices will be addressed to the Ministry of Culture and Tourism which should not include VAT as the invoicing address is in Turkey.

Billing Address:	Contact Person:
Republic of Turkey, Ministry of Turkish Culture & Tourism The General Directorate of Information İsmet İnönü Bulvarı No:5 06100 Emek Ankara, Turkey	Umit Bozdog Turkish Culture and Information Office 3rd Floor, Craven House 121 Kingsway Holborn, WC2B 6PA London, UK Tel: 0207 839 7802 Email: wtm@gototurkey.co.uk



Sections: EU1000 & EU1050





Floor Plan layout

