



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

**REQUEST FOR PROPOSALS (RFP)**  
**TO DESIGN AND CONSTRUCT THE MALDIVES STAND AT WTM London 2025**

**09<sup>th</sup> July 2025**

Section 1 - Instruction to Tenderers		
1.	General	
1.1	Announcement Number:	(IUL)MMPRC-PROC/MMPRC/2025/016
1.2	Announcement Date:	09 <sup>th</sup> July 2025
1.3	Project:	TO DESIGN AND CONSTRUCT THE MALDIVES STAND AT WTM London 2025
1.4	Registration Deadline (Date & Time)	<b>16<sup>th</sup> July 2025, via E-Mail, before 1200 hours (MALDIVES LOCAL TIME)</b>
1.5	Pre-bid meeting / Info Session	<b>16<sup>th</sup> 2025 at 1400 hours (MALDIVES LOCAL TIME) via online meeting</b>
1.6	Clarification Deadline	<b>22<sup>nd</sup> July 2025, via E-Mail, at 1200 hours (MALDIVES LOCAL TIME)</b> <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a>
1.7	Submission Deadline (Date & Time)	<b>24<sup>th</sup> July 2025 via E-Mail, before 1400 hours (MALDIVES LOCAL TIME)</b> Email: <a href="mailto:tender303@visitmaldives.com">tender303@visitmaldives.com</a>
1.8	Bid Addressed to	Mr. Hassan Shaheel Directo, Procurement Maldives Marketing and Public Relations Corporation H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male' Republic of Maldives Email: <a href="mailto:tender303@visitmaldives.com">tender303@visitmaldives.com</a>
1.9	Fair/ Event Details	
	Name of the Fair	World Travel Market (WTM) 2025
	Venue	ExCeL London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL
	Stand Size	<b>Stand Area: 656.50 sqm - Single Decker</b> <b>Stand dimension: 13m x 50.5m (4 sides open)</b> <b>Stand Number:</b> (Floorplan attached)
	Dates of the Fair	04 <sup>th</sup> - 06 <sup>th</sup> November 2025

2.	Procedure of Tendering
2.1	<p><b>Eligible Tenderers:</b></p> <p>a) A Tenderer may be a sole proprietor, private entity, a registered company or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture.</p> <p>b) The Tenderer must provide an English Translation of the company registration certificate, if the original company registration certificate is in any other language., along with the original registration Certificate. And this translation should be signed by authorized signatory.</p>
2.2	<p><b>Amendments to Tender Documents:</b></p> <p>(a) At any time prior to the deadline for submission of Tenders, MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC</p> <p>(c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders</p>
2.3	<p><b>Registration of Tenderers:</b></p> <p>To register please email with the following information to <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a> by <b>16<sup>th</sup> July 2025 before 1200 hrs. (Maldives Local Time).</b></p> <p><b>(Only registered parties shall be eligible to submit the proposal.)</b></p> <p>Tender Name or Tender Number:</p> <p>Company name:</p> <p>Contact person name:</p> <p>Email:</p>
2.4	<p><b>Pre-bid meeting / Info Session: 16<sup>th</sup> July 2025 at 1400hrs (Maldives Local Time).</b></p> <p>Meeting link (Google Meet) will be shared via email with the registered tenderers only.</p>
2.5	<p><b>Clarifications of Bidding document, project, scope of works: 22<sup>nd</sup> July 2025 before 1200hrs (Maldives Local Time).</b></p>

	Email: <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a> CC to <a href="mailto:shaheel@visitmaldives.com">shaheel@visitmaldives.com</a>
2.6	<b>Submission of Tenders:</b> Tenders must be received by MMPRC at the address or by email and no later than the date and time mentioned below. Venue: Maldives Marketing & Public Relations Corporation, 2nd Floor, H. Zonaria, Male' <b>Date: 24<sup>th</sup> July 2025</b> <b>Time: Before 1400hrs (Maldives local time)</b> <b>Email: <a href="mailto:tender303@visitmaldives.com">tender303@visitmaldives.com</a></b>
2.7	Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the tender process shall be addressed by any Respondent to MMPRC, by e-mail or in writing.
2.8	This RFP and all the entities participating in the Bid Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts in Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Bid Process, or any other aspect in relation thereto.
2.9	Clear scanned documents must be provided. If it's not possible to read the scanned documents, the evaluation committee has the discretion to disqualify.
<b>3.</b>	<b>Preparation of Tenders</b>
3.1	Each Respondent shall submit a single proposal (options may be submitted).
3.2	<b>Cost of Tendering:</b> The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.
3.3	<b>Language of Tender:</b> The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English</b> . Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in <b>English</b> , in which case, for purposes of interpretation of the Tender, such translation shall govern.

3.4	<b>Measurements:</b> All measurements shall be expressed in units of the metric system.
3.5	<b>Documents Comprising the Tender:</b> <b>3.5.1 <u>Cover Letter as per section 4</u></b> <ul style="list-style-type: none"> <li>- The Tender proposal <u>will be disqualified</u> if the document is not submitted with the Tender.</li> <li>- The cover letter should be signed by an authorized signatory and the name of the signatory should be included.</li> <li>- The cover letter should have company stamp.</li> </ul> <b>3.5.2 <u>Quotation</u></b> <ul style="list-style-type: none"> <li>- Tender proposal <u>will be disqualified</u> if the document is not submitted with the tender.</li> <li>- Contract Price shall include detailed cost breakdown of designing and construction of the stand.</li> <li>- Cost breakdown should be provided separately for all the services, equipment and all structural elements (example; furniture &amp; equipment etc).</li> <li>- All calculations and costing should be in US Dollars.</li> </ul> <b>3.5.3 <u>Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</u></b> <ul style="list-style-type: none"> <li>- Tender proposal <u>will not be eligible</u> if the document is not submitted with the Tender.</li> <li>- In case joint ventures and parent companies are submitting proposals a legally binding document stating their relationship shall be submitted. This document must be stamped by both parties or signed by both parties with name and designation.</li> <li>- Company registration certificate should not have expired at the time of submission.</li> <li>- If certificates are in other language, English translation should be provided along with copy of original certificate and this translation should be signed by authorized signatory.</li> </ul> <b>3.5.4 <u>Profile of the Tenderer</u></b> <ul style="list-style-type: none"> <li>- Marks <u>will be deducted</u> if the document is not submitted or is not submitted as per the RFP.</li> <li>- Profile of the tenderer should include the following;</li> </ul>

	<ul style="list-style-type: none"> <li>• The organizational capacity (Staff and Nature of work)</li> <li>• Number of years in operation</li> <li>• Services offered by the company</li> <li>• Proposed team for this project</li> </ul> <p><b>3.5.5 <u>Past Experience</u></b></p> <ul style="list-style-type: none"> <li>- Tender Proposal <u>will be disqualified</u> if the past experience letter or email with images of the past projects are not submitted.</li> <li>- Must be similar projects undertaken within the past 5 years from the date of this announcement.</li> <li>- To prove past experience, the tenderer should submit a signed letter from a contractor or a screenshot/snapshot of an email from a contractor that the tenderer has worked with. Copy-pasted texts on a document will not be accepted.</li> <li>- The Letter or email should contain the contact number or email address for further reference.</li> <li>- The letters or email should clearly mention the type of work undertaken for the clients.</li> <li>- Pictures of previous design and construction works should be provided along with reference letters of projects within the last 5 years.</li> <li>- The pictures provided should be of the same reference letters or emails submitted.</li> <li>- The pictures should state the name of the firm and year. If not <u>marks will be deducted</u>.</li> <li>- Past experience letters or emails <u>will only be accepted as complete</u> if the supporting images are provided.</li> <li>- Work order forms, agreements or award letters <u>will not be</u> considered as past experience letters.</li> </ul> <p><b>3.5.6 <u>Proof of financial capability</u></b></p> <ul style="list-style-type: none"> <li>- Tender proposal <u>will be disqualified</u> if the document is not submitted with the tender or if the bidder do not have 20 percent of the quoted price <u>excluding fixed deposits</u> in their bank account.</li> <li>- Each Tenderer/Respondent should submit proof of financial capability by submitting one of the following documents, clearly indicating the currency.</li> </ul>
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	<p>a) Bank reference letter. <u>This letter should be in bank letterhead with authorized signature of the bank or bank stamp.</u> The letter should state that the 20% of the quoted price is available in their bank account <u>excluding fixed deposits</u>. The account balance should not be earlier than 1 month from the date of this announcement.</p> <p><b>OR</b></p> <p>b) Last 3 months' (from the date of this announcement) bank statement on the <u>bank letterhead</u>.</p> <ul style="list-style-type: none"> <li>- The bank statement should not be of a fixed deposit account.</li> <li>- If the letter or the bank statement is in other language, English translation should be provided along with copy of original letter or the bank statement and this <u>translation should be signed by authorized signatory.</u></li> </ul> <p><b>3.5.7 Proposed Stand design</b></p> <ul style="list-style-type: none"> <li>- Tender proposal will be <u>disqualified</u> if the document is not submitted with the tender and <u>marks will be deducted</u> if the document is not as per the RFP.</li> <li>- The stand design must be with detailed layout marking each area and drawings from all angles (AERIAL, FRONT and SIDE VIEWS) as per the specification and scope provided by MMPRC in Section 3 of this RFP.</li> <li>- Each Tenderer shall mark in the detail drawing the measurements of counters, storage and any other areas specified in the RFP.</li> </ul>
3.6	<p><b>Period of Validity of Tender:</b></p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive. If the tender validity is not stated in the proposal, it will be considered as valid for 90 days.</p> <p>(b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</p>

3.7	<b>Tender Security (If required): Not Applicable</b>
3.8	<b>Format of Signing of Tender:</b> The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.5, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.11, shall be clearly marked “Alternative”.
3.9	<b>Budget</b> The Tenderer must propose a contract price. <b>The budget allocated for this project is USD 250,000 (US Dollar Two-Hundred and Fifty Thousand inclusive of all taxes).</b> If the Contract price quoted by the bidder exceeds the allocated budget, MMPRC Evaluation Committee has the discretion to disqualify the proposal during evaluation. The contract price quoted should include all the costs and should cover all the works as per the scope of works provided with this RFP. The Contract Price may only be adjusted by the parties as per the terms and conditions of the Agreement. In case the payment for rigging/electricity or any other such advance payments to the organizers, it should be paid by the Selected Respondent/Contractor on behalf of MMPRC. The Selected Respondent/Contractor should submit the invoice along with the supporting documents after which it will be reimbursed. These payments should be pre-approved in writing by MMPRC.
3.10	<b>Taxes</b> a) All Bidders shall quote the prices inclusive of Taxes
3.11	<b>Alternative Tenders:</b> It is permitted to submit Alternative Tenders.
3.12	<b>Conflict of Interest:</b> A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if: (a) they have a controlling partner in common; or (b) they receive or have received any direct or indirect subsidy from any of them; or (c) they have the same legal representative for purposes of this Tender; or



	<p>(d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or</p> <p>(e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender.</p>
3.13	The Tenderer shall not engage in corrupt or fraudulent practices in the preparation or lodgement of a Bid. The Tenderer shall not have any commercial mutual benefits with other Tenderer(s) submitting the Bids on the date of submission of the Bid.
3.14	<p><b>Authorization:</b></p> <p>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.</p>
<b>4.</b>	<b>Submission and Opening of Tenders</b>
4.1	<p>Deadline for Submission of Tenders:</p> <p>(a) Tenders must be received by MMPRC at the address or by email and no later than the date and time mentioned in clause 1.6 of this document.</p> <p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
4.3	<p><b>Late Tender:</b></p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 1.6. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
4.4	<p><b>Withdrawal and Re-submission:</b></p> <p>The Respondents may withdraw at any time before the Proposal Due Date.</p>
4.5	Best Value Selection and Negotiation

	MMPRC may select the response(s) which demonstrates the best overall value, including proposed alternatives that will achieve the goals of MMPRC. MMPRC and a selected Tenderer may negotiate a change in element of contract performance or cost identified in the original proposal or the selected Tenderer's response which results in lower costs or more cost effective or better value than was presented in the selected Tenderer's original value.
<b>5.</b>	<b>Disqualification</b>
5.1	<p>MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;</p> <ul style="list-style-type: none"> <li>a) The Proposal is not accompanied by documents required to be submitted (as detailed in clause 3.5) in accordance with this RFP;</li> <li>b) If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information</li> <li>c) Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC</li> <li>d) Any Proposal that is received after the Proposal Due Date</li> <li>e) Pending, active, or previous legal action by/ against a Tenderer /Respondent that may prevent its participation in the Tender Process or prevent it from fulfilling its respective obligations as specified and/ or as required in/under this RFP and the Agreement; and/ or</li> <li>f) If the Respondent is in breach of any of its material contractual obligations at any of its previous contracts with the Government of Maldives or MMPRC</li> </ul>
<b>6.</b>	<b>Evaluation</b>
6.1	The tender evaluations will be carried out as per the evaluation criteria stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.
6.2	To assist in the examination, evaluation, and comparison of Bids, MMPRC may, at its discretion, ask any Tenderer for clarification of its Bid. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Bids.

6.3	From the Bid Due Date until the issue of the Letter of Award, if any Tenderer wishes to contact MMPRC on any matter related to the Bid or the Bid Process, it should be done in writing.
6.4	Any effort on the part of the Tenderers to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Tenderer's Bid.
<b>7.</b>	<b>Tender Security and Performance Guaranty (Not applicable)</b>
<b>8.</b>	<b>Advance Payment - applicable as per procedure Advance Payment Guaranty - as per procedure</b>
<b>9.</b>	<b>Award of Contract</b>
9.1	MMPRC will issue the Letter of Award to the Respondent whose Proposal has been determined to be responsive and has the highest score (the "Selected Respondent").
9.2	The Letter of Award will be issued to the Selected Respondent or posted to the Selected Respondent's address, or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Proposal and such handing or posting or e-mail shall be deemed good service of such a notice.
9.3	If the Selected Respondent fails to sign the Agreement within the period prescribed in the Letter of Award, MMPRC shall have the right at its absolute discretion to select the Proposal with the highest score among the remaining responsive Respondents or annul the Tender Process.
9.4	MMPRC reserves the right to annul the Tender Process and reject all Proposals, at any time prior to signing of the Agreement, without thereby incurring any liability to the Respondents, or any obligation to inform the Respondents of the grounds for MMPRC's action.
9.5	Upon MMPRC's request, the Selected Respondent shall provide any component missing from the proposed design as per the specification and scope provided by MMPRC in Section 3 of this RFP, without any additional cost.
<b>10.</b>	<b>Payment Terms</b>
10.1	As consideration for the design and construction of the Maldives Stand at the WTM London 2025 the Selected Respondent/Contractor shall be compensated in the manner provided below; <ul style="list-style-type: none"> <li>- The amount in Dollar (\$) equivalent to 15% of the Total Price quoted shall be transferred by MMPRC to the Selected</li> </ul>

	<p>Respondent/Contractor, upon signing of this Agreement, within 30 working days up on submission of the invoice and,</p> <ul style="list-style-type: none"> <li>- The amount in Dollar (\$) equivalent to 35% of the Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, within 30 working days after the commencement of the work and upon submission of the invoice and,</li> <li>- Remaining 50% of the Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, after the end of the fair within 30 working days and up on submission of the final invoice,</li> <li>- Any payment made on behalf MMPRC will be reimbursed once the invoice along with supporting documents are received.</li> </ul>
<b>11</b>	<b>Penalty &amp; Contract Termination</b>
<b>11.1</b>	<p><b>Penalty:</b></p> <p>MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.</p> <p>MMPRC shall have the right to deduct from the payment if the selected party fails to complete any part of the work in accordance with the terms of the agreement.</p> <p>MMPRC shall be entitled to terminate the Agreement if the Contractor abandons or fails to proceed with the Works in accordance with the terms and conditions of this Agreement.</p>
<b>11.2</b>	<p><b>Contract Termination:</b></p> <p>If the Selected Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.</p>

## Section 2 - Evaluation Criteria

Area	Details	Marks
Contract Price	The Tenderer proposing the lowest “Contract Price” shall receive a maximum mark of Forty (40), and for remaining proposals marks will be allocated on pro rata basis.	40
Stand Design- Attractiveness	<p>The marks for the attractiveness of the stand design will be given considering the below mentioned. The design which full fill the requirements will receive the highest marks.</p> <p>a) Attractiveness of the overall design:</p> <p>b) Reflection of the destination in design: Beauty, authenticity and usage of attractive components to show the USPs / experiences of Maldives.</p> <p>c) Creativity: The design should showcase the Maldives product in a creative manner using the latest technologies without foregoing or hindering any requirement set out in the RFP.</p>	30
Stand Design- Requirements	<p>The marks for the requirements of the stand design will be given considering the below mentioned. The design which full fill the requirements will receive the highest marks.</p> <p>a) Meeting all the requirements mentioned in the scope and specification in Section 3</p>	15
Past Experience	<p>Marks for experience with related works will be given as mentioned below.</p> <p>a) 3 Projects: 10 marks</p> <p>b) 2 Projects: 6 marks</p> <p>c) 1 Project: 3 marks</p> <p>If the Tenderer/respondent has worked with MMPRC and if the performance is found to be unsatisfactory, then marks will be deducted.</p> <p>Past experience letter will only be accepted as complete if the supporting images are provided.</p>	10
Company Profile	Marks will be given considering the below mentioned points;	5

	a) The organizational capacity (Capacity of Staff - in numbers, Nature of work) b) Proposed team for this project c) Number of years in operation d) Services offered by the company	
	TOTAL	100

## **Scope & Specifications**

### **1.Scope of Work:**

The Scope of the project is to design and construct the Maldives Stand at the World Travel Market (WTM) to be held in London from 4-6 November 2025. Design should be attractive and functional according to the requirements set forth by MMPRC. Construction should be carried out in accordance with the construction regulations for WTM set by Reed Exhibitions, the organisers of the event. (Refer to the organiser's official website, <https://www.wtm.com/london/en-gb.html>.) **It is the responsibility of the bidder to take all preventive measures set out by the fair organisers with regard to overall safety of the stand.**

### **2.The scope of the works shall include:**

- 2.1. Interested parties need to submit a design and the estimated cost to construct the Maldives stand at WTM London 2025. Drawings should be to scale, and all measurements marked clearly. Total cost should show a clear breakdown of all components
- 2.2. The construction of the Stand to agreed design proposal at the location provided to MMPRC by the fair organisers.
- 2.3. The elements and materials utilized must meet minimum quality standards. Provide a clear indication of the materials utilised for each component, such as wood, canvas, fibre etc.
- 2.4. The stand area should be thoroughly cleaned, dust wiped off, any garbage or waste cleared upon handing over the finished stand.
- 2.5. Consideration should be given to safety & preventive measures set out by the fair organiser.
- 2.6. All construction work should be completed at least 24 hours prior to the fair's opening time, ensuring ample time for MMPRC officials to run a final check of the stand, arrange promotional materials and preparations at the stand for the event.
- 2.7. The process of disassembling the stand should start as soon as the stand is handed over by MMPRC at the end of the Fair. This should be carried out according to the organiser's guidelines.
- 2.8. The measurements given in specific areas should meet the criteria. Items with no specific measurements are left for the designer's choice

### **3.The concept and design should strongly address the following points**

WTM London is one of the leading global events for the travel and tourism industry partners to gather and is a must attend B2B event showcasing a diverse range of destinations and tourism products to travel professionals from the region. This year, WTM London will be the largest event participated by MMPRC and is expected to have bigger representation from the Maldives tourism industry.

- The Stand concept and design should be presented in a modern design (not completely lose the existing structural design of the Maldives stand themes)
- The design should attractively showcase the country's unique tourism product, whilst at the same time inspired by the element of luxury and usage of authentic Maldivian designs representing the unique features of the island destination.
- Maintain/not completely lose the existing structural design of the Maldives stand themes used by Maldives currently in various exhibitions.
- Be inspired by authentic Maldivian designs that represent the island destination's distinctive features that emphasise its position as a premium destination.
- Encompass unique and exclusive features, taking inspiration from the destination's extraordinary aspects.
- Tenderers may submit alternative quotations for the project, providing two separate pricing options:
  - With LED screens
  - Without LED screens

#### 4. Stand Main requirements

- 4.1 Stand design renders should be in accordance with the measurements stated below;
- 656.50 sqm (four sides open stand)
    - 50.50 m in length and 13 m in width and (656.50 SQM) 4 sides open stand
    - 4 sides open (Single decker)
    - Overall height should be in accordance with the guidelines given by WTM London 2025 organisers.
- 4.2 The stand design should have a cohesive colour palette throughout the design.
- 4.3 The stand should be accessibility friendly (should be able to enter the stand from all sides comfortably).
- 4.4 A ramp for people with special needs should be incorporated.
- 4.5 The furniture and decorative items used should be simple and elegant to bring out the luxury image of the destination.
- 4.6 If the stand is elevated, it should be identified in the proposed stand design. The height of the elevation should also be mentioned in the shared stand design.
- 4.7 All measurements within the stand including counters, tables, chairs and other elements and distance should be provided from point to point.
- 4.8 Stand rendering should be provided from all the angles and measurements should be clearly mentioned
- 4.9 All the electric points/switch boards should be identified in the design.
- 4.10 The stand design should have a cohesive colour palette all throughout the design. The colours should take inspiration from the overall destination.



- 4.11 Incorporate elements (cultural, marine..etc) in a creative manner. (cultural props/ hanging elements, artworks..etc)
- 4.12 All the components such as counters, lockable tables, storage and information counters, and meeting rooms should be arranged in a logical and practical manner considering the preventive and safety measures implemented by the fair organiser.
- 4.13 Overall finishing of this stand should be gloss finishing. It should be a polished finishing.

## **5. Stand Elements :**

### **5.1. 75 Co-Exhibitor Counters:**

- Separate lockable counters around the Stand with the storing capacity for brochures and bags.
- The width of the counter should be 450mm and a length of 600mm.
- The counters should have a height of 1075mm from the floor.
- The height of counter dividers should be 152.40mm.
- There should be 178mm of space between each counter.
- Should there be any structures/walls behind the counter then there should be a gap of 1219.20mm.
- Counter Dividers should be placed with the company name and should be designed in a way that it is visible from a distance
- Should be easily accessible into the Stand from all the sides.
- There should be space between each counter.
- Should display co-exhibitor logos on the front of the counter. (Logo artworks will be provided by MMPRC to the selected party)
- Should display co-exhibitors' names and logos on the countertop, which should be visible from a distance. (Artworks will be provided by MMPRC to the selected party)
- A clear and creative method to distinguish between Resorts, Guesthouses, and Other Tourism Products and service providers must be incorporated into the counter layout and design. This can include:
  - Thematic colour zoning
  - Visual separators or design motifs
  - Signage or elevated category markers
  - Subtle lighting variations or flooring demarcations
  - The categorization should enhance visitor navigation and ensure each product category has a distinct but cohesive presence within the stand.
- Should include counter stools.
- Should include universal electric plug points in each counter. (Should be identified in the design)
- Should include lockable drawers in each counter. Individual keys for each lock at the counter must be provided.
- The design and colour scheme of the counter should fit/ complement the overall design of the stand.
- Counter Measurements, and distance between each counter should be provided.

### **5.2. 55 B2B Meeting Tables:**

- There must be 55 B2B meeting tables at the stand

- Meeting tables to be arranged in a manner to prevent bottlenecking
- Seating arrangement for 4 people comfortably in each table
- Should include lockable drawers in each meeting table to store brochures and bags. Individual keys for each lock at the meeting table must be provided.
- Should be designed in a manner to provide co-branding space to display exhibitor name and graphics
- Should display co-exhibitors' names and logos in each table, which should be visible from a distance. (Artworks will be provided by MMPRC to the selected party)
- A clear and creative method to distinguish between Resorts, Guesthouses, and Other Tourism Products and service providers must be incorporated into the counter layout and design. This can include:
  - Thematic colour zoning
  - Visual separators or design motifs
  - Signage or elevated category markers
  - Subtle lighting variations or flooring demarcations
  - The categorization should enhance visitor navigation and ensure each product category has a distinct but cohesive presence within the stand.
- Universal electric plug points for each table
- The chairs and tables should fit to the overall colour scheme and design used in the stand.
- Table design, measurements and distance between each table should be shared.

### **5.3. Main Information Counters x2:**

- Two information counters on both ends of the stand.
- Information counters should have shelves and lockable drawers to store promotional materials.
- Information counters should be presented in a creative design.
- The design and colour scheme of the counter should complement the overall design of the stand.
- Furniture: 03 comfortable stools for the representatives on both information counters (Recommended length: 6ft)
- Visit Maldives logo to be placed in front of the information counter.
- Should include universal electric plug points.
- The countertop should have the capacity for 3 persons to comfortably use the counter space at the same time.
- Be appropriate and spacious to display approximately 5 different types of print materials
- Countertop should have space to place 2-3 types of giveaways and 2-3 types of local food (snacks)

### **5.4. Platinum industry room (type 1) x1**

- There must be 01 dedicated meeting rooms (10 sqm).
- Semi-private meeting rooms ensure comfort and privacy while maintaining the stand's open feel.
- The room should not be entirely closed.
- Air-circulation should be maintained in this room.
- 1 coffee table.
- Sofa chairs that accommodate 4 - 5 pax.
- TV Rack with lockable storage.
- LED screen to display brand videos.

- All the walls should be suitable for artwork display, without compromising aesthetic or structural integrity
- A dustbin.
- Co-branded with the company name with company artwork.
- Universal electric plug points.
- The room should have an exhaust fan to remove odors and should be installed in accordance with the overall design.
- The meeting room should be soundproof.
- All measurements should be included in the design.

**5.5. Platinum industry room (type 2) x2**

- There must be 02 dedicated meeting rooms (20 sqm).
- Must be facing the aisle giving maximum exposure
- Semi-private meeting room ensuring comfort and privacy while maintaining the stand's open feel.
- The room should not be entirely closed.
- Air-circulation should be maintained in this room.
- 1 coffee table
- Sofa chairs that accommodate 6- 10 pax
- 2 sets of meeting areas (1 table with 4 chairs each)
- TV Rack with lockable storage
- LED screen to display brand videos
- All the walls should be suitable for artwork display, without compromising aesthetic or structural integrity
- Coffee machine with cups and coffee capsules
- Snacks should be available in the room throughout the event. A list of proposed snacks should be provided by the bidder.
- The room should be neatly decorated.
- Co-branded with the company name with own artwork
- Universal electric plug points
- A dustbin should be provided
- The room should have an exhaust fan to remove odors and should be installed in accordance with the overall design.
- The meeting room should be soundproof.
- All measurements should be included in the design.

**5.6. Visit Maldives semi-private Meeting room x2:**

- Should have 2 meeting room with frosted or private walls.
- A minimum of 5-6 individuals to be accommodated within this room. (Seating arrangement with sofa chairs)
- The meeting room should have one coffee table and 2 side tables with storage
- Lockable doors and air-circulation should be maintained in this room.
- Should have one Maldivian flag with a flag post near the corner of the room ( flag will be provided by MMPRC).
- Should include universal electric plug points.
- A dustbin should be provided
- The room should have an exhaust fan to remove odors and should be installed in accordance with the overall design.
- The meeting room should be soundproof.
- All measurements should be included in the design

**5.7. Visit Maldives Waiting Area:**

- This area is to be used by the visitors waiting for meetings.
- Small semiprivate waiting area for ensuring comfort and privacy while maintaining the stand's open feel.
- There should be seating arrangements for 4-5 people. (Sofa)
- There should be 1 lockable side table
- There should be 1 coffee table

**5.8. Floating Tables**

- There should be 5-6 meeting tables There should be 4 chairs per table.
- Table Measurement: 600mm diameter.
- Should include universal electric plug points for each table (should be identified in the design).

**5.9. Photo Backdrop Area :**

The purpose of this area is to attract visitors to Maldives Stand and take a picture and participate in the promotional and social media activities by sharing these pictures on social media.

- A wall or prominent area of the Stand that can be used as a photo backdrop.
- Should be a visually eye-catching backdrop which is “instagrammable”. It should also be visible from outside and easily accessible to the visitors passing by
- Maldives branding should be visible in this area.
- Should incorporate a creative element that highlights the Visit Maldives x Liverpool FC partnership.

**5.10. Bar Counter:**

The counter should be made as a serving area of coffee/tea and snacks. This area needs to be designated for the coffee machine and water dispenser

- 1 Bar counter
- 4 Bar stools
- should include lockable cupboards as storage
- Dustbins should be included in this area.
- Should include universal electric plug points.
- All measurements should be included in the design.

**5.11. 2 Storage Rooms & Cloak Room**

- 2 lockable storages should be within the Stand to store promotional materials, should have enough space to accommodate boxes and hand carry trolley luggage.
- Should include a lockable cupboard to store valuable materials.
- Should include Racks to keep brochures, bags and other promotional materials. The racks should be able to hold an approximate weight of not less than 120kg.
- Should include 03 universal electric plug points in the storage room.

- There should be a cloakroom adjacent to the storage room. The cloak room should have a separate entrance from the storage door. The cloak room and storage room should be separated by a partition.
- The cloak room should be lockable and should have hooks and hangers to hang jackets. Should accommodate Approximately 200 hangers.
- Should include a full length mirror at the cloak room
- Should include a seating area (4-5 people) at the storage room
- All measurements should be included in the design.

**5.12. Maldives Map:**

- Should have a map of the Maldives (artwork for map will be provided by MMPRC)
- This should be placed in a prominent location where visitors can easily access.

**5.13. TV/LED Screen no. 1 :**

- TV/LED Screen with USB port should be on display facing the main entrance of the stand.
- LED screen should be near the main information counter facing the main aisle,
- Needs to be placed at a location which gives maximum exposure to the visitors.
- LED screen (minimum 75 inches) at the front of the stand or behind the main information counter.
- This should be built within the stand structure in a seamless manner.
- **This should be done without Rigging.**
- Should provide adequate sound.

**5.14. LED Screen no. 2 :**

- LED screen will serve as a dynamic element, showcasing our unique products and experiences, enhancing the overall aesthetic appeal of the stand. Should be done within the guidelines by the fair organisers
- LED Screen with USB port should be on display facing the main entrance of the stand.
- LED screen should be near the main information counter facing the main aisle,
- Needs to be placed at a location which gives maximum exposure to the visitors.
- This should be a standalone element which adds to the attractiveness of the stand.
- LED screen (Screen size: W: 4000 mm x H: 1500 mm x D: 150 mm, Aspect ratio: 8:3) at the front of the stand, behind the main information counter.
- This should be built within the stand structure in a seamless manner.
- **This should be done without Rigging.**
- Should provide adequate sound.

**5.15. Branding and artworks**

- Maldives branding such as the SSOL logo should be prominently visible at locations within the stand in accordance with the stand design. This can be incorporated into the stand structure. The branding should be visible from distance
- Should provide enough space or surface area (according to the proposed design) for relevant photos, decorative materials that can be used in the design according to the overall theme to enhance the quality of the stand.
- Should have a digital stand directory display at both sides of the stand (artwork will be provided by MMPRC)

**5.16. Activity Area/Performance Area:**

- A dedicated space for the cultural performance/presentations from the front of the stand.
- This area should be designed in a way it can be used for performances and for giving presentations.
- There should be Mics and sound systems available for the area.

**5.17. Stand Name:**

- The name of the Stand should be “Maldives” and should be visible from all the sides and from distance within the exhibition hall
- Maximum visibility of the stand name should be provided from all 4 sides of the stand.
- **This should be done without Rigging.**
- This should be built within the stand structure in a seamless manner.

**5.18. Lighting:**

- Adequate lighting should be provided all over the stand and should illuminate the stand well allowing to have ample lighting for photographs and videos.
- **This should be done without Rigging.**
- Harsh white, fluorescent lighting should be avoided and instead use warm lighting throughout the stand.
- All the electric points/switch boards should be identified.

**6. Additional Services:**

- Should provide a coffee machine (with sugar, milk, coffee capsule) with at least 500-700 (estimated) paper cups per each day. (No single use plastic)
- Should provide a water dispenser for the fair duration with at least 500-700 (estimated) paper cups per day. (No single use of plastic). The water dispenser should be refilled on all fair days
- Should provide adequate dustbins at the stand and the garbage should be disposed of on all fair days.
- Should provide daily cleaning of the stand for the fair duration.
- Touched surfaces of the stand should be regularly cleaned during the fair days.
- A focal point should be present during the fair times to assist with any issues that may arise.
- Should provide facial tissue, water to all meeting rooms (Platinum Room 1, Platinum Room 2 & VIP Meeting Rooms)
- 04 Hostesses (To serve beverages and snacks) to be arranged for the fair duration.
- Should have a first aid box placed in the storage area.
- Additional services such as electricity, internet connections etc. needs to be ordered by the Selected Party (Contractor) on behalf of MMPRC (with prior approval) and billed to MMPRC

**6.1 Hostess**

- A total of 4 (four) hostesses are required for the 4 days of the fair, and they should be able to communicate fluently in English.
- Technical support and training should be provided by the winning party to the hostesses to operate the machinery during the first day of the fair.
- The hostesses should be professionals. The uniform attire should be presentable. It should be clean and hostesses should practise good personal hygiene followed by professional service.

**Additional Conditions and Requirements:**

- The design should be in conformity to the Maldives Stand concept and Design Requirement and Stand Building Regulations set by WTM London 2025, Fair organisers (<https://www.wtm.com/london/en-gb.html>)
- It is the duty of the Selected Party to meet specific requirements of the WTM London Fair organisers, so that the Stand receives due recognition from the organiser and public
- All documentations necessary for Stand design approval should be submitted by the Selected Party before the deadline specified by the WTM 2025, Fair organisers.
- Complete construction and handover of the finished stand 24 hours before the opening time of the fair.
- After the fair dismantling should be handled as per the guidelines provided by the Fair organiser.
- Any cost which may arise outside of the above quotation shall be pre-approved.
- All measurements of objects and distances should be clearly marked from point to point on the drawing.
- The price quoted by the bidder should include all the requirements. No additional charges will be borne by MMPRC

## Section 4 - COVER LETTER

The CEO & Managing Director,  
Maldives Marketing and Public Relations Corporation  
H. Zonaria, 2<sup>nd</sup> Floor,  
Boduthakurufaanu Magu, Male'  
Republic of Maldives

Dear Sir,

**Sub: Proposal to design and construct the Maldives Stand at WTM London 2025.**

Having examined all the information provided, we the undersigned offer to design and construct the Maldives Stand at WTM London 2025 as per the requirements of the RFP (the "Works") as set out in this Proposal.

We agree to undertake and complete the Works for a total sum of Dollars (\$) ..... (In words) Dollars (\$) ..... (In numbers). (The "Contract Price") inclusive of all applicable taxes (including tax). The Contract Price is provided below;

Year	Price excluding Tax (\$)	Tax (\$)	Total Price (\$)
WTM London 2025			
<b>Added options should be included in this table</b>			
<b>Contract Price(\$)</b>			

We undertake, if our Proposal is accepted, to complete the Works in the scope of work within the deadlines and as per the specifications provided by MMPRC within the price quoted above. We have examined the RFP and have no reservations to the RFP Documents, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Proposal, together with written acceptance thereof and MMPRC's notification of award, shall constitute a binding contract if we are selected as the Successful Respondent.

Details of authorized personnel to sign Bid for and on behalf of:

Company/Business Name: \_\_\_\_\_

Name of the authorized personnel to sign: \_\_\_\_\_

Signature of the authorized personnel to sign: \_\_\_\_\_

Stamp of the company/Business: \_\_\_\_\_

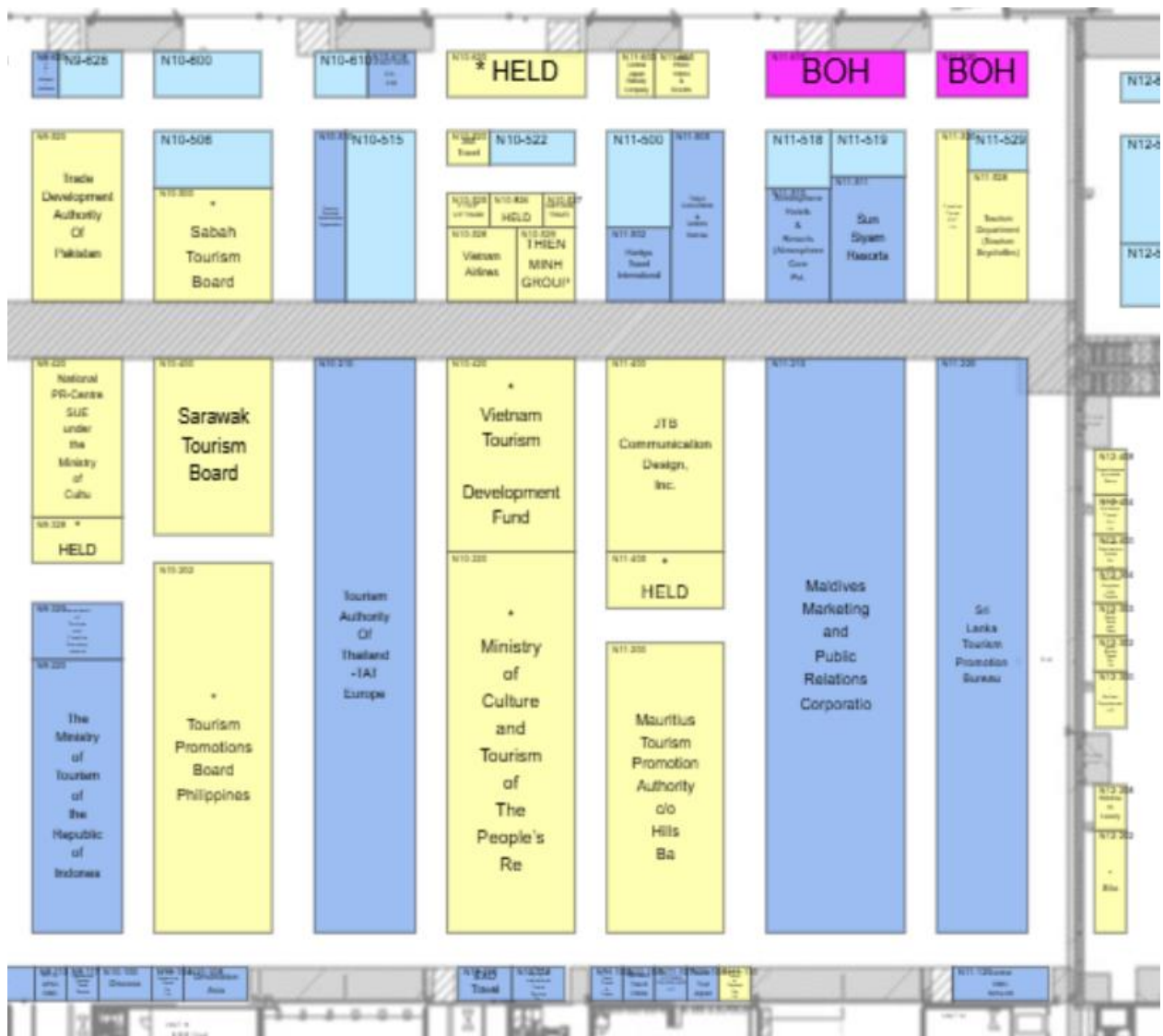
Date: \_\_\_\_\_



Section 5 - MALDIVES LOGO



## Section 6 - FLOOR PLAN



## Section 7 - Measurements

### A. Counters

This should be the standard spacing for counters.  
This should be given as standard sizes we want for future RFP's

#### Counters

