

About Global Exhibition on Services (GES) 2019

The Department of Commerce, Ministry of Commerce & Industry, Government of India in association with Services Export Promotion Council (SEPC) and Confederation of Indian Industry (CII) is organizing the 5th edition of Global Exhibition on Services (GES) scheduled from 26-28 November 2019 in Palace Grounds, Bengaluru, Karnataka.

Our Requirements:

As GES 2019 is a flagship event of the Department of Commerce, Ministry of Commerce and Industry, Government of India, with an aim to engage Industry and Governments across the world. Therefore, media planning is a core focus area of this event. As a Media Handling Agency, we want you to develop complete set of strategies and planning from pre campaign to post campaign. Maximum media coverage in the most leading news platforms (Print, Digital, Broadcast) is our aim. We need to advertise GES 2019 in a way that it'll reach national and global audiences. Over 500 participants from 100 countries will attend this event. We also need to disseminate information about GES 2019 to various Ministries, senior representatives of Central & State governments, officials from PSU's, associations and leaders from global private Industries. At GES 2019 we focus on strengthening multilateral relationships between all stakeholders, increasing trade in services and enhancing strategic cooperation. We are hence looking for overall media services in all (Print, Digital, Broadcast) domain.

SERVICES EXPORT PROMOTION COUNCIL

3rd Floor, 6A/6, NCHF Building, Siri Fort Institutional Area,
August Kranti Marg, New Delhi-110049.

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RFP Release

Date:

19.08.2019

Request for Proposal for Empanelment of Media Handling Agency

Bid Reference: Events2019/SEPC/MHA_RFP01

Services Export Promotion Council (SEPC) will be organizing following Domestic events in Nov.2019.

Global Exhibition on Services (GES) 2019	26-28 Nov, 2019, at Palace Grounds, Bengaluru, Karnataka.
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Request for proposal is invited from reputed Media Handling Agency.

Schedule of Requirements:

- Formulating and implementing Creative Strategies for the international and national audience.
- Coverage in leading Print Media i.e. Newspapers, Magazines etc.
- Create Digital Advertisement Campaign on various Social Media Platforms i.e. Google, Facebook, linkedIn, social websites etc.
- Create Outdoor Advertisements i.e. Display boards, Signages, Airport Hordings etc.
- Creation and Broadcast of Advertisement contents on leading TV and Radio Channels.
- Negotiate with Media Channels for best pricing.
- Publish Advertisements in leading and Concerned Magazines.
- Media space buying is not within the scope of this RFP but the Media Handling Agency must coordinate this activity and must assist the SEPC in obtaining the best possible rates.
- Media Handling Agency will be responsible for overall media operations from conceptualizing, designing, preparation and publication/broadcast advertisements matter.

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2019-3A

General Terms & Conditions

1. All offers should be in Indian Rupees. GST to be quoted as extra.
2. Offer validity should for 30 days from the date of opening the quotation.
3. GST Registration / Income Tax PAN number should be mentioned.
4. Client references and contract details for similar works executed in the past should be mentioned.
5. SEPC reserves the right to split the job work to two or more parties without assigning any reasons.
6. Conceptualizing, designing, preparation and publication/broadcast of promotional literature/material in print and electronic form under the supervision SEPC.
7. After accomplishing job, all artworks (open file) will be handed to Services Export Promotion Council (SEPC) and cannot be used anywhere else without proper permission by SEPC.
8. In case of any dispute, the decision of Director General SEPC will be treated as final.
9. All disputes are subject of New Delhi jurisdiction.

Submission Date

Your offer should be sent latest by 28th August, 2019 – 17:00 hrs. to

Ms. Sangeeta Godbole

Director General – SEPC

Email: dg@servicesepc.org

Followed by hard copy to SEPC office.



RFP format

Please provide the following information:

- Company profile and annual report, if any (Preference would be given to the agencies having min 5 years of experience)
- Applying company should have at least 2,00,00,000/- (Two Crores, INR) annual Turnover.
- List of similar events / exhibitions where your services were provided along with client references.
- Copy of PAN number and GST registration
- Financial offer
