

DAILY DAWN

DATED: 25-04-2024



Expression of Interest

Karachi Port Trust invites Expression of Interest from reputed Event Management Firms for management of an 'International Conference' during the month of September, 2024 at Karachi.

The method of hiring services shall be Two Stage, Two Envelopes in accordance with rule 36(d) of Public Procurement Rules 2004. The bidding document indicating scope of work and requirements of the procuring agency can be obtained from the office of Manager Public Relations, KPT Head Office during working hours upon presentation of a Pay Order for Rs. 5,000/- (non-refundable) in favor of Chief Accounts Officer, Karachi Port Trust.

The bids will be received in the office of Manager Public Relations (Room No. 215) 2nd floor, KPT Head Office at 1400 hrs on 20-05-2024. Technical Proposals shall be opened on the same day i.e., 20-05-2024 at 1430hrs in the presence of bidder's authorized representative(s), who may so wish to witness. A Pre-Bid meeting will be held in the office of Manager PR, KPT Head Office on 13th May 2024 at 1130hrs.

The technical bids will undergo evaluation, and upon agreement with the bidders regarding technical requirements, they will be permitted to submit revised technical specifications along with supplementary financial proposals. These submissions will be opened at a specified time, date, and venue, which will be notified in advance by KPT

The bidding document can also be downloaded from the website of KPT and PPRA.

KPT may reject any or all bids/proposals at any time prior to acceptance, KPT shall upon request communicate to any firm who submitted a bid or proposal, the ground for its rejection of proposal or bid, but is not required to justify its ground.

Manager Public Relations

Public Relations Department

KPT Head Office Building, Eduljee Dinshaw Road-74000, Karachi

Phone- (+92-21) 99214350

Website: www.kpt.gov.pk & www.ppra.org.pk

PID(K)3001/23

Expression of Interest
Public Relations Department
Karachi Port Trust



Invitation to Bid for Hiring an Event Management Services Firm for management of a Maritime conference/ Donor Exhibition to attract foreign investment convening stakeholders in National/ International Maritime Sector

**MANAGER PR
KARACHI PORT TRUST, EDUL JEE DINSHAW ROAD, KARACHI**

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SECTION 1 - INVITATION TO BID

Subject: Invitation to Bid for Hiring an Event Management Services Firm for management of a Maritime Investor/ Donors Exhibition and Conference to attract foreign investment convening stakeholders in National/ International Maritime Sector

1. INTRODUCTION

Karachi Port Trust (KPT) intends to organize a “**Maritime investor/ donors Exhibition and Conference to attract foreign investment convening stakeholders in National/ International maritime Sector** “. Hence the **interested Event Management Services (EMS)** firms are invited to submit a technical and a financial proposal for the subject event according to PPRA Rule 36 (d) Two Stage - Two Envelope Procedure.

Your proposal may lead to a contractual agreement between your firm and Karachi Port Trust (KPT).

2. MANDATORY REQUIREMENTS

The following requirements/ documents must be submitted by the bidding firm(s) or company'(s) registered as sole proprietor if not then the procuring agency have the right to cancel the tender any time with the firm (at the time of technical proposal submission).

PROFORMA "B"

To be submitted with the tender with proofs attached

S. No	Particulars	Details
1	<u>In case of "SOLE PROPRIETOR SHIP" concern.</u> Full Name of the Proprietor. Business address and Phone No if any. Residential address and Phone No. if any.	
2	<u>In case of "PARTNERSHIP" Concern:</u> Name of the Partners with their business/ residential address. No, if any. Partnership Deed & Certificate of Registration (Certified copies must be attached)	
3	<u>In case of "PRIVATE LIMITED COMPANY".</u> Name of all Directors with their Business/ Residential address and Phone No., if any. Memorandum & Articles of Association of the Company and Certificate of incorporation. (Certified copies to be attached.)	
4	<u>In case of "PUBLIC LTD., COMPANY".</u> memorandum & Articles of Association and (Certified copies to be attached).	
5	<u>Incase firm is to be represented by "ATTORNEY". Legal Status and full particulars of the Attorney.</u> Validity of Power of Attorney (Certified copies of Special or General Power of Attorney duly executed on Stamp Paper of proper value and authenticated/attested by a competent Authority to be attached	
6	Income Tax payer status and amount of Income Tax paid during the last assessment year (state year of Assessment)	
7	Certificate from the Bank, sealed and addressed to the KPT showing the financial position of the Institution tendering, should be enclosed.	
	Sign and stamp by the Company	<hr/>

Checklist (documents to be provided as mandatory requirements):

i)	Constitution of Firm/ Registration of Firm Document & Company Profile
ii)	Submission of original documents defining legal status, place of registration, and principal place of business with valid NTN and GST certificate
iii)	Income Tax & Sindh Services Revenue Board (SSRB) registration certificate
iv)	Undertaking on a 100-rupee affidavit that Firm is not been blacklisted by any government organization/ agency and no litigation pending against the firm
v)	Last 3 years Financial Statements of Firm or sole proprietor showing financial strength to undertake such an event and turnover should be 04 million or more
vi)	Any 03 relevant experience or past performances satisfactory report/ certificate from those clients along with the video or documentary of those events.
vii)	Methodology to plan and organize this event

2.1. A brief overview of the Subject Event task along with its objectives are provided below, with detailed information available in the attached Terms of Reference (TOR).

2.2 Karachi Port Trust will oversee the task, expecting the hired firm to adhere to the defined milestones/ prior event arrangements as per TOR.

2.3. Prospective bidders are encouraged to visit KPT before submitting proposals and attend a pre-bid meeting on the specified date. Representatives should engage with the officials of the Public Relations Department during the visit.

2.4. Please note:

(i) Costs incurred in proposal preparation, including visits to KPT/ port vicinities and venue selection visits/ official meetings are non-reimbursable.

(ii) KPT may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. KPT shall upon request communicate to any firm who submitted a bid or proposal, the ground for its rejection of all bids or proposals, but is not required to justify those grounds.

(iii) All eligible firms are welcomed to participate having a minimum of 05 large scale exhibitions experience (National or international level exhibitions) and fulfilling mandatory requirements.

3. PREPARATION OF PROPOSAL

3.1. Use the attached forms and include necessary documents for evaluation (Proforma 'A' and "B")

3.2. Requests for clarification must be submitted in writing to the Manager (PR), KPT, at least ten days before the proposal submission date.

3.3. KPT may amend the documents before the proposal submission deadline, with notifications sent to all invited consulting firms.

3.4. Submit separate technical and financial proposals in English according to PPRA RULE 36(d) i.e. Two stage - Two envelope tendering procedure.

Technical Proposal: Provide all requested information accurately to avoid rejection.

Financial Proposal: List all costs associated with the Event Management Services (EMS) in Pakistani Currency (PKR).

The technical bid will undergo evaluation, and upon agreement with the bidders regarding technical requirements, they will be permitted to submit revised technical specifications along with supplementary financial proposals. These submissions will be opened at a specified time, date, venue, which will be notified in advance by KPT.

3.5. The technical proposal shall not include any financial information. The participating agency comments, if any, on the data, services and facilities to be provided by the KPT and indicated in the TOR shall be included in the technical proposal.

3.6. Karachi Port Trust shall not be liable for any cost incurred in preparing a response to this TOR. The respondent hereby indemnifies to hold, KPT harmless from all liability(ies), claim(s) or expense(s) incurred in any manner whatsoever by or on its behalf by any person or organization in connection with or in-relation to this process.

3.7. The information provided within this TOR is intended to help prospective respondents in creating a viable proposal. However, it shall be the sole and absolute responsibility of those responding to this TOR to complete it on their own with due diligence.

4. SUBMISSION OF PROPOSALS

4.1. The bidders will prepare their bids in two parts i.e., Technical Proposal as per TOR's and Financial Proposal as per TOR's according to PPRA Rule. Each proposal shall be in a separate envelope. All technical proposals shall be placed in an envelope clearly marked "**Technical Proposal**" and the financial proposals in the one marked "**Financial Proposal**". These two envelopes, in turn, shall be sealed in an outer envelope bearing the address and information indicated in the Advertisement. The envelope shall be clearly marked, "**DO NOT OPEN, EXCEPT IN PRESENCE OF THE EVALUATION COMMITTEE.**"

4.2. Proposals must be indelible, signed, stamped, and accompanied by a written power of attorney as well as all the documents by the firm or sole proprietor.

4.3. No interlineations or overwriting allowed, except for necessary corrections, which must be initialed.

4.4. Proposals must be delivered by the specified deadline.

4.5. Proposals shall remain valid for 90 days from the submission date.

5. PROPOSAL EVALUATION

A Two - stage Two - envelope procedure according to PPRA Rule 36(d) shall be adopted. However, Quality cum cost Based Selection (QCBS) method will be adopted for ranking of the proposals i.e., The technical evaluation shall be carried out first, followed by the financial evaluation. Firms scoring below seventy percent in the technical evaluation will be rejected. Afterwards, Firms shall be ranked **using a combined technical and financial score.**

5.1 Technical Proposal Evaluation Max. Marks = 100

(WEIGHTAGE = 50%)

S. No	CRITERIA	Max. MARKS														
1.	A detailed plan for conducting this event, a Clear and Step by step methodology for the subject event	15														
2.	<p>Technical Functionality Expertise of the firm/ company and its experience in the field:</p> <p>(a) Number of years:</p> <table border="0"> <tr> <td>Up to 2 years</td> <td>1 Mark</td> </tr> <tr> <td>Up to 4 years</td> <td>2 Marks</td> </tr> <tr> <td>Up to 6 years</td> <td>3 Marks</td> </tr> <tr> <td>More than 6 years</td> <td>5 Marks</td> </tr> </table> <p>(b) Number of large-scale events (Conferences/ Cultural Shows/ Product/brand Launch/ Award Shows/Soft Launch/Curtain Raiser) will judge from company profile or evidenced attached in technical proposal</p> <table border="0"> <tr> <td>Up to 5 events</td> <td>3 Marks</td> </tr> <tr> <td>Up to 7 events</td> <td>4 Marks</td> </tr> <tr> <td>More than 7 events</td> <td>5 Marks</td> </tr> </table> <p>(c) CLIENTELE</p> <p>More than 5 and up to 10 MNC or leading national companies/ government institutions 04 marks (less than 05 clientele = 0 marks)</p> <p>More than 10 and up to 15 MNC or leading national companies /government institutions 06 marks</p> <p>More than 15 MNC or leading national companies/ government institutions 10 marks</p> <p>(d) Detail of services rendered by the firm in last 3 years along with documented proofs should be provided for the following:</p> <p>(i) Event management services provided in any kind of exhibitions – 1.5 marks per event 7.5 marks</p> <p>(ii) Event management services provided in Maritime Sector related events or exhibitions – 2 marks per event 7.5 Marks</p>	Up to 2 years	1 Mark	Up to 4 years	2 Marks	Up to 6 years	3 Marks	More than 6 years	5 Marks	Up to 5 events	3 Marks	Up to 7 events	4 Marks	More than 7 events	5 Marks	<p>35</p> <p>(05)</p> <p>(05)</p> <p>(10)</p> <p>(15)</p>
Up to 2 years	1 Mark															
Up to 4 years	2 Marks															
Up to 6 years	3 Marks															
More than 6 years	5 Marks															
Up to 5 events	3 Marks															
Up to 7 events	4 Marks															
More than 7 events	5 Marks															
3.	<p>Company Information / Profile</p> <p>1. Proof of legal status of the firm or company issued by SECP or Registrar of Partnership firms (5 marks)</p> <p>2. Geographical Coverage of large-scale events/ exhibitions/ conference already organized by the bidder (05 marks)</p>	<p>10</p> <p>(05)</p>														

	Place Score: Local/ National International	0.5 Mark per event 1.5 Marks per event	(05)
4.	Detail of dedicated workforce offered by the bidder for the event		30
	Management team	(1 mark per member)	(12)
	Technical manpower	(0.5 mark per member)	(08)
	Support Staff (Names, qualifications and other relevant details to be provided)	(0.5 Mark per member)	(10)
5.	FINANCIAL CAPABILITY / STANDING		10
	Latest Bank Statement with minimum turnover of last 03 fiscal year Rs. 04 million (Less than 04 million = 0 mark)	5 marks	(05)
	Audited financial statement of last 03 years	5 marks	(05)
	Grand Total		100

Nota Bene: **The bidder securing minimum 70% marks and fulfilling mandatory requirements shall be considered as qualified for financial bid opening.**

5.2 Financial Proposal Evaluation

WEIGHTAGE = 50%

Financial Proposal Evaluation

S. No	Description	Pricing (Cost in PKR Only)
1.	Bid cost	

Financial proposal of all Technically Qualified firms will be opened at following address:

MANAGER PR OFFICE

Annex Building 2nd Floor

Telephone No: + 9221 99214358

KPT HEADOFFICE EDULJEE DINSHAW ROAD,
KARACHI

Time & Venue shall be communicated to the Technically qualified firms in due course.

The financial proposals of the all-qualifiers on the basis of evaluation of technical proposals shall be opened in the presence of the representatives of these qualifiers, who shall be invited for the occasion and who care to attend. The KPT

will inform the date, time and address for opening of financial proposals afterwards the evaluation and scrutiny of technical proposals. The total cost and major components of each proposal shall be publicly announced to the attending representatives of the firms.

The evaluation committee shall determine whether the financial proposals are complete and without computational errors. The lowest financial proposal (F_m) among the three shall be given a financial score (S_f) of 100 points. The financial scores of the proposals shall be computed as follows:

$$S_f = \frac{100 \times F_m}{F}$$

F

(F = amount of specific financial proposal)

Proposals, in the quality cum cost-based selection shall finally be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T- the weight given to the technical proposal, P = the weight given to the financial proposal; and T+P=1) indicated in RFP:

$$S = S_t \times T \% + S_f \times P \%$$

S_t	=	Technical Score
S_f	=	Financial score
T	=	Weightage assigned to the technical proposal
P	=	Weightage assigned to the financial proposal
F_m	=	Lowest financial proposal
$S_{f_{max}}$	=	Maximum Financial score
F	=	Price of proposal under consideration
S	=	Combined Score Technical & Financial Score

7. Combined Evaluation

Note!	The weightages given to the Technical and Financial Proposals are: Technical: 50% Financial: 50%
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Proposals, in the quality cum cost-based selection shall finally be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T - the weight given to the technical proposal, P = the weight given to the financial proposal; and T+P=1) indicated in RFP.

$$S = S_t \times T \% + S_f \times P\%$$

S_t	=	Technical Score
S_f	=	Financial score
T	=	Weightage assigned to the technical proposal
P	=	Weightage assigned to the financial proposal
F_m	=	Lowest financial proposal
$S_{f_{max}}$	=	Maximum Financial score
F	=	Price of proposal under consideration
S	=	Combined Score Technical & Financial Score

Firm securing highest combined score shall be considered for negotiation and award of Contract.

8. NEGOTIATION

- a. Prior to the expiration of proposal validity, the KPT shall notify the successful qualifiers that submitted the highest-ranking proposal in writing, by registered letter, cable telex or facsimile and invite it to negotiate the Contract on terms and conditions (if any highlighted by successful bidder).
- b. Negotiation will be done with all the participants who has submitted the technical proposal and will be allowed to submitted the revised financial proposal accordingly as per PPRA rule 36(d).
- c. Negotiations normally take two to five days. The aim is to reach agreement on all points and initial a draft contract by the conclusion of negotiations.
- d. Negotiations shall commence with a discussion of your technical proposal. The proposed methodology, work plan, staffing and any suggestions you may have made to improve the TOR. Agreement shall then be reached on the final TOR, the staffing, and the bar charts, which shall indicate activities, staff, periods in the field and in the home office, logistics and reporting.
- e. Changes agreed upon shall then be reflected in the financial proposal, using proposed unit rates.
- f. Having selected Firm on the basis of, among other things, an evaluation of proposed key professional staff, the KPT expects to negotiate a contract on

the basis of the staff named in the proposal. Prior to contract negotiations, the KPT shall require assurances that the staff members will be actually available. The KPT shall not consider substitutions of key staff except in cases of un-expected delays in the starting date or incapacity of key professional staff for reasons of health.

- g. The negotiations shall be concluded with a review of the draft form of the contract. The KPT and the hired event management firm shall finalize the contract to conclude negotiations. If negotiations fail, the KPT shall invite the event management firm that received the second highest score in ranking to Contract negotiations. The procedure will continue with the third in case the negotiation process is not successful with the second ranked event management firm.

9. AWARD OF CONTRACT

- a. The contract shall be awarded after successful negotiations and acceptance of financial proposal with the selected qualifiers and approved by the competent authority. Upon successful completion of negotiations of the draft contract, the KPT shall promptly inform the other event management firm(s) that their proposals have not been selected.
- b. The selected event management firm is expected to commence the Assignment on the date and at the specified locations as informed by the Manager (PR), KPT.
- c. The selected agency shall submit **Performance Guarantee** of 25% of the subject event task bid price in the form of Pay order in favor of Chief Accounts Officer, KPT. The Performance Guarantee shall be returned after successful completion of the assignment.

10. CONFIRMATION OF RECEIPT

Please inform the KPT by telex/facsimile courier or any other means:

- (i) that you received the letter of invitation;
- (ii) whether you will submit a proposal; and
- (iii) if you plan to submit a proposal, when and how you will transmit it.

SECTION 2 - TERMS OF REFERENCE (TOR's)

1. Background Information

Karachi Port Trust (KPT) serves as a pivotal maritime gateway to Pakistan. Karachi Port Trust (KPT) is a federally administered public sector organization that oversees operations of Karachi Port. KPT is a premier port bearing a distinguished history. KPT was vested in a trust, was established in 1887 and handles about 60% of the country's trade.

The Karachi Port is administered by a Board of Trustees, comprising of the Chairman and Trustees. The Port has three state-of-the-art container terminals namely, **Karachi International Container Terminal (KICT)** and **South Asia Pakistan Terminal Limited (SAPTL)** both operated by Hutchison Port whilst **Karachi Gateway Terminal Limited (KGTL)** operated by Abu Dhabi Port's Group.

KPT has three multipurpose Oil-Piers, modern cargo handling equipment, 300 km of internal railway tracks and network of computerized services. Fleet of Tugs, dredgers, navigational aids and a well-equipped fire station.

2. Objectives

In order to support National Efforts for attracting investment in maritime sector, KPT and Ministry of Maritime Affairs (MoMA) is planning to host a maritime donor conference to bring together international and national stakeholders in Maritime Sector of Pakistan. Event is intended to provide a foundation to bring together stake holders from diverse Maritime Industries such as Coastal Development, Shipping, Port Infrastructure, Fisheries, Marine Tourism, off-shore Renewable Energy, Aqua culture, sea bed mining, Marine services, Maritime Security. KPT and MoMA is looking for an Event Management Company which has the expertise/ capabilities and capacity to plan and execute event of national/ international standard.

The Event Management Firm will oversee the comprehensive management of the two-days event, ensuring the provision of all necessary services as outlined in the scope of work.

The Event Management Firm shall also execute a marketing/ publicity strategy to attract economic operators and business buyers to the event. This is a time bound assignment. Such jobs will need to be carried on a short notice but satisfactorily and successfully.

- The Event management firm shall ensure that all marketing materials provided by the KPT team may be printed and used for flyers, streamers, Newspaper Advertisements, Print and electronic media coverage, billboard branding at important locations in Karachi/Pakistan as per designs approved by KPT. Hoarding skins, event monuments, pole banners and streamers etc., shall be printed by Event Management firm. All required NOCs from relevant agencies may be obtained by Event management firm in coordination with KPT.
- The Event management firm will be required to cover the entire event and side events in still photography and video. Edit and reduce the event coverage into a 05–08-minute documentary with voice over based on a script approved by KPT.
- Focusing digital publicity and event Press/ Electronic media campaign and its timely dissemination through respective platforms.
- The Event management firm shall also create linkages with Print and electronic media, arrange press briefings and press releases to appropriate coverage of the event, also including:
 1. Curtain raiser
 2. Create media invite for the media to attend the whole event and cover the same
 3. Ensure listings in major leading newspapers

4. Create buzz about the event on social media
5. Media interviews with delegates/exhibitors and visitors (during the exhibition)
6. Photo opportunity at the launch
7. Special Stories on the conference and exhibition
8. Tracking of coverage and its report

3. Scope of Work

1. Event Overview

Major components include Maritime Exhibition & conference venue selection like Pearl Continental, Moven Pick or any 5-star hotel's marquee/ hall etc., Decoration of Marquee/ Hall along with allied accessories of sound system, provision of elegant design Reception on entrance, rostrum, digital wall/SMD and projector(s), temperature-controlled seating plan etc. G2G meetings, lunch/ dinner/ Hi-Tea, Cultural Show, logistics support, marketing, room reservations, and shipment facilitation.

The Event Management firm shall ensure the availability and working of necessary installations required for the subject Conference/ Exhibitions, as per requirement of the delegates and exhibitors.

- The Event management firm shall hire, train and place 25 Guest Relations Officers (GROs)/ ushers at the Exhibition Hall for support of exhibitors and facilitation to guests. The GROs/ushers shall be fluent in English and local language and would be required to wear a smart uniform tailored to fit and designed to match the event theme/ colors. The GROs/ushers are also expected to be well conversant with the entire arrangements for the exhibition.

2. Venue Setup:

- Ensure adequate seating arrangements, stage setup, backdrop, screens, digital wall/ SMD/ projector(s) and display of different countries flag.

- Customized pavilions for exhibitors and setup of B2B lounge and business meeting center.

- The floor plan as developed by the Management firm will not be final and it may change depending on the space reservations made till the time of exhibition. Changes in floor layout may be made by the event management firm to accommodate thematic displays.
- The event management firm is expected to come up with different thematic designs for such props, seek KARACHI PORT TRUST (KPT) `s approval and create, erect and maintain such props in the most elegant manner as per international standards. Simple props made out of normal advertising material like Pana flex etc. shall not be acceptable.
- The event management firm shall arrange for standby generators, cabling, carpeting and provide electricity to stands/stalls, (if required separately) as per requirement of the exhibitors, and also as required by KARACHI PORT TRUST (KPT) for lighting purposes at the halls/marquees and corridors. They shall arrange for high quality sound systems in the halls and in the parking areas for calling service. They shall also arrange for all security related equipment and machinery like scanner gates, X-Ray machines and hand-held scanners etc. (if required)

- Event management firm shall arrange for Shell scheme, upgraded to match the product at display in cost effective but elegant manner, for exhibitors who are not putting up their own customized stalls. KARACHI PORT TRUST (KPT) understands that the options to upgrade a standard shell scheme are limited and cost effective and therefore price for such up-gradation shall be included in the bid price for shell scheme. The upgraded designs/scheme shall be subject to KARACHI PORT TRUST (KPT) `s approval.
- Event Management firm shall create and execute the entire branding at the Venue in an elegant manner. KARACHI PORT TRUST (KPT) & the Exhibitors shall provide the Management firm with basic logos, stalls and thematic designs, however, further refinement; creation of branding material, fit to each space, along with its installation is Management firm's responsibility. Flags of different countries along with pole banners etc. are inclusive, if required.
- Event Management firm shall arrange for display & printing of outdoor publicity/hoarding/banners/bridge panels in the city of Karachi. The Management firm shall identify the locations to display the publicity material for events and get them approved by KARACHI PORT TRUST (KPT). The theme, design and write up for the publicity will be provided by the exhibitors/KARACHI PORT TRUST (KPT) to the Exhibition/Event Management firm. Management firm shall take permission on behalf of KARACHI PORT TRUST (KPT) from KMC, Cantonment Boards, DHA etc. for the identified locations (of the Hoarding, Bridge Panels, Poles etc.), so the publicity material can be installed.
- Event Management firm shall also provide services for printing of invitation cards and envelopes for the EVENT(s). The Management firm shall provide KARACHI PORT TRUST (KPT) with designs and format of the cards and once approved, it shall ensure prompt dispatch and delivery to the guests.
- Event Management firm shall also create Media center, business center and an elegant reception.
- Sign gate for different halls, paths along with large floor plans shall be created in good quality material to guide the visiting guests, (if required)
- Event management firm shall arrange for good quality food i.e., Lunch, Dinner & Tea during the days of the Exhibition for Seminar Attendees, KARACHI PORT TRUST (KPT) staff, Guest Relations Officers and other support staff working at the Venue.
- If it is required by the Security agencies that special branch passes be arranged for all exhibitors then the event management firm shall coordinate with all exhibitors and security agencies for provision of special passes to the exhibition center including those for KARACHI PORT TRUST (KPT) officers and other support staff.
- The event management firm shall be responsible to timely send out the invitations to the participants and visitors of the Seminar/Exhibition. The list of the participants/exhibitors/visitors shall be provided by KARACHI PORT TRUST (KPT) to the firm.
- The event management firm shall arrange for janitorial and security services. The toiletries of good quality shall be arranged and it shall be ensured that the rest areas are clean at all times.

- The event management firm shall design, create and distribute all different kinds of passes like for exhibitors, officials, Managers, foreign delegates, sponsors, diplomats, service providers etc. in good quality hard lamination with neckbands. They shall also be required to print tickets for the local visitors and arrange provision of same as per plan finally decided by KARACHI PORT TRUST (KPT).
- The event management firm shall also create a Food Court in a marquee/ hall at an appropriate place with the Area made available to KARACHI PORT TRUST (KPT) for EVENTS which should be of a very good quality with international standard food at sale for exhibitors and visitors. In addition, appropriate refreshment and meeting areas should be created, where exhibitors and trade visitors could hold meetings. These meeting areas should have proper refreshment arrangements along with service in elegant manner. This should be done on self-finance basis.
- The event management firm shall rent out ground for parking purposes, if so required. charges for this rental shall be the sole responsibility of the event management firm.
- The event management firm should book at least 10 rooms for guest and keep five rooms on back up.
- The event management firm would devise an appropriate registration system for exhibitors and visitors. The registration cards shall be in different colors suited to each category. These shall be pre-printed paper cards with necessary event details on the back and card holders' details on the front. Transparent plastic pouches, open from top, along with EVENT NAME printed neckbands in similar colors shall be provided. The details of card holders along with barcode shall be generated/ printed on each card so as to register movements in and out of the VENUE and control traffic. The system to be installed and card designs shall be approved by KARACHI PORT TRUST (KPT). Cards for exhibitors shall be coordinated and distributed by Management firm themselves. Cards for foreign guest and local invitees shall be printed and delivered to KARACHI PORT TRUST (KPT) or the focal person of the Event Manager posted at KARACHI PORT TRUST (KPT) (for the Event) in close coordination with and as decided by KARACHI PORT TRUST (KPT) for further distribution.

3. Logistics and Facilitation:

- Facilitate transportation of exhibits to venue, if required.

4. Delegate and Exhibitor Coordination:

- Finalize nominations and listings of delegates and exhibitors from Local and International Countries.

5. Marketing and PR Campaign:

- Execute marketing and publicity strategy to attract economic operators and business buyers/ investors/ donors from national and international maritime sector.
- Utilize various channels such as print, electronic media, social media, streamers and billboards.
- Arrange press briefings, media interviews, and coverage of the event.

6. B2B and G2G Meetings:

- Organize and facilitate preplanned interactions meetings between investors/ interested donors and MoMA/ KPT management.
- Develop networking opportunities to attract a large number of investors/ donors and economic operators.
- Prepare schedules and create networking platforms for effective coordination.

7. Targeted Audience:

- Government of Pakistan
- Local Shipping Companies
- International Shipping Agencies
- Ministries of Pakistan
- Private Shipping Sector
- All stake holders relevant to Ministry of Maritime Affairs (MoMA)
- International Shipping and trade organizations

Bill of Quantity (BoQ)

Price Schedule in Pak. Rupees/ Financial Bid

S#	Description of Items	Quantity	Unit Rate (Rs)	Amount (Rs)
1	Seating arrangement for VIP Sofa Seats- 2 days rental - for 150 VVIPs with center tables	1 job	Lump sum	
2	Theater Style Seating arrangement / Chairs for 400 persons with covers	1 job	Lump sum	
3	Main Reception Desk at entrance for Security Check Point etc.	1 job	Lump sum	
4	Aluminum Stage as appropriate w.r.t venue	1	Per unit	
5	Stage Lights	1 Job	Lump sum	
6	Stage SMD's as per venue	As required	Per unit	
7	Presidential Chair with Head Table	7	Lump sum	
8	Rostrum on the stage	1 Job	Lump sum	
9	Fresh Flower Arrangement in Marquee/ Hall	1 Job	Lump sum	
10	Sound System (Line array) with entire setup in the event Marquee/ hall only	1 Job	Lump sum	
11	Red Carpet at General and VVIP Entrance with Flower pots and stage carpet	1 Job	Lump sum	
12	MCR Room (Laptops, Printers, etc.)	1 Job	Lump sum	
13	Brochures (150gm matt paper, both side 4 color)	500	Per unit	
14	Invitation cards (300gm matt paper, both sides with program leaflet on back 4 color)	500	Per unit	
15	Badges & lanyards	500	Per unit	

16	Giveaway Paper Bags (150gm matt paper, both side 4 color)	500	Per unit	
17	Program Leaflets (110gm matt paper, both side 4 color)	500	Per unit	
18	Booklets (90gm matt paper, both side 4 color)	500	Per unit	
19	Souvenir for Chief Guest	3	Per unit	
20	Souvenir/ giveaways for Guest (250 for VVips and 250 for Ordinary guests)	250 + 250	Per unit	
21	Billboards (size as per requirement)	6		
22	Video Conference (if required)	1 Job	Lump sum	
23	GROs/ Ushers	20		
24	T-shirts for GROs/ Ushers	50		
25	Stationery (Pen and Pads)	500		
26	Entrance Branding with gate at the entry point from the main road to the venue	1 Job	Lump sum	
27	Road Streamers, designing and Printing in wooden frame with Installation at Selected Location proposed and Identified by the EMC.	2000		
28	Bridge Panels	10		
29	High quality lunch/ dinner (Category A for 150 guest)	1 Job	Lump sum	
30	Media Wall (Foyer area) Pana flex (380 gm), solvent printing, MS PIPE 14 GAGE	01 No.		
31	Media Centre Setup with seating arrangement and working counters including			

	<ul style="list-style-type: none"> - Backdrop for press briefings, with stage & seating for 50 persons etc. - Computers with tech. support (05) - Laser Jet Printer (03) 25 PPM - Photocopier (01) 25 PPM - Audio Mixing Console (Built in Power Amp) - Hi Fi Speakers - Gooseneck Microphone with Stand for Podium - Hand Cordless Microphone - Audio Player with Soft Music Collection 	<p>01 No.</p> <p>01 No</p> <p>01 No</p> <p>02 Pair</p> <p>02 Nos</p> <p>02 Nos</p> <p>01 No</p> <p>01 No</p>		
32	<p>Wireless Internet Connectivity (100 mb GPoN/ Shared per Hall)</p> <p>Strong signal strength (Storm Fiber/Multinet) to be ensured. Includes:</p> <ul style="list-style-type: none"> - Wi-Fi (routers /equipment) complete networking & switches ensuring strong signal strength - Media Centre - Business Centre - All Connecting Corridors - 03 Wi-Fi clouds zong/ jazz/ others. 	Lump Sum		
33	<p>Enhancing Event Online Profile through Branding & Reviews</p> <p>Develop a comprehensive branding strategy to enhance the online profile of the event across all social media platforms.</p> <p>Solicit and manage reviews from attendees, exhibitors, and partners to showcase the event's success and credibility</p>	Lump Sum		
34	<p>Creating Paid Adverts Campaigns for Awareness of Event with the Right Targeted Audience</p> <p>Develop and execute targeted paid advertising campaigns on Facebook, Twitter (X), LinkedIn, and Instagram to increase awareness and drive attendance to the event.</p> <p>Utilize advanced targeting options to reach the appropriate demographic and interest-based audiences.</p>	Lump Sum		
35	<p>Creating Social Media Platforms for Event</p>	Lump Sum		

	<p>Establish official social media accounts for the event on Facebook, Twitter (X), LinkedIn, and Instagram.</p> <p>Ensure consistent branding, messaging, and engagement across all platforms</p>			
36	<p>On-boarding Right Influencers & Celebs for Digital PR of Event:</p> <p>Identify and onboard relevant influencers and celebrities to endorse and promote the event on their social media channels. Develop partnerships and collaboration opportunities to maximize digital public relations efforts.</p>	Lump Sum		
37	<p>Collaborating with Digital Media Channels & News Channels for Awareness of Event:</p> <p>Forge partnerships with digital media channels and news outlets to secure coverage and publicity for the event. Coordinate interviews, features, and promotional content to increase event visibility.</p>	Lump Sum		
38	<p>Releasing Shout-outs of Influencers for Pre-event Hype:</p> <p>Coordinate with influencers to release pre-event shout-outs, teasers, and promotional content to generate excitement and anticipation</p>	Lump Sum		
39	<p>Press Release Articles on Famous Blogging Sites of Pakistan/International</p> <p>Draft and distribute press release articles to prominent blogging sites in Pakistan/International to generate buzz and coverage for the event</p>	Lump Sum		
40	<p>Conducting On-event Interviews</p> <p>Arrange and conduct on-event interviews with key stakeholders, speakers, exhibitors, and attendees to capture insights and highlights of the event.</p>	Lump Sum		
41	<p>Daily Event Photo Album Coverage</p> <p>Provide daily photo album coverage of the event's activities, sessions, and highlights across all social media platforms.</p>	Lump Sum		

42	Daily Event Highlight Video Coverage Produce and publish daily highlight videos capturing the most engaging moments and activities of the event.	Lump Sum		
43	On-event Visitors, Exhibitors & Guests Interviews Conduct interviews with event visitors, exhibitors, and special guests to gather testimonials and feedback for post-event promotion.	Lump Sum		
44	Social Media Posting Schedule <ul style="list-style-type: none"> • Facebook: 5 posts per day • Twitter (X): 5 tweets per day • LinkedIn: 2 posts per day • Instagram: 5 posts per day 	Lump Sum		
45	Video Coverage on Famous YouTube Channel Produce and upload 5 videos on a popular Social Media platform event highlights, interviews, and behind-the-scenes content.	Lump Sum		
46	Total Number of Posts Over 300 posts across all social media platforms throughout the duration of the event.	Lump Sum		
47	Video Coverage & still photography of entire event	Lump Sum		
48	Registration Software	Lump Sum		
49	Designing & Creatives	Lump Sum		
50	Event Management	Lump Sum		
TOTAL BID AMOUNT (PKR)				

EVENT PLANNING CONTRACT

PARTIES

- This event planning contract (hereinafter referred to as the “**Contract**”) is entered into on _____ (the “**Effective Date**”), by and between _____, with an address of _____, (hereinafter referred to as the “**Client**”) and _____, with an address of _____, (hereinafter referred to as the “**Planner**”) (collectively referred to as the “**Parties**”).

EVENT BACKGROUND

- The event will take place on _____, on which date(s) the Client plans to hold the _____ event described below:

PLANNER DUTIES

- The Client hereby engages the Planner to perform the following duties relevant to the event:

- The Planner is required to obtain written consent from the Client prior to entering into any contractual agreements or issuing deposits or invoices.

PAYMENTS

- The Client hereby agrees to pay the Planner an amount of _____ for the services performed, payment in favor of CAO, KPT and 25% security.
- The Planner will provide the agreement and all the payment proof paid in the favor of KPT at the time of the payment.

CANCELLATION POLICY

- The Client is not entitled to cancel this contract at any given time.
- The Client is not entitled to a full refund

- In the event that the Client cancels before the beginning of the event, he/she/firm will not be entitled to a refund.
- The Planner is entitled to cancel this Contract at any given time.
- In the event of cancellation by the Planner, he/she is required to provide a replacement planner that the Client agrees to. In this case, the Planner will be required to refund any money previously provided by the Client as a budget for the event or other.

DISPUTE RESOLUTION ALTERNATIVES

- Any dispute or difference whatsoever arising out of, or in connection with, this Contract shall be submitted to arbitration/mediation/negotiation (circle one) in accordance with, and subject to the laws of Pakistan

LEGAL FEES

- In the event of a dispute that results in legal action, the successful party will be entitled to the legal fees, such as attorney’s fees or other.

SEVERABILITY

- In the event that any provision of this Contract is found to be void and unenforceable by a court of competent jurisdiction, then the remaining provisions will remain in force in accordance with the Parties’ intention.

ENTIRE AGREEMENT

- This Contract contains the entire agreement and understanding among the Parties to it with respect to its subject matter, and supersedes all prior agreements, understandings, inducements and conditions, express or implied, oral or written, of any nature whatsoever with respect to its subject matter. The express terms of the Contract control and supersede any course of performance and/or usage of the trade inconsistent with any of its terms.

GOVERNING LAW

- This Contract shall be governed by and construed in accordance with the laws of Pakistan, services, PPRA and KPT.
- The Parties hereto agree as under:
 -
 - **1. ARTICLE 1: THE PROJECT**
 -
 - The Project for which Services are required to be performed under this Agreement is described in the TOR’s.
 -
 - **2. ARTICLE 2: SCOPE OF SERVICES**
 -

- 2.1 The scope of consultancy and other professional services (herein referred to as "Services") to be performed by the Consultant for the Project under this Agreement are described in the attached TOR's

- **3. ARTICLE 3: TIME SCHEDULE**

- **3.1 Effective Date of Commencement**

- Effective Date of Commencement of Services shall be as defined after finalization of tendering process

- **3.2 Extension of Time**

- Extension of Time for completion of Services and the terms and conditions thereof shall be mutually agreed between the Client and the Consultant as and when required.

- **4. ARTICLE 4: MODE OF OPERATION**

- **4.1 Obligations of the Consultant**

- - The Consultant shall perform Services as an independent consultant in accordance with recognized international standards, applicable laws and regulations.

- - The Consultant shall appoint an Event Manager, who shall represent the Consultant for purposes of this Agreement and shall be responsible for the administration of the Agreement including performance of Services thereunder. He shall remain in contact with the representative of the Client to keep him fully informed on all matters relating to the provision of Services by the Consultant.

- - The Consultant shall carry out the Services with due diligence and efficiency and in conformity with sound engineering practices.

- - The Consultant shall act at all times so as to protect the interests of the Client and shall take all reasonable steps to keep all expenses to a minimum consistent with sound economic and engineering practices.

- - The Consultant shall furnish the Client such information relating to the Services as the Client may from time-to-time reasonably request.

- - Except with the prior written approval of the Client, the Consultant shall not assign or transfer the Agreement for Services or any part thereof nor engage any other independent consultant or sub-contractor to perform any part of the Services.

- - The Consultant agrees that no proprietary and confidential information received by the Consultant from the Client shall be disclosed to a third party unless the Consultant receives a written permission from the Client to do so.

- 4.2 **Obligations of the Client**

- The Client shall provide to the Consultant:

- - All necessary data/documents/reports, that may be required by the Consultant for performing the Services within the Time Schedule given in Appendix B.

- - The Client shall designate a person named to act as its representative on all matters pertaining to this Agreement and to fully cooperate with the Event Manager of the Consultant.

- **5. ARTICLE 5: ADDITIONAL SERVICES**

- The Client may ask the Consultant to perform Additional Services during the currency of this Agreement. Such Additional Services shall be performed with the prior concurrence of both the Parties. the Consultant shall submit an estimate of the additional time (if any) and the additional remunerations for such Additional Services which shall be approved in writing by the Client before the commencement of the Additional Services.

- **6. ARTICLE 6: TERMINATION**

- 6.1 **End of Services**

- The Agreement shall terminate when, pursuant to the provisions hereof, the Services have been completed and the payment of remunerations have been made.

- 6.2 **Termination by the Client**

- The Client may, by a written notice of thirty (30) days to the Consultant, terminate this Agreement. All accounts between the Client and the Consultant shall be settled not later than sixty (60) days of the date of such termination.

- 6.3 **Termination by the Consultant**

- The Consultant may suspend the Agreement by a written notice of thirty (30) days only if the Consultant does not receive payments due under this Agreement within thirty (30) days of submission of its invoice. If the payment is still not made to the Consultant after thirty (30) days of notice of suspension, the Consultant may terminate this Agreement in whole or in part by giving fifteen (15) days advance notice of intent to terminate. If the Agreement is terminated by the Consultant under such circumstances, the Client shall pay, within a period of thirty (30) days of the date of such notice of intent to terminate referred above, all payments due to the Consultant.

- **7. ARTICLE 7: FORCE MAJEURE**

- The term "Force Majeure" as employed herein shall mean acts of God, strikes, lock-out or other industrial disturbances, acts of public enemy, wars, blockades, insurrection, riots, epidemics, landslides, earthquakes, storms, lightning, floods, washouts, civil disturbances, explosions and any other similar events, not within the control of either Party and which by the exercise of due diligence neither Party is able to overcome.

- If either Party is temporarily unable by reason of Force Majeure or the laws or regulations of Pakistan to meet any of its obligations under the Agreement, and if such Party gives to the other Party written notice, of the event within fifteen (15) days after its occurrence, such obligations of the Party, as it is unable to perform by reason of the event, shall be suspended for as long as the inability continues. Neither Party shall be liable to the other Party for loss or damage sustained by such other Party arising from any event referred to as Force Majeure or delays arising from such event. Force Majeure shall not include insufficiency of funds or failure to make any payment required under the Agreement.

- **8. ARTICLE 8: RESOLUTION OF DISPUTES**

- Any dispute or difference arising out of the Agreement which cannot be amicably settled between the Parties, shall be finally settled under the provisions of the Arbitration Act, 1940 (Act No. X of 1940) and Rules made thereunder as amended from time to time. The venue of arbitration shall be in Pakistan as given in Appendix C, Special Conditions.

- **9. ARTICLE 9: APPLICABLE LAWS**

- This Agreement shall, in all respects, be read and construed and shall operate in conformity with the laws of Pakistan and the courts at the location indicated in Appendix C, Special Conditions shall have exclusive jurisdiction for adjudicating and interpreting the Agreement.

- **10. ARTICLE 10: CONTRACT AMENDMENT**

- No variation in or modifications to the terms of the Agreement shall be made, except by a written amendment signed by the Parties hereto.

- **11. ARTICLE 11: NOTICES**

- Any notice given by any of the Parties hereto shall be sufficient only if in writing and delivered in person or through registered mail as follows:

- To: The Client -----

- To: The Consultant Event Manager, -----

-
- or to such other address as either of these Parties shall designate by notice given as required herein. Notices shall be effective when delivered.
-
- IN WITNESS WHEREOF, the Parties have executed this Agreement, in two (2) identical counterparts, each of which shall be deemed as original, as of the day, month and year first above written.

SIGNATURE AND DATE

- The Parties hereby agree to the terms and conditions set forth in this Contract and such is demonstrated by their signatures below:

KPT

EVENT MANAGEMENT FIRM

Name: _____

Name: _____

Signature: _____

—

Signature: _____

Date: _____

Date: _____

—

AGREEMENT FOR CONSULTANCY SERVICES

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