
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Exhibition Booth Design, Production, and Installation Services for ITE HCMC 2026
Contract term:	From 20 June to 29 August 2026
Application deadline:	Before 12 June 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

The International Travel Expo Ho Chi Minh City (ITE HCMC) is one of the premier travel trade events in the Mekong sub-region. To amplify project impact, showcase sustainable practices, and market distinct destination products, ST4SD will host a dedicated 18m² promotional booth (6mx3m) at the expo in August 2026. This exhibition booth acts as a primary communication and B2B matchmaking space.

ST4SD is looking for a qualified professional booth design and construction agency to conceptualize, fabricate, install, and dismantle an open, modern, and highly functional exhibition booth.

2. OBJECTIVES

The selected agency will deliver a structural environment that achieves the following

Effectively partition the 18m² floorplan into two visually cohesive yet distinct zones:

- Zone 1 (~ 6m²): Dedicated to the Swiss Executive Hospitality Training (Swiss EHT) Program. This area must accommodate professional posters, information panels, and integrated digital display screens for video screenings.
- Zone 2 (~12m²): Dedicated for physical products, promotional materials, video displays, and dynamic posters representing ST4SD's three distinct project destinations: Tuyen Quang, Da Nang, and Dong Thap.

3. EXPECTED DELIVERABLES

The consultant will be responsible for executing the following milestones:

Phase 1: Spatial 3D design & graphic design concept

- 3D booth renderings & floorplans: Propose 3D layout option(s) utilizing the 3mx6m space, illustrating optimized visitor flows and the division between the Swiss EHT zone and the three-destination product showcase.
- Graphic design package: Develop original design layouts, color schemes, and visual typographies for:
 - All backdrops (main booth wall, Swiss EHT section wall, and regional destination walls).
 - All informational and educational posters (infographics, program timelines, and destination highlights).
- Final production-ready artwork: Provide high-resolution, print-ready files (vector formats) for all approved designs following strict brand guidelines.

Phase 2 - Construction technical plan

- Provide materials specifications, structural load breakdowns, electrical/lighting mapping, and an audio-visual equipment list (LED screens/TV monitors for video loops).
- Handle all necessary paperwork with the ITE HCMC 2026.

Phase 3: Printing and onsite setup, management & dismantling

- Manage the printing and fabrication of all designed backdrops and posters.
- Manage complete off-site pre-fabrication and rapid on-site setup during the official expo move-in window.
- Provide troubleshooting and technical assistance for all AV and lighting components throughout the multi-day run of the exhibition.
- Execute quick cleanup, booth disassembly, and waste removal during the move-out window post-event.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Creative spatial & graphic portfolio (40%): Creative interpretation of the booth layout, clever deployment of the 1/3 and 2/3 functionality splits, and a strong portfolio demonstrating excellence in graphic layout design (posters and large-scale event backdrops).
- Financial feasibility (30%): Cost-effectiveness of design services, fabrication materials, printing solutions, and transparent, all-inclusive pricing tiers.
- Technical capability & timeline (30%): Realistic scheduling for both graphic design revision loops and physical construction, deployment of high-grade audiovisual hardware, and strong logistics records in Ho Chi Minh City.

5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- Company profile & portfolio: Highlighting similar execution files, graphic designs, previous exhibition references, and a core operations team overview.
- Technical & design proposal: Initial concept ideas, preliminary graphic mood boards, or structural approaches tailored for the 18m2 booth.
- Financial quotation: Itemized budget breaking down 3D design fees, graphic artwork creation fees (for posters and backdrops), printing costs, fabrication materials, audio-visual rentals, logistics, and other related/relevant fees.

Applicants will indicate their expected fixed total rate (including VAT) and a detailed implementation schedule to conduct the consultancy

The submitted documents must be **password-protected**. You will be asked for the password after submitting the application. Proposal should be sent to procurement@st4sd.vn and assist3@st4sd.vn before the above-mentioned deadlines.

Proposed by

Approved by

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