

Bidding Document for Procurement of Services

Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026

(Single Stage Two Envelope Procedure)

(National Competitive Bidding)

DEFENCE EXPORT PROMOTION ORGANIZATION

March, 2026

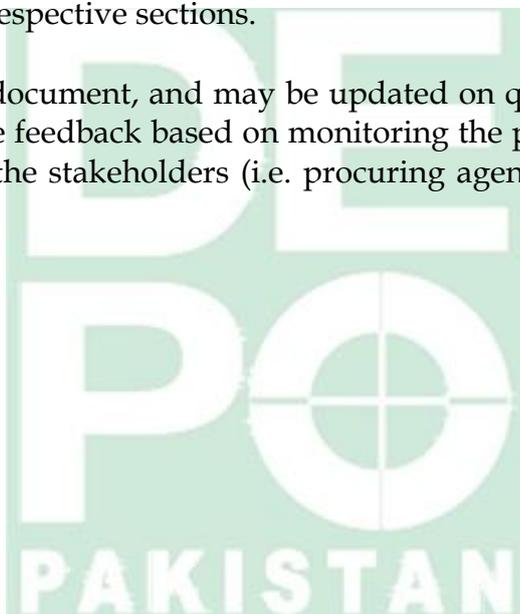
PREFACE

Public Procurement is carried out in Pakistan in accordance with the provisions laid down in Public Procurement Regulatory Framework consisted of Public Procurement Ordinance - 2002; Public Procurement Rules-2004 and allied Regulations, Regulatory Guides and Guidelines.

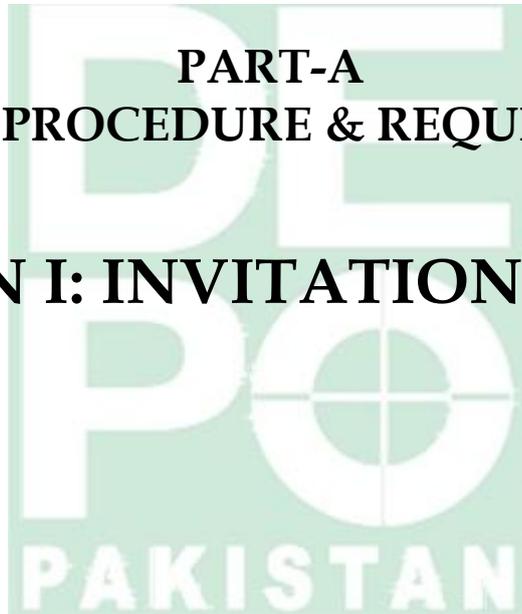
National Request for Proposal Documents are developed for standardizing the procurement procedures and practices in the procuring agencies of the Federation of Pakistan and has the status of the Regulations in terms of section 27 of the PPRA Ordinance, 2002 read with Rule-23(4) of Public Procurement Rules, 2004.

The document consists of general as well as specific provisions to be applicable for the procurement of Services. The specific provisions supplement to the general provisions and may be amended or opted by the procuring agencies in the manner and to the extent prescribed in the respective sections.

This document is a live document, and may be updated on quarterly basis considering the regulatory experience feedback based on monitoring the procurement practices and valuable suggestions of the stakeholders (i.e. procuring agencies, vendors and general public).



PART-A
BIDDING PROCEDURE & REQUIREMENTS
SECTION I: INVITATION TO BIDS



INVITATION FOR BID

Defence Export Promotion Organization (DEPO), hereinafter referred to as “the Procuring Agency” invites Bids from the eligible bidders as per bidding document for “Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (For the Period till December 2026 and extendable for another two (2) years)” from companies/ firms through online Bids (E-PADS). Bidders should be registered with relevant registration authorities and tax departments/authorities. Joint Venture / Consortium is not allowed to participate. National Competitive bidding process shall be conducted online through (E-PADS).

1. The subject procurement shall be conducted in accordance with method of procurement i.e. single stage two envelope and shall be evaluated on the basis of (Most Advantageous based on both Technical and Financial criteria), in terms of the provisions prescribed in Public Procurement Rules, 2004, E-Pak Procurement Regulations, 2023 and any other regulations, procurement guidelines or instructions issued by the Authority (from time to time) and Bid is open to all potential Service Providers.
2. The Tender Notices/Details instructions are available on Public Procurement Regulatory Authority (PPRA) website www.ppra.org.pk.
3. Pre-Bid Meeting Will be conducted on Day 16th of March 2026, at Timing: 12:00 Hours.
4. Bidding Documents can immediately be downloaded from the websites of PPRA (www.eprocure.gov.pk) and response time shall be calculated exclusively from the date of publication of the advertisement on the website of the PPRA. This advertisement is also available on DEPO and PPRA Websites.
5. All Proposal (Technical & Financials) must be accompanied by a bid Security to be submitted with Technical Proposal/bid. Details of Bid Security and procurement estimates are given under:

| Sr. | Description of Procurement (Scope of Services / TORs) | Bid Security Amount (PKR) |
|-----|--|-------------------------------------|
| 1 | Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) Media and Marketing (For the Period till December 2026 and extendable for another two (2) years Details of Scope of Services details given in the Section-V of the Bidding Document | Rs. 1,000,000 (one million only) |

6. All Bids (Technical & financial) for subject procurement duly completed, signed, stamped and in complete conformity with the bidding document would be required to be submitted online through E-PADS website on or before March, 26th 2026 at 10:30 Hours accompanied with required documents. Technical bids will be opened at 11:00 Hours on the same day i.e. March 26th, 2026 on E-PADS in the presence of the participant(s) who may choose to be present. Partial and conditional Bids/applications

will be considered disqualified.

7. Interested eligible Bidders / Applicants may obtain further information from General Staff Officer-11 (IDEAS), Defence Export Promotion Organization (DEPO) at the address given below.
8. Late submission of bids for procurement mentioned in bidding document and supporting documents or not conforming to the prescribed method shall be rejected straight away.
9. The Procuring Agency will not be responsible for any cost or expense incurred by bidders in connection with the preparation or delivery of bids for the services and supporting document
10. The Procuring Agency reserves the right to reject all bids for the subject procurement as per Rule 33 of the PPRA Rules.

GENERAL STAFF OFFICER-II (IDEAS)
ADDRESS:DEFENCE EXPORT PROMOTION ORGANIZATION (DEPO), SECTOR E-10,
DEFENCE COMPLEX PO BOX-44250, ISLAMABAD
Contact Number – 051-9262017-8

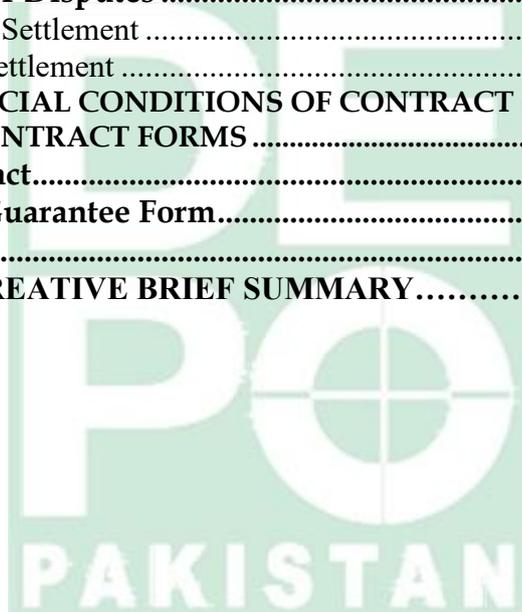


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**SECTION II: INSTRUCTIONS TO BIDDERS
FOR INTEGRATED MARKETING,
COMMUNICATIONS, MEDIA PLANNING
& BUYING, DIGITAL, PUBLIC RELATIONS
& PRODUCTION SERVICES FOR THE
INTERNATIONAL DEFENCE EXHIBITION
AND SEMINAR (IDEAS) 2026”**

PAKISTAN

A. INTRODUCTION

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| <p>1. Scope of Proposal</p> | <p>1.1</p> | <p>The Procuring Agency (PA), as indicated in the Bids/Proposal Data Sheet (PDS) invites bids through online (E-PADS) Bids / Proposal for the provision of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (The Contract for Three (03) Years)specified in the PDS and in Section V - Technical Specifications/TORS/Scope of work & Schedule of Requirements. The name, identification, and number of items/deliverables areprovided in the PDS. Open Competitive bidding using Single Stage Two Envelope procedure shall be used. The successful Procurement of Services Providers will be expected to provide the services within the specified period and timeline(s) as stated in the PDS.</p> |
| <p>2. Source of Funds</p> | <p>2.1</p> | <p>Source of funds is referred in Clause-2 of Invitation for Proposals.</p> |
| <p>3. Eligible Providers</p> | <p>3.1</p> | <p>A Provider may be natural person, company or firm or public or semi-public agency of Pakistan or any foreign country, or any combination of them with a formal existing agreement (on Judicial Papers) in the form of a joint venture, consortium, or association. (Joint Venture is not allowed) In the case of a joint venture, consortium, or association, all members shall be jointly and severally liable for the execution of the Contract in accordance with the terms and conditions of the Contract. The joint venture, consortium, or association shall nominate a Lead Member as nominated in the PDS, who shall have the authority to conduct all business for and on behalf of any and all the members of the joint venture, consortium, or association during the Bidding process, and in case of award of contract, during the execution of the contract. <i>(The Joint Venture is not allowed.)</i></p> |
| <p>Not Applicable</p> | <p>3.2</p> | <p>The appointment of Lead Member in the joint venture, consortium, or association shall be confirmed by submission of a valid Power of Attorney to the Procuring Agency.</p> |
| <p>Not Applicable</p> | <p>3.3</p> | <p>A verifiable copy of the agreement that forms a joint venture, consortium or association shall be required to be submitted as part of the Proposal.</p> |
| <p>Not applicable</p> | <p>3.4</p> | <p>Any Proposal submitted by the joint venture, consortium or association shall indicate the part of the proposed contract to be performed by each party and each party shall be evaluated</p> |

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| | | with respect to its contribution only, and the responsibilities of each party shall not be substantially altered without prior written approval of the Procuring Agency and in line with any instructions issued by the Authority. |
| | 3.5 | The invitation for proposal is open to all firms, bidder, or companies Providers subject to any provisions of incorporation or licensing by the respective national incorporating agency or statutory body such as established for that particular trade or business. |
| | 3.6 | Service Providers must be locally registered with the appropriate national incorporating body or the statutory body, before participating in the national/ international competitive tendering with the exception of such procurements made by the foreign missions of Pakistan. For such purpose the Procurement of Provider must have to initiate the registration process before the Proposal submission and the necessary evidence shall be submitted to the procuring agency along with their Proposal, however, the final award will be subject to the complete registration process. |
| | 3.7 | <p>Provider shall not have a conflict of interest. All Procurement of Services Providers found to have a conflict of interest shall be disqualified. The service Provider may be considered to have a conflict of interest with one or more parties in this Bidding process, if they:</p> <ol style="list-style-type: none"> a) are associated or have been associated in the past, directly or indirectly with a firm or any of its affiliates which have been engaged by the Procuring Agency to provide consulting services for the preparation of the design, specifications and other documents to be used for the procurement of the Services to be purchased under this Invitation for Proposal. b) have controlling shareholders in common; or c) receive or have received any direct or indirect subsidy from any of them; or d) have the same legal representative for purposes of this Proposal; or e) 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 Proposal of another Provider, or influence the decisions of the Procuring Agency regarding this Bidding process; or f) Submit more than one Proposal in this Bidding process. |
| | 3.8 | <p>Service Provider may be ineligible if –</p> <ol style="list-style-type: none"> (a) declared bankrupt or, in the case of company or firm, |

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| | | <p>insolvent;</p> <p>(b) payments in favor of the Provider is suspended in accordance with the judgment of a court of law other than a judgment declaring bankruptcy and resulting (in accordance with the national laws) in the total or partial loss of the right to administer and dispose of its property;</p> <p>(c) legal proceedings are instituted against such Provider involving an order suspending payments and which may result, in accordance with the national laws, in a declaration of bankruptcy or in any other situation entailing the total or partial loss of the right to administer and dispose of the property;</p> <p>(d) The firm Provider and contractor is blacklisted or debarred by a foreign country, international organization, or other foreign institutions for the period defined by them.</p> |
| | 3.9 | Service Provider shall provide to the Procuring Agency evidence of their eligibility, proof of compliance with the necessary legal requirements to carry out the contract effectively. |
| | 3.10 | Service Provider shall provide such evidence of their continued eligibility to the satisfaction of the Procuring Agency, as the Procuring Agency shall reasonably request. |
| | 3.11 | Service Provider shall submit proposals relating to the nature, conditions and modalities of sub-contracting wherever the sub-contracting of any elements of the contract amounting to the more than ten (10) percent of the Proposal price is envisaged. |
| 4. One Proposal per Provider | 4.1 | Service Provider shall submit only one Proposal, in the same bidding process, either individually as a Provider or as a member in a joint venture or any similar arrangement. |
| | 4.2 | Service Provider can not sub-contractor while submitting a proposal individually in the same Bidding process. |
| | 4.3 | A person or a firm cannot be a sub-contractor with more than one service Provider in the same bidding process. |
| 5. Cost of Bidding | 5.1 | Service Provider shall bear all costs associated with the preparation and submission of its Proposal, and the Procuring Agency shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. |

B. RFB (BIDDING DOCUMENT) DOCUMENTS

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| <p>6. Contents of Request for Proposal Document</p> | <p>6.1</p> | <p>The Services required, bidding procedures, and terms and conditions of the contract are prescribed in the RFB (BIDDING DOCUMENT) Documents. In addition to the Invitation for Proposal, the RFB (BIDDING DOCUMENT) documents which should be read in conjunction with any addenda issued in accordance with ITCSP 8.1 include:</p> <p>Section I -Invitation to Proposals Section II Instructions to service Providers (ITCSP) Section III Proposal Data Sheet (PDS) Section IV Eligible Countries Section V Technical Specifications, Schedule of Requirements, Evaluation and Qualification Criteria Section VI Forms – Proposal Section VII General Conditions of Contract (GCC) Section VIII Special Conditions of Contract (SCC) Section IX Contract Forms</p> |
| | <p>6.2</p> | <p>The number of copies to be completed and returned with the Proposal is specified in the PDS.</p> |
| | <p>6.3</p> | <p>The Procuring Agency is not responsible for the completeness of the RFB (BIDDING DOCUMENT) documents and their addenda, if they were not obtained directly from the Procuring Agency or the signed pdf version from downloaded from the website of the Procuring Agency. However, Procuring Agency shall place both the pdf and same editable version to facilitate the Provider for filling the forms.</p> |
| | <p>6.4</p> | <p>Provider is expected to examine all instructions, forms, terms and specifications in the RFB (BIDDING DOCUMENT) documents. Failure to furnish all the information required in the RFB (BIDDING DOCUMENT) documents will be at the Procurement of Services Provider’s risk and may result in the rejection of his Proposal.</p> |
| <p>7. Clarification of RFB (BIDDING DOCUMENT) documents</p> | <p>7.1</p> | <p>A prospective Procurement of Provider requiring any clarification of the RFB documents may notify the Procuring Agency in writing Through EPADS or in electronic form that provides a record of the content of communication at the Procuring Agency's address indicated in the PDS.</p> |
| | <p>7.2</p> | <p>The Procuring Agency will within three (3) working days after receiving the request for clarification, respond in writing Through EPADS or in the electronic form to any request for clarification provided that such request is received not later than three (03) days prior to the deadline for the submission of Proposals as prescribed in ITCSP 22.1. However, this clause</p> |

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| | | shall not apply in the case of alternate methods of Procurement. |
| | 7.3 | Copies of the Procuring Agency's response will be forwarded to all identified Prospective service Providers through an identified source of communication, including a description of the inquiry, but without identifying its source. In case of downloading of the RFB (BIDDING DOCUMENT) document from the website of PA, the response of all such queries will also be available on the same link available at the website. |
| | 7.4 | Should the Procuring Agency deem it necessary to amend the RFB (BIDDING DOCUMENT) document as a result of a clarification, it shall do so following the procedure under ITCSP 8 . |
| | 7.5 | If indicated in the PDS , the service Provider's designated representative is invited at the service Provider's cost to attend a pre-proposal meeting at the place, date and time mentioned in the PDS . During this pre-proposal meeting, the service Providers may request clarification of the schedule of requirement, the Evaluation Criteria or any other aspects of the RFB (BIDDING DOCUMENT) document. |
| | 7.6 | Minutes of the pre-Proposal meeting, if applicable, including the text of the questions asked by Providers, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted through EPAD or electronically promptly to all prospective service Providers who have obtained the RFB (BIDDING DOCUMENT) documents. Any modification to the RFB (BIDDING DOCUMENT) documents that may become necessary as a result of the pre-Proposal meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITCSP 8. Non-attendance at the pre-Proposal meeting will not be a cause for disqualification of a Procurement of Services Provider. |
| 8. Amendment of RFB (BIDDING DOCUMENT) documents | 8.1 | Before the deadline for submission of Proposals, the Procuring Agency for any reason, whether at its own initiative or in response to a clarification requested by a prospective Provider or pre-proposal meeting may modify the RFB (BIDDING DOCUMENT) documents by issuing addenda through EPAD. |
| | 8.2 | Any addendum issued including the notice of any extension of the deadline shall be part of the RFB (BIDDING DOCUMENT) documents pursuant to ITCSP 6.1 and shall be communicated in writing or in any identified electronic form that provide record of the content of communication to all the |

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| | | <p>service Providers who have obtained the RFB (BIDDING DOCUMENT) documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page identified in the PDS:</p> <p>Provider who had either already submitted their proposal or handed over the proposal to the courier prior to the issuance of any such addendum shall have the right to withdraw his already filed proposal and submit the revised proposal prior to the original or extended proposal submission deadline.</p> |
| | 8.3 | <p>To give prospective Service Providers reasonable time in which to take an addendum/corrigendum into account in preparing their Proposals, the Procuring Agency may, at its discretion, extend the deadline for the submission of Proposals:</p> <p>Provided that the Procuring Agency shall extend the deadline for submission of Proposal, if such an addendum is issued within last three (03) days of the Proposal submission deadline.</p> |

C. PREPARATION OF PROPOSALS

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| 9. Language of Proposal | 9.1 | <p>The Proposal prepared by the Procurement of Services Provider, as well as all correspondence and documents relating to the Proposal exchanged by the service Provider and the Procuring Agency shall be written in the English language unless otherwise specified in the PDS. Supporting documents and printed literature furnished by the Procurement of Services Provider may be in another language provided they are accompanied by an accurate translation of the relevant pages in the English language unless otherwise specified in the PDS, in which case, for purposes of interpretation of the Procurement of Services Provider, the translation shall govern.</p> |
| 10. Documents Constituting the Proposal | 10.1 | <p>The Proposal prepared by the service Provider shall constitute the following components: -</p> <ol style="list-style-type: none"> a) Form of Proposal and Proposal Prices completed in accordance with ITCSP 13 and 14; b) Details of the Sample(s) where applicable and requested in the PDS. c) Documentary evidence established in accordance with ITCSP 12 that the service Provider is eligible and/or qualified for the subject bidding process; d) Documentary evidence established in accordance with ITCSP 12.3(a) that the service Provider has been |

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| | | <p>authorized to provide the services in Pakistan;</p> <p>e) Documentary evidence established in accordance with ITCSP 11 that services to be provided by the service Provider are eligible services, and conform to the RFB (BIDDING DOCUMENT) documents;</p> <p>f) Proposal security or Proposal Securing Declaration furnished in accordance with ITCSP 17;</p> <p>g) Any other document required in the PDS.</p> |
| <p>11. Documents Establishing Eligibility of the Services and Conformity to RFB (BIDDING DOCUMENT) documents</p> | 11.1 | To establish the conformity of the Non-Consulting Services to the RFB (BIDDING DOCUMENT) document, the Procurement of Services Provider shall furnish as part of its Proposal the documentary evidence that Services provided conform to the technical specifications and standards. |
| | 11.2 | Standards for the provision of the Non-Consulting Services are intended to be descriptive only and not restrictive. Provider may offer other standards of quality provided that it demonstrates, to the procuring agency’s satisfaction, that the substitutions ensure substantial equivalence or are superior to those specified the Section VII, Procuring Agency’s Requirements. |
| | 11.3 | The required documents and other accompanying documents must be in English. In case any other language than English is used the pertinent translation into English shall be attached to the original version. |
| <p>12. Documents Establishing Eligibility and Qualification of the Provider</p> | 12.1 | Pursuant to ITCSP 10, the service Provider shall furnish, as part of its Proposal, all those documents establishing the Services” Provider’s eligibility to participate in the bidding process and/or its qualification to perform the contract if its Proposal is accepted. |
| | 12.2 | The documentary evidence of the service Provider’s eligibility to Proposal shall establish to the satisfaction of the Procuring Agency that the services Provider, at the time of submission of its proposal, is from an eligible country as defined in Section-4 titled as “Eligible Countries”. |
| | 12.3 | <p>The documentary evidence of the Services” Provider’s qualifications to perform the contract if its Proposal is accepted shall establish to the satisfaction of Procuring Agency that:</p> <p>a) Service Provider has the financial, technical, and supply/production capability necessary to perform the Contract, meets the qualification criteria specified in PDS.</p> |

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| | | <p>b) in the case of a service Provider not doing business within Pakistan, service Provider is or will be (if awarded the contract) represented by an Agent in Pakistan equipped, and able to carry out the service Provider’s maintenance, repair, and spare parts-stocking obligations prescribed in the Conditions of Contract and/or Technical Specifications.</p> <p>c) that the service Provider meets the qualification criteria listed in the Proposal Data Sheet.</p> |
| 13. Form of Proposal | 13.1 | The service Provider shall fill the Form of Proposal furnished in the RFB (BIDDING DOCUMENT) documents. The Proposal Form must be completed without any alterations to its format and no substitute shall be accepted. |
| 14. Proposal Prices | 14.1 | The Proposal Prices quoted by the Provider in the Form of Proposal and in the Price Schedules shall conform to the requirements specified below in ITCSP Clause 14 or exclusively mentioned hereafter in the RFB (BIDDING DOCUMENT) documents. |
| | 14.2 | All items in the Schedule of Requirement must be listed and priced separately in the Price Schedule(s). If a Price Schedule shows items listed but not priced, their prices shall be construed to be included in the prices of other items. |
| | 14.3 | <p>Items not listed in the Price Schedule shall be assumed not to be included in the Proposal, and provided that the Proposal is still substantially responsive in their absence or due to their nominal nature, the corresponding average price of the respective item(s) of the remaining substantially responsive service Provider(s) shall be construed to be the price of those missing item(s):</p> <p>Provided that:</p> <p>a) where there is only one (substantially) responsive service” Provider, or</p> <p>b) where there is provision for alternate proposals and the respective items are not listed in the other proposals, the procuring agency may fix the price of missing items in accordance with market survey, and the same shall be considered as final price.</p> |
| | 14.4 | The Proposal price to be quoted in the Form of Proposal in accordance with ITCSP 13.1 shall be the total price of the Proposal, excluding any discounts offered. |
| | 14.5 | The service Provider shall indicate on the appropriate Price Schedule, the unit prices (where applicable) and total Proposal price of the services it proposes to provide under the contract. |
| | 14.6 | Prices quoted by the service Provider shall be fixed during the contract” Provider’s performance of the contract and not subject to variation on any account. A Proposal submitted with an adjustable price will be treated as non-responsive and shall |

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| | | be rejected, pursuant to ITCSP 28 . The Bidder shall quote the prices in accordance with the pricing model such as pay-as-you-go or any other model specified by the procuring agency. |
| 15. Proposal Currencies | 15.1 | Prices shall be quoted in Pakistani Rupees unless otherwise specified in the PDS. |
| | 15.2 | For the purposes of comparison of proposals quoted in different currencies, the price shall be converted into a single currency specified in the RFB (BIDDING DOCUMENT) documents. The rate of exchange shall be the selling rate, prevailing on the date of opening of (financial part of) proposals specified in the RFB (BIDDING DOCUMENT) documents, as notified by the State Bank of Pakistan on that day. |
| | 15.3 | service Providers shall indicate details of their expected foreign currency requirements in the Proposal. |
| 16. Proposal Validity Period | 16.1 | Proposals shall remain valid for the period specified in the PDS after the Proposal submission deadline prescribed by the Procuring Agency. A Proposal valid for a shorter period shall be rejected by the Procuring Agency as non-responsive. The period of Proposal validity will be determined from the complementary proposal securing instrument i.e. the expiry period of proposal security or proposal securing declaration as the case may be. |
| | 16.2 | Under exceptional circumstances, prior to the expiration of the initial Proposal validity period, the Procuring Agency may request the service Providers' consent to an extension of the period of validity of their Proposals only once, for the period not more than the period of initial proposal validity. The request and the service Providers responses shall be made in writing or in electronic forms that provide record of the content of communication. The Proposal Security provided under ITCSP 17 shall also be suitably extended. service Provider may refuse the request without forfeiting its Proposal security or causing to be executed its Proposal Securing Declaration. A service Provider agreeing to the request will not be required nor permitted to modify its Proposal, but will be required to extend the validity of its Proposal Security or Proposal Securing Declaration for the period of the extension, and in compliance with ITCSP 17 in all respects. |
| | 16.3 | If the award is delayed by a period exceeding sixty (60) days beyond the expiry of the initial Proposal validity period, the contract price may be adjusted by a factor specified in the request for extension. However, the Proposal evaluation shall be based on the already quoted Proposal Price without taking into consideration on the above correction. |

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| <p>17. Proposal Security or Proposal Securing Declaration</p> | <p>17.1</p> | <p>Pursuant to ITCSP 10, unless otherwise specified in the PDS, the service Provider shall furnish as part of its Proposal, a Proposal Security in form of a fixed amount not exceeding five percent of the estimated value of procurement determined by the procuring agency and in the amount and currency specified in the PDS or Proposal Securing Declaration as specified in the PDS in the format provided in Section VI (Standard Forms).</p> |
| | <p>17.2</p> | <p>The Proposal Security or Proposal Securing Declaration is required to protect the service Provider’s conduct which would warrant the security’s forfeiture, pursuant to ITCSP 17.9.</p> |
| | <p>17.3</p> | <p>The Proposal Security shall be denominated in the local currency or in another freely convertible currency, and it shall be in the form specified in the PDS which shall be a Bank Draft in the name of the Procuring Agency and valid for twenty-eight (28) days beyond the end of the validity of the Proposal. This shall also apply if the period for Proposal Validity is extended. In either case, the form must include the complete name of the service Provider;</p> |
| | <p>17.4</p> | <p>The Proposal Security or Proposal Securing Declaration shall be in accordance with the Form of the Proposal Security or Proposal Securing Declaration included in Section VI (Standard Forms) or another form approved by the Procuring Agency prior to the Proposal submission.</p> |
| | <p>17.5</p> | <p>The Proposal Security shall be payable promptly upon written demand by the Procuring Agency in case any of the conditions listed in ITCSP 17.9 are invoked.</p> |
| | <p>17.6</p> | <p>Any Proposal not accompanied by a Proposal Security or Proposal Securing Declaration in accordance with ITCSP 17.1 or 17.3 shall be rejected by the Procuring Agency as non-responsive, pursuant to ITCSP 28.</p> |
| | <p>17.7</p> | <p>Unsuccessful service Providers’ Proposal Security will be discharged or returned as promptly as possible, however in no case later than thirty (30) days after the expiration of the period of Proposal Validity prescribed by the Procuring Agency pursuant to ITCSP 16. The Procuring Agency shall make no claim to the amount of the Proposal Security, and shall promptly return the Proposal Security document, after whichever of the following that occurs earliest:</p> <ul style="list-style-type: none"> (a) the expiry of the Proposal Security; (b) the entry into force of a procurement contract and the provision of a Performance Guarantee (or guarantee), for the performance of the contract if such a security (or guarantee), is required by the Proposal documents; |

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| | | <p>(c) the rejection by the Procuring Agency of all Proposals;</p> <p>(d) the withdrawal of the Proposal prior to the deadline for the submission of Proposals, unless the Proposal documents stipulate that no such withdrawal is permitted.</p> |
| | 17.8 | The successful service Provider's Proposal Security will be discharged upon the signing the contract pursuant to ITCSP 41 , or furnishing the Performance Guarantee, pursuant to ITCSP 42 . |
| | 17.9 | <p>The Proposal Security may be forfeited or the Proposal Securing Declaration executed:</p> <p>a) if a service Provider:</p> <p>i) withdraws its Proposal during the period of Proposal Validity as specified by the Procuring Agency, and referred by the service Provider on the Form of Proposal except as provided for in ITCSP 16.2; or</p> <p>ii) does not accept the correction of errors pursuant to ITCSP 30.3; or</p> <p>b) in the case of a service Provider, if fails:</p> <p>i) to sign the contract in accordance with ITCSP 41; or</p> <p>ii) to furnish Performance Guarantee in accordance with ITCSP 42.</p> |
| | 17.10 | The proposal security shall be valid for a period specified in PDS. Proposals with shorted proposal security validity period shall be rejected straight away. |
| 18. Alternative Proposals by service Providers | 18.1 | service Providers shall submit offers that comply with the requirements of the RFB (BIDDING DOCUMENT) documents, including the basic service Provider's technical design as indicated in the specifications and Schedule of Requirements. Alternatives will not be considered, unless specifically allowed for in the PDS . If so allowed, ITCSP 19.2 shall prevail. |
| 19. Withdrawal, Substitution, and Modification of Proposals | 19.1 | Before proposal submission deadline, any service Provider may withdraw, substitute, or modify its Proposal after it has been submitted by sending a written notice, duly signed by an authorized representative, and the corresponding substitution or modification must accompany the respective written notice. |

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| | 19.2 | Proposals requested to be withdrawn in accordance with ITCSP 19.1 shall be returned unopened to the Providers. |
| 20. Format and Signing of Proposal | 20.1 | service Provider shall prepare an original ONLY and shall submitted through EPAD Online bidding as indicated in the PDS , as appropriate. |
| | 20.2 | The original of the Proposal shall be typed or written in indelible ink and shall be signed by the service Provider or a person or persons duly authorized to sign on behalf of the Provider should be delivered through online on EPAD. This authorization shall consist of a written confirmation as specified in the PDS and shall be attached to the Proposal. The name and position held by each person signing the authorization must be typed or printed below the signature. All pages of the Proposal, except for un-amended printed literature, shall be initialed by the person or persons signing the Proposal. |
| | 20.3 | Any interlineations, erasures, or overwriting shall be valid only if they are signed by the person or persons signing the” Provider. |

D. SUBMISSION OF PROPOSALS

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| 21. Sealing and Marking of Proposals | 21.1 | <p>The bidder shall submit bid online through EPADS in accordance with the provisions / regulations of e-procurement procedure.</p> <p>The Proposal shall comprise two envelopes submitted simultaneously, one called the Technical Proposal and the other Financial Proposal. Both proposals (T&F) to be enclosed together. Each service Provider shall submit its proposal as under:</p> <ol style="list-style-type: none"> a) Provider shall submit its TECHNICAL PROPOSAL and FINANCIAL PROPOSAL in separate inner envelopes and enclosed in a single outer envelope. b) Bids must be received by the Procuring Agency online through EPADS till the date and time specified in the Bid Data Sheet |
| | 21.2 | <ol style="list-style-type: none"> a) be addressed to the Procuring Agency at the address provided in the Proposal Data; b) bear the name and identification number of the contract as defined in the PDS; and provide a warning not to open before the time and date for proposal opening, as specified in the Proposal Data pursuant to ITCSP 25.1. c) In addition to the identification required in Sub- Clause |

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| | | 21.2 hereof, the inner envelope shall indicate the name and address of the Provider to enable the proposal to be returned unopened in case it is declared “late” pursuant to Clause ITCSP.23 |
| | 21.3 | If all envelopes are not sealed and marked as required by ITB 21.2 and ITB 21.2 or incorrectly marked, the Procuring Agency will assume no responsibility for the misplacement or premature opening of Proposal. |
| 22. Deadline for Submission of Proposals | 22.1 | Proposals shall be received by the Procuring Agency no later than the date and time specified in the PDS . |
| | 22.2 | The Procuring Agency may, in exceptional circumstances and at its discretion, extend the deadline for the submission of Proposals by amending the RFB (BIDDING DOCUMENT) documents in accordance with ITCSP 8 , in which case all rights and obligations of the Procuring Agency and Providers previously subject to the deadline will thereafter be subject to the new deadline. |
| 23. Late Proposals | 23.1 | The Procuring Agency shall not consider for evaluation any Proposal that arrives after the deadline for submission of Proposals, in accordance with ITCSP 22 . |
| | 23.2 | Any Proposal received by the Procuring Agency after the deadline for submission of Proposals shall be declared late, recorded, rejected and returned unopened to the Provider. |
| 24. Withdrawal of Proposals | 24.1 | A service Provider may withdraw its Proposal after it has been submitted, provided that written notice of the withdrawal of the Proposal, is received by the Procuring Agency prior to the deadline for submission of Proposals. |
| | 24.2 | Revised proposal may be submitted after the withdrawal of the original proposal in accordance with the provisions referred in ITCSP 21 . |

E. OPENING AND EVALUATION OF PROPOSALS

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| 25. Opening of Proposals | 25.1 | The Procuring Agency will open all Proposals Through Online EPADs, in public, in the presence of service Providers’ or their representatives who choose to attend, and other parties with a legitimate interest in the Proposal proceedings at the place, on the date and at the time, specified in the PDS . The service Providers’ representatives present shall sign a register as proof of their attendance. |
| | 25.2 | First, envelopes marked “WITHDRAWAL” shall be opened and read out and the envelope with the corresponding proposal shall not be opened, but returned to the service Provider. No proposal withdrawal shall be permitted unless the |

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| | | corresponding Withdrawal Notice contains a valid authorization to request the withdrawal and is read out at proposal opening. |
| | 25.3 | Second, outer envelopes marked “SUBSTITUTION” shall be opened. The inner envelopes containing the Substitution Proposal shall be exchanged for the corresponding Original Proposal being substituted, which is to be returned to the service Provider unopened. No envelope shall be substituted unless the corresponding Substitution Notice contains a valid authorization to request the substitution and is read out and recorded at proposal opening. |
| | 25.4 | Next, outer envelopes marked “MODIFICATION” shall be opened. No Technical Proposal and/or Financial Proposal shall be modified unless the corresponding Modification Notice contains a valid authorization to request the modification and is read out and recorded at the opening of the Proposals. Any Modification shall be read out along with the Original Proposal except in case of Single Stage Two Envelope Procedure where only the Technical Proposal, both Original as well as Modification, are to be opened, read out, and recorded at the opening. Financial Proposal, both Original and Modification, will remain unopened till the prescribed financial proposal opening date. |
| | 25.5 | Other envelopes holding the Proposals shall be opened one at a time, in case of Single Stage One Envelope Procedure, the service Providers names, the Proposal prices, the total amount of each Proposal and of any alternative Proposal (if alternatives have been requested or permitted), any discounts, the presence or absence of Proposal Security, Proposal Securing Declaration and such other details as the Procuring Agency may consider appropriate, will be announced by the Procurement Evaluation Committee. |
| | 25.6 | The Procuring Agency will open the Technical Proposals in public at the address, date and time specified in the PDS in the presence of service Providers` designated representatives who choose to attend and other parties with a legitimate interest in the Proposal proceedings. The Financial Proposals will remain unopened and will be held in custody of the Procuring Agency until the specified time of their opening. |
| | 25.7 | The envelopes holding the Technical Proposals shall be opened one at a time, and the following read out and recorded: (a) the name of the service Provider; (b) whether there is a modification or substitution; (c) the presence of a bid Security, if required; and (d) Any other details as the Procuring Agency may consider appropriate. |

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| | 25.8 | Proposals not opened and not read out at the Proposal opening shall not be considered further for evaluation, irrespective of the circumstances. In particular, any discount offered by a service Provider which is not read out at Proposal opening shall not be considered further. |
| | 25.9 | service Providers are advised to send in a representative with the knowledge of the content of the Proposal who shall verify the information read out from the submitted documents. Failure to send a representative or to point out any un-read information by the sent service Provider's representative shall indemnify the Procuring Agency against any claim or failure to read out the correct information contained in the service Provider's Proposal. |
| | 25.10 | No Proposal will be rejected at the time of Proposal opening except for late Proposals which will be returned unopened to the service Provider, pursuant to ITCSP 23 . |
| | 25.11 | The Procuring Agency shall prepare minutes of the Proposal opening. The record of the Proposal opening shall include, as a minimum: the name of the service Provider and whether or not there is a withdrawal, substitution or modification, the Proposal price if applicable, including any discounts and alternative offers and the presence or absence of a Proposal Security or Proposal Securing Declaration. |
| | 25.12 | The service Providers' representatives who are present shall be requested to sign on the attendance sheet. The omission of a Provider's signature on the record shall not invalidate the contents and affect the record. A copy of the record shall be distributed to all the service Providers. |
| | 25.13 | A copy of the minutes of the Proposal opening shall be furnished to individual service Providers upon request. |
| | 25.14 | After the evaluation and approval of technical proposal the procuring agency, shall at a time within the proposal validity period, publically open the financial proposals of the technically accepted proposals only. The financial proposal of proposals found technically non-responsive shall be returned un-opened to the respective Providers subject to redress of the grievances from all tiers of grievances. |
| 26. Confidentiality | 26.1 | Information relating to the examination, clarification, evaluation and comparison of Proposals and recommendation of contract award shall not be disclosed service Providers or any other persons not officially concerned with such process until the time of the announcement of the respective evaluation report. |
| | 26.2 | Any effort by a service Provider to influence the Procuring Agency processing of Proposals or award decisions may result |

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| | | in the rejection of its Proposal. |
| | 26.3 | Notwithstanding ITCSP 27.2 from the time of Proposal opening to the time of contract award, if any Provider wishes to contact the Procuring Agency on any matter related to the Bidding process, it should do so in writing or in electronic forms that provides record of the content of communication. |
| 27. Clarification of Proposals | 27.1 | To assist in the examination, evaluation and comparison of Proposals of the Providers, the Procuring Agency may, ask any service Provider for a clarification of its Proposal including breakdown of prices. Any clarification submitted by a Provider that is not in response to a request by the Procuring Agency shall not be considered. |
| | 27.2 | The request for clarification and the response shall be in writing or in electronic forms that provide record of the content of communication. No change in the prices or substance of the Proposal shall be sought, offered, or permitted. |
| | 27.3 | The alteration or modification in the PROPOSAL which in any way affect the following parameters will be considered as a change in the substance of a proposal: <ul style="list-style-type: none"> a) evaluation & qualification criteria; b) required scope of work or specifications; c) all securities requirements; d) tax requirements; e) terms and conditions of RFB (BIDDING DOCUMENT) documents. f) change in the ranking of the Provider |
| | 27.4 | From the time of Proposal opening to the time of Contract award if any Provider wishes to contact the Procuring Agency on any matter related to the Proposal it should do so in writing or in electronic forms that provide record of the content of communication. |
| 28. Preliminary Examination of Proposals | 28.1 | Prior to the detailed evaluation of Proposals, the Procuring Agency will determine whether each Proposal: <ul style="list-style-type: none"> a) meets the eligibility criteria defined in ITCSP 3 and ITCSP 4; b) has been prepared as per the format and contents defined by the Procuring Agency in the RFB (BIDDING DOCUMENT) documents; c) has been properly signed; d) is accompanied by the required securities; and e) is substantially responsive to the requirements of the |

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| | | RFB (BIDDING DOCUMENT) documents. The Procuring Agency's determination of a proposal's responsiveness will be based on the contents of the Proposal itself. |
| | 28.2 | A substantially responsive Proposal is one which conforms to all the terms, conditions, and specifications of the RFB (BIDDING DOCUMENT) documents, without material deviation or reservation. A material deviation or reservation is one that: - <ul style="list-style-type: none"> a) affects in any substantial way the scope, quality, or performance of the Services; b) limits in any substantial way, inconsistent with the RFB (BIDDING DOCUMENT) documents, the Procuring Agency's rights or the service Providers obligations under the Contract; or c) if rectified, would affect unfairly the competitive position of other service Providers presenting substantially responsive Proposals. |
| | 28.3 | The Procuring Agency will confirm that the documents and information specified under ITCSP 10, 11 and 12 have been provided in the Proposal. If any of these documents or information is missing, or is not provided in accordance with the Instructions to service Providers, the Proposal shall be rejected. |
| | 28.4 | If a Proposal is not substantially responsive, it will be rejected by the Procuring Agency and may not subsequently be evaluated for complete technical responsiveness. |
| 29. Examination of Terms and Conditions; Technical Evaluation | 29.1 | The Procuring Agency shall examine the Proposal to confirm that all terms and conditions specified in the GCC and the SCC have been accepted by the service Provider without any material deviation or reservation. |
| | 29.2 | The Procuring Agency shall evaluate the technical aspects of the Proposal submitted in accordance with ITCSP 21 , to confirm that all requirements specified in Section V – Schedule of Requirements, Technical Specifications of the RFB (BIDDING DOCUMENT) documents have been met without material deviation or reservation. |
| | 29.3 | If after the examination of the terms and conditions and the technical evaluation, the Procuring Agency determines that the Proposal is not substantially responsive in accordance with ITCSP 28 , it shall reject the Proposal. |
| 30. Correction of | 30.1 | Proposals determined to be substantially responsive will be |

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| Errors | | <p>checked for any arithmetic errors. Errors will be corrected as follows: -</p> <ul style="list-style-type: none"> a) if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected, unless in the opinion of the Procuring Agency there is an obvious misplacement of the decimal point in the unit price, in which the total price as quoted shall govern and the unit price shall be corrected; b) if there is an error in a total corresponding to the addition or subtraction of sub-totals, the sub-totals shall prevail and the total shall be corrected; and c) where there is a discrepancy between the amounts in figures and in words, the amount in words will govern. d) Where there is discrepancy between grand total of price schedule and amount mentioned on the Form of Proposal, the amount referred in Price Schedule shall be treated as correct subject to elimination of other errors. |
| 31. Conversion to Single Currency | 31.1 | To facilitate evaluation and comparison, the Procuring Agency will convert all Proposal prices expressed in the amounts in various currencies in which the Proposal prices are payable. For the purposes of comparison of proposals quoted in different currencies, the price shall be converted into a single currency specified in the RFB (BIDDING DOCUMENT) documents. The rate of exchange shall be the selling rate, prevailing on the date of opening of (financial part of) proposals specified in the RFB (BIDDING DOCUMENT) documents, as notified by the State Bank of Pakistan on that day. |
| | 31.2 | The currency selected for converting Proposal prices to a common base for the purpose of evaluation, along with the source and date of the exchange rate, are specified in the PDS . |
| 32. Evaluation of Proposals | 32.1 | The Procuring Agency shall evaluate and compare only the Proposals determined to be substantially responsive, pursuant to ITCSP 28 . |
| | 32.2 | In evaluating the Technical Proposal of each Proposal, the Procuring Agency shall use the criteria and methodologies listed in the PDS and in terms of Statement of Requirements and Technical Specifications. No other evaluation criteria or |

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| | | methodologies shall be permitted. |
| 33. Domestic Preference | 33.1 | Not Applicable in case of Services. |
| 34. Determination of Most Advantageous Proposal | 34.1 | In case where the Procuring Agency adopts the Cost Based Evaluation Technique and, the proposal with the lowest evaluated price from amongst those which are eligible, compliant and substantially responsive shall be the Most Advantageous Bid. |
| | 34.2 | The Procuring Agency may adopt the Quality & Cost Based Selection Technique: In such cases, the Procuring Agency may allocate certain weightage to these factors as a part of Evaluation Criteria, and may determine the ranking of the service Providers on the basis of combined evaluation in accordance with provisions of Rule 2(1)(h) of PPR-2004. |
| 35. Abnormally Low Financial Proposal | 35.1 | Where the Proposal price is considered to be abnormally low, the Procuring Agency shall perform price analysis either during determination of Most Advantageous Proposal or as a part of the post-qualification process. The following process shall apply: (a) The Procuring Agency may reject a Proposal if the Procuring Agency has determined that the price in combination with other constituent elements of the Proposal is abnormally low in relation to the subject matter of the procurement (i.e. scope of the procurement or ancillary services) and raises concerns as to the capability and capacity of the respective service Provider to perform that contract; (b) Before rejecting an abnormally low Proposal the Procuring Agency shall request the service Provider an explanation of the Proposal or of those parts which it considers contribute to the Proposal being abnormally low; take account of the evidence provided in response to a request in writing; and subsequently verify the Proposal or parts of the Proposal being abnormally low; (c) The decision of the Procuring Agency to reject a Proposal and reasons for the decision shall be recorded in the procurement proceedings and promptly communicated to the service Provider concerned; (d) The Procuring Agency shall not incur any liability solely by rejecting abnormally Proposal; and |

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| | | <p>(e) An abnormally low Proposal means, in the light of the Procuring Agency’s estimate and of all the Proposals submitted, the Proposal appears to be abnormally low by not providing a margin for normal levels of profit.</p> <p>In order to identify the Abnormally Low Proposal (ALB) following approaches can be considered to minimize the scope of subjectivity:</p> <p>(i) Comparing the proposal price with the cost estimate; (ii) Comparing the proposal price with the proposals offered by other service Providers submitting substantially responsive proposals; and (iii) Comparing the proposal price with prices paid in similar contracts in the recent past either government- or development partner-funded.</p> |
| | 35.2 | The Procuring Agency will determine to its satisfaction whether service Provider that is selected as having submitted the most advantageous Proposal is qualified to perform the contract satisfactorily, in accordance with the criteria listed in ITCSP 12.3. |
| | 35.3 | The determination will take into account the Procurement / Development service Provider’s financial, technical, and production capabilities. It will be based upon an examination of the documentary evidence of the service Provider’s qualifications submitted by the Provider, pursuant to ITCSP 12.3, as well as such other information as the Procuring Agency deems necessary and appropriate. Factors not included in these RFB (BIDDING DOCUMENT) documents shall not be used in the evaluation of the Procurement / Development Providers’ qualifications. |
| | 35.4 | <p>Procuring Agency may seek “Certificate for Independent Price Determination” from the Provider and the results of reference checks may be used in determining an award of contract.</p> <p>Explanation: The Certificate shall be furnished by the Provider. The service Provider shall certify that the price is determined keeping in view of all the essential aspects such as raw material, its processing, value addition, optimization of resources due to economy of scale, transportation, insurance and margin of profit etc.</p> |

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| | 35.5 | An affirmative determination will be a prerequisite for award of the contract to the Provider. A negative determination will result in rejection of the Provider's Proposal, in which event the Procuring Agency will proceed to the next ranked Provider to make a similar determination of that Provider's capabilities to perform satisfactorily. |
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F. AWARD OF CONTRACT

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| <p>36. Criteria of Award</p> | <p>36.1</p> | <p>Subject to ITCSP 37, the Procuring Agency will award the Contract to the service Provider whose Proposal has been determined to be substantially responsive to the RFB (BIDDING DOCUMENT) documents and who has been declared as Most Advantageous service Provider has been determined to be:</p> <ul style="list-style-type: none"> a) eligible in accordance with the provisions of ITCSP 3; b) is determined to be qualified to perform the Contract satisfactorily; and c) Successful negotiations have been concluded, if any. |
| <p>37. Negotiations Not Applicable.</p> | <p>37.1</p> | <p>Negotiations may be undertaken with the Most Advantageous Proposal relating to the following areas:</p> <ul style="list-style-type: none"> (a) a minor alteration to the technical details of the statement of requirements; (b) reduction of quantities for budgetary reasons, where the reduction is in excess of any provided for in the Proposal documents; (c) a minor amendment to the special conditions of Contract; (d) finalizing payment arrangements; (e) delivery arrangements; (f) the methodology for provision of related services; or (g) clarifying details that were not apparent or could not be finalized at the time of Bidding; |
| | <p>37.2</p> | <p>Where negotiation fails to result in an agreement, the Procuring Agency may invite the next ranked Provider for negotiations. Where negotiations are commenced with the next ranked Provider, the Procuring Agency shall not reopen earlier negotiations.</p> |
| <p>38. Procuring Agency's Right to reject All Proposals</p> | <p>38.1</p> | <p>Notwithstanding ITCSP 36, the Procuring Agency reserves the right to reject all the proposals and to annul the Bidding process at any time prior to Acceptance of a Proposal, without thereby incurring any liability to the affected Provider or Providers. However, the Authority (i.e. PPRA) may call from the Procuring Agency the justification of those grounds.</p> |
| | <p>38.2</p> | <p>Notice of the rejection of all Proposals shall be given promptly to all Providers that have submitted Proposals.</p> |

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| | 38.3 | The Procuring Agency shall upon request communicate to any Provider the grounds for its rejection of its Proposals, but is not required to justify those grounds. |
| 39. Procuring Agency's Right to Vary Quantities at the Time of Award | 39.1 | The Procuring Agency reserves the right at the time of contract award to increase or decrease the requirement of related services originally specified in these RFB (BIDDING DOCUMENT) documents (schedule of requirements) provided this does not exceed by the percentage indicated in the PDS, without any change in unit price or other terms and conditions of the Proposal and RFB (BIDDING DOCUMENT) documents. |
| 40. Notification of Award | 40.1 | Prior to the award of contract, the Procuring Agency shall issue a Final Evaluation Report giving justification for acceptance or rejection of the proposals. |
| | 40.2 | Where no complaints have been lodged, the Provider whose Proposal has been accepted will be notified of the award by the Procuring Agency prior to expiration of the Proposal Validity period in writing or electronic forms that provide record of the content of communication. The Letter of Acceptance will state the sum that the Procuring Agency will pay the successful Provider in consideration for the execution of the scope of works as prescribed by the Contract (hereinafter and in the Contract called the "Contract Price). |
| | 40.3 | The notification of award will constitute the formation of the Contract, subject to the Provider furnishing the Performance Guarantee in accordance with ITCSP 42 and signing of the contract in accordance with ITCSP 41.2 . |
| | 40.4 | Upon the successful Provider's furnishing of the Performance Guarantee pursuant to ITCSP 42 , the Procuring Agency will promptly notify each unsuccessful Provider, the name of the successful Provider and the Contract amount and will discharge the Proposal Security or Proposal Securing Declaration of the Providers pursuant to ITCSP 17.7 . |
| 41. Signing of Contract | 41.1 | Promptly after notification of award, Procuring Agency shall send the successful Provider the draft agreement, incorporating all terms and conditions as agreed by the parties to the contract. |
| | 41.2 | Immediately after the Redressal of grievance by the GRC, and after fulfillment of all conditions precedent of the Contract Form, the successful Provider and the Procuring Agency shall sign the contract. |
| 42. Performance Guarantee | 42.1 | After the receipt of the Letter of Acceptance, the successful Provider, within the specified time, shall deliver to the Procuring Agency a Performance Guarantee in the amount and |

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| | | in the form stipulated in the PDS and SCC , denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the Conditions of Contract. |
| | 42.2 | If the Performance Guarantee is provided by the successful Provider and it shall be in the form specified in the PDS . |
| | 42.3 | Failure of the successful Provider to comply with the requirement of ITCSP 42.1 shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid Security, in which event the Procuring Agency may make the award to the next ranked Provider or call for new Proposals. |
| 43. Advance Payment (No advance payment) | 43.1 | The Procuring Agency will provide an Advance Payment as stipulated in the Conditions of Contract, subject to a maximum amount, as stated in the PDS . The Advance Payment request shall be accompanied by an Advance Payment Security (Guarantee) in the form provided in Contract Form. |
| 44. Arbitrator | 44.1 | The Arbitrator shall be appointed by mutual consent of the both parties as per the provisions specified in the SCC. |
| 45. Corrupt & Fraudulent Practices | 45.1 | Procuring Agencies (including beneficiaries of Government funded projects and procurement) as well as Providers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such contracts, and will avoid to engage in any corrupt and fraudulent practices. |

F. GRIEVANCE REDRESSAL & COMPLAINT REVIEW MECHANISM

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| 46. Constitution of Grievance Redressal | 46.1 | Procuring agency shall constitute a Grievance Redressal Committee (GRC) comprising of an odd number of persons with proper power and authorization to address the complaint. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending the nature of the procurement. |
| 47. GRC Procedure | 47.1 | Any party can file its written complaint against the eligibility parameters or any other terms and conditions prescribed in the prequalification or RFB (BIDDING DOCUMENT) documents found contrary to provision of Procurement Regulatory Framework, and the same shall be addressed by the GRC well before the proposal submission deadline. |
| | 47.2 | Any Provider feeling aggrieved by any act of the procuring agency after the submission of his proposal may lodge a written complaint concerning his grievances not later than seven days of the announcement of technical evaluation report and five days after issuance of final evaluation report. |

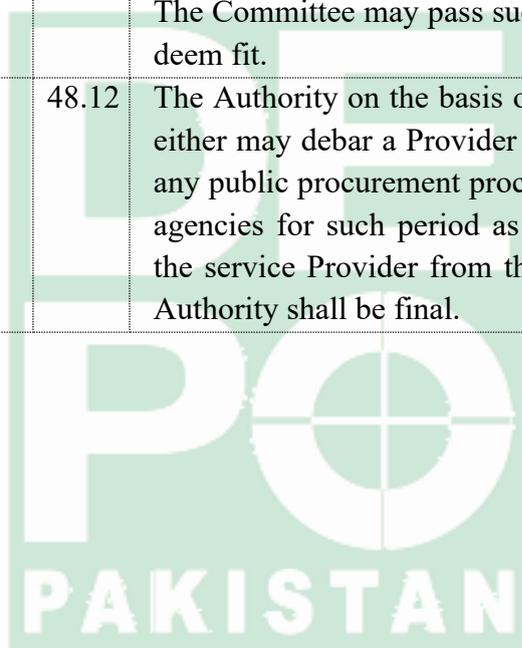
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| | 473. | In case, the complaint is filed against the technical evaluation report, the GRC shall suspend the procurement proceedings. |
| | 47.4 | In case, the complaint is filed after the issuance of the final evaluation report, the complainant cannot raise any objection on technical evaluation of the report: Provided that the complainant may raise the objection on any part of the final evaluation report in case where single stage one envelop bidding procedure is adopted. |
| | 47.5 | The GRC, in both the cases shall investigate and decide upon the complaint within ten days of its receipt. |
| | 47.6 | Any Provider or the procuring agency not satisfied with the decision of the GRC may file Appeal before the Appellate Committee of the Authority within thirty (30) days of communication of decision on prescribed format after depositing the Prescribed fee. |
| | 47.7 | The Committee, upon receipt of the Appeal against the decision of the GRC complete in all respect shall serve notices in writing upon all the parties to Appeal. |
| | 47.8 | The committee shall call the record from the concerned procuring agency or the GRC as the case may be, and the same shall be provided within prescribed time. |
| | 47.9 | The committee may after examination of the relevant record and hearing all the concerned parties, shall decide the complaint. |
| | 47.10 | The decision of the Committee shall be in writing and shall be signed by the Head and each Member of the Committee. The decision of the committee shall be final. |

G. MECHANISM OF BLACKLISTING

| | | |
|--------------------------------------|------|--|
| 48. Mechanism of Blacklisting | 48.1 | The Procuring Agency shall bar for not more than the time prescribed in Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, Provider or contractor who either: <ul style="list-style-type: none"> i. Involved in corrupt and fraudulent practices as defined in Rule-2 of Public Procurement Rules; ii. Fails to perform his contractual obligations; and iii. Fails to abide by the bid securing declaration; |
| | 48.2 | The show cause notice shall contain: (a) precise allegation, against the Provider or contractor; (b) the maximum period for which the Procuring Agency proposes to debar the Provider or contractor from participating in any public procurement of the |

| | | |
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| | | Procuring Agency; and (c) the statement, if needed, about the intention of the Procuring Agency to make a request to the Authority for debaring the Provider or contractor from participating in public procurements of all the procuring agencies. |
| | 48.3 | The procuring agency shall give minimum of seven days to the Provider or contractor for submission of written reply of the show cause notice |
| | 48.4 | In case, the service Provider or contractor fails to submit written reply within the requisite time, the Procuring Agency may issue notice for personal hearing to the Provider or contractor/ authorize representative of the service Provider or contractor and the procuring agency shall decide the matter on the basis of available record and personal hearing, if availed. |
| | 48.5 | In case the service Provider or contractor submits written reply of the show cause notice, the Procuring Agency may decide to file the matter or direct issuance of a notice to the Provider or contractor for personal hearing. |
| | 48.6 | The Procuring Agency shall give minimum of seven days to the Provider or contractor for appearance before the specified officer of the Procuring Agency for personal hearing. The specified officer shall decide the matter on the basis of the available record and personal hearing of the service Provider or contractor, if availed |
| | 48.7 | The procuring Agency shall decide the matter within fifteen days from the date of personal hearing unless the personal hearing is adjourned to a next date and in such an eventuality, the period of personal hearing shall be reckoned from the last date of personal hearing. |
| | 48.8 | The Procuring Agency shall communicate to the Provider or contractor the order of debaring Provider or contractor from participating in any public procurement with a statement that the Provider or contractor may, within thirty days, prefer a representation against the order before the Authority. |
| | 48.9 | Such blacklisting or barring action shall be communicated by the procuring agency to the Authority and respective Provider or Providers in the form of decision containing the grounds for such action. The same shall be publicized by the Authority after examining the record whether the procedure defined in blacklisting and debarment mechanism has been adhered to by the procuring agency. |

| | | |
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| | 48.10 | The service Provider may file the review petition before the Review Petition Committee Authority within thirty days of communication of such blacklisting or barring action after depositing the prescribed fee and in accordance with “Procedure of filing and disposal of review petition under Rule-19(3) Regulations, 2021”. The Committee shall evaluate the case and decide within ninety days of filing of review petition |
| | 48.11 | The committee shall serve a notice in writing upon all respondent of the review petition. The notices shall be accompanied by the copies of review petition and all attached documents of the review petition including the decision of the procuring agency. The parties may file written statements along with essential documents in support of their contentions. The Committee may pass such order on the representation may deem fit. |
| | 48.12 | The Authority on the basis of decision made by the committee either may debar a Provider or contractor from participating in any public procurement process of all or some of the procuring agencies for such period as the deemed appropriate or acquit the service Provider from the allegations. The decision of the Authority shall be final. |



SECTION III: DATA SHEET



Proposal Data Sheet (PDS)

The following specific data for the Procurement of services to be procured shall complement, supplement, or amend the provisions in the Instructions to Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Providers (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

| PDS Clause Number | ITSB Number | Amendments of, and Supplements to, Clauses in the Instruction to Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Providers |
|------------------------|-------------|---|
| A. Introduction | | |
| 1. | 1.1 | <p>Name of Procuring Agency: <u>Defence Export Promotion Organization (DEPO) Operated under the Federal Ministry of Pakistan.</u></p> <p>The subject of procurement is: [<u>Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) Media and Marketing (For the Period of Three (03) Years)</u>]</p> <p>National Competitive Bidding process shall be conducted online through E-PADS system under rule 38(b) of PPR-2004 (i.e. Single Stage Two Envelope Bidding Procedure) with Most Advantageous Bid.</p> <p>Period for Provision of Services: [IDEAS 2026 (24-27 NOV-2026) Duration is from award date till dec 2026 and extendable for the next 2 years based on performance.)</p> <p>Commencement date for Provision of Services: [07 days after signing of contract</p> |
| 2. | 2.1 | Financial year for the operations of the Procuring |

| | | |
|--|--|--|
| | | <p>Agency: [2025-26]</p> <p>Name of Project: [Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) Media and Marketing]</p> <p>Name and identification number of the Contract:</p> <hr/> <p style="text-align: center;">GENERAL STAFF OFFICER-II (IDEAS) ADDRESS:DEFENCE EXPORT PROMOTION ORGANIZATION (DEPO), SECTOR E-10, DEFENCE COMPLEX PO BOX-44250, ISLAMABAD Contact Number - 051-9262017-8</p> |
|--|--|--|

B. RFB (BIDDING DOCUMENT) documents

| | | |
|----|-----|---|
| 3. | 6.2 | The number of documents to be completed and returned is [<i>Only one Original Submitted Online EPAD</i>]. |
| 4. | 7.1 | <p>The address for clarification of RFB documents is:</p> <hr/> <p style="text-align: center;">GENERAL STAFF OFFICER-II (IDEAS) ADDRESS:DEFENCE EXPORT PROMOTION ORGANIZATION (DEPO), SECTOR E-10, DEFENCE COMPLEX PO BOX-44250, ISLAMABAD Contact Number - 051-9262017-8</p> |
| | 7.5 | <p>Pre-proposal meeting will be [<i>March16th 2026 Timing 12:00 Hours at the office of DEPO, IDEAS INFORMATION HUB</i>].</p> <p>Note: in case meeting to be held then insert date of the meeting along with details regarding the place of the meeting.</p> |

C. Preparation of Proposals

| | | |
|----|------|---|
| 5. | 9.1 | The Language of all correspondences and documents related to the Proposal shall [English] |
| 6. | 14.6 | The price quoted shall be inclusive of all applicable / |

| | | <p>prevailing taxes, duties, delivery and transportation charges etc.</p> <p>Price shall remain the fix during the currency of the contract / agreement and no escalation / price adjustment is permissible.</p> | | | | | | |
|-----|--|---|-----|--|------------------------------------|---|--|-----------|
| 7. | 15.1 (a) | Currency of the Proposal shall be [PKR] | | | | | | |
| 8. | 16.1 | The Proposal Validity period shall be [90 Days]. | | | | | | |
| 9. | 17.1 | <p>The amount of Proposal Security shall be Detail of Bid Security in the shape of CDR/PO/DD/ Bank Guarantee in favor of Project Director “Defence Export Promotion Organization (DEPO)” on the services estimated cost and required bid securities is given below along with estimated price in PKR:</p> <table border="1" data-bbox="555 954 1430 1294"> <thead> <tr> <th>Sr.</th> <th>Description of Procurement (Scope of Services / TORs)</th> <th>Bid Security Amount (Rs.)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) (for the Period of 1 year and 2 year extendable.</td> <td>1,000,000</td> </tr> </tbody> </table> <p>Original bid security will be submitted with Technical Bid on the opening date mentioned in the invitation / advertisement “Defence Export Promotion Organization (DEPO)” at the given address Address: DEFENCE COMPLEX SECTOR E 10, ISLAMABAD .</p> <p>Each bidder will have to submit an original Bid Security along with Technical Bid within the limits as specified in PPRA Rules 2004) in form of CDR / Bank Guarantee / Demand Drat / Pay Order / Bankers Cheque in favor of Project Director, “Defence Export Promotion Organization (DEPO)” valid for the period equal to or 90 days beyond the bid validity date</p> | Sr. | Description of Procurement (Scope of Services / TORs) | Bid Security Amount (Rs.) | 1 | Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) (for the Period of 1 year and 2 year extendable. | 1,000,000 |
| Sr. | Description of Procurement (Scope of Services / TORs) | Bid Security Amount (Rs.) | | | | | | |
| 1 | Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) (for the Period of 1 year and 2 year extendable. | 1,000,000 | | | | | | |
| 10. | 17.3 | The Bid Security shall be in the form [<i>Pay Order, CDR, Bank Draft, Bank Guarantee</i>]. | | | | | | |

| | | |
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| 11. | 17.10 | The proposal security shall be valid for <i>[90 days]</i> beyond the expiry of the Proposal validity period. |
| 12. | 18.1 | Alternative Proposals to the requirements of the RFB (BIDDING DOCUMENT) documents will not be permitted. |
| 13. | 20.1 | The number of copies of the Proposal to be completed and returned shall be <i>[One Original through EPAD Technical and Financial]</i> . |

D. Submission of Proposals

| | | |
|-----|-------------|---|
| 14. | 21.2 (a) | <p>The proposal shall be submitted to the following address: The deadline for Bid submission of Bids is; E-PADS</p> <p style="text-align: center;">GENERAL STAFF OFFICER-II (IDEAS) ADDRESS:DEFENCE EXPORT PROMOTION ORGANIZATION (DEPO), SECTOR E-10, DEFENCE COMPLEX PO BOX-44250, ISLAMABAD Contact Number - 051-9262017-8</p> |
| 15. | 21.2 (b) | Title of the subject Procurement : [Procurement of Services for Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (24-27 Nov 2026) Media and Marketing] |
| 16. | 22.1 | <p>It is instructed to all bidder to submit bids only through E-PADs as per PPRA rules and instruction of bidding document</p> <p>The deadline for Proposal submission is through EPAD https://eprocure.gov.pk/</p> <p>a) Day : <i>[Thursday]</i></p> <p>b) Date: <i>[26th March 2026]</i></p> <p>c) Time: <i>[10:30 Hours]</i></p> <p>Place of Bid Adress: Address: Defence Complex Sector E 10, Islamabad, Contact No. 0310-9278544 Website; Ddcoord@Depo.Gov.Pk</p> |

E. Opening and Evaluation of Proposals

| | | |
|-----|------|---|
| 17. | 25.1 | <p>The Technical part of the Proposal opening shall take place at:</p> <p><i>[Online through E-PADs on hard submission is required all necessary document must be submitted through online procurement system E-PADs not hard copy will be consider for bid evaluation]</i>. https://eprocure.gov.pk/</p> <p style="margin-left: 40px;">a) Day : <i>[Thursday]</i></p> <p style="margin-left: 40px;">b) Date: <i>[26th March 2026]</i></p> <p style="margin-left: 40px;">c) Time: <i>[11:00 Hours]</i></p> <p style="margin-left: 40px;">Place of Bid Adress: Address: Defence Complex Sector E 10, Islamabad</p> |
| 18. | 34 | <p style="text-align: center;">Evaluation Techniques</p> <p style="margin-left: 40px;">a. After meeting the requirements of eligibility, qualification and substantial responsiveness, the bid in compliance with all the mandatory (technical) /TORS/ Scope of Services / specifications/requirements and requisite quality threshold, and having highest ranking based on both technical and cost / financial evaluation shall be considered highest ranked/most advantageous bid.</p> <p style="margin-left: 40px;">b. National Competitive Bidding shall be conducted online through EPADS under rule 36(b) i.e. Single Stage-Two Envelope bidding procedure with Most Advantageous Bid as stipulated in PPRA Rules 2014, as amended from time to time.</p> <p style="margin-left: 40px;">c. Contract will be awarded to most advantageous bidder.</p> <p style="margin-left: 40px;">d. Note: Bidders shall fill the prices in the price schedule of this bidding document and shall submit the bid document in the financial bid. The bidding document without price schedule will be submitted in the technical bid. Each page of the bidding document must be signed and stamped by the authorized person of the bidder</p> |

| F. Award of Contract | | |
|-----------------------------|------|--|
| 19. | 42.1 | The Performance guarantee shall be [10%] of the Contract Price. |
| 20. | 42.2 | The Performance Guarantee shall be acceptable in the form of [The successful bidder shall submit 10% of Contract Price against respective Item as Performance Guarantee in shape of unconditional irrevocable Bank Guarantee valid for the period 01 year beyond the contract period / deliverables / warranty period (whichever is later) and shall be released after the successful completion of contract / deliverables / warranty period (whichever is later).]- |
| 21. | 43.1 | The Advance Payment shall be [Not allowed] |
| 22. | 44.1 | Arbitrator shall be appointed by mutual consent of the both parties at Islamabad any court of Law. |

G. Review of Procurement Decisions

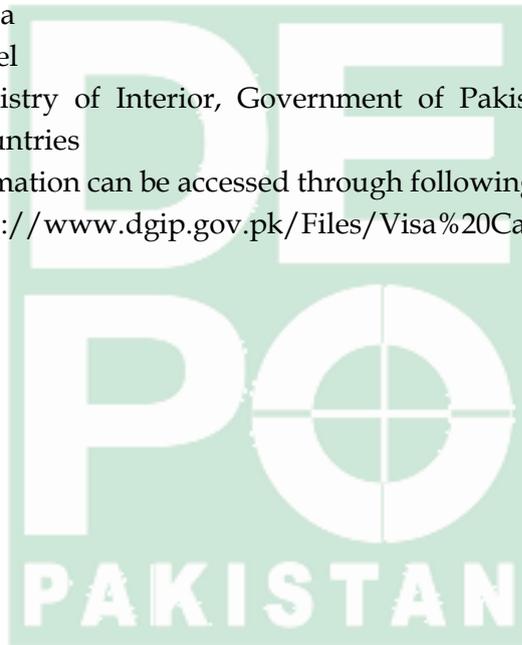
| | | |
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| 23. | 48.1 | <p>The address of the Procuring Agency:</p> <p>[<i>Office of the Defence Export Promotion Organization (DEPO)</i>] Place of Bid Adress:_ Address: Defence Complex Sector E 10, Islamabad _</p> |
| 24. | | <p>The Address of PPRA Grievance Redressal Appellate Committee to submit a copy of grievance:</p> <p>Grievance Redressal Appellate Committee, Public Procurement Regulatory Authority 1st Floor, G-5/2, Islamabad, Pakistan Tel: +92-51-9202254</p> |

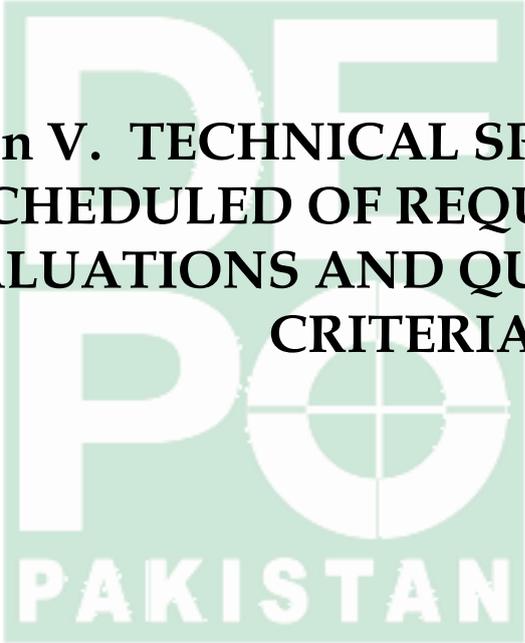
Section IV. ELIGIBLE COUNTRIES

All the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Providers are allowed to participate in the subject procurement without regard to nationality, except Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Providers of some nationality, prohibited in accordance with policy of the Federal Government.

Following countries are ineligible to participate in the procurement process:

1. India
2. Israel
3. Ministry of Interior, Government of Pakistan has notified List of Business Friendly Countries (BVL), information can be accessed through following link:
4. <http://www.dgip.gov.pk/Files/Visa%20Categories.aspx#L>



The logo for DFP Pakistan is a light green square containing the letters 'DFP' in a large, bold, white font. Below 'DFP' is the word 'PAKISTAN' in a smaller, white, sans-serif font. The 'P' in 'DFP' is stylized with a vertical line through its center, and the 'O' has a crosshair design.

**Section V. TECHNICAL SPECIFICATIONS,
SCHEDULED OF REQUIREMENTS,
EVALUATIONS AND QUALIFICATION
CRITERIA**

Terms of Reference/Scope of Work/Deliverables

1. Background and Context

The Defence Export Promotion Organization (DEPO) is an agency under the Ministry of Defence Production, Government of Pakistan, mandated to promote Pakistan's defence industry and expand its export footprint in international markets.

The International Defence Exhibition and Seminar (IDEAS) is Pakistan's flagship biennial defence exhibition, held at the Karachi Expo Centre (KEC), Karachi. Recognised as one of Asia's premier defence events, IDEAS attracts heads of state, defence ministers, military delegations, and 400+ international exhibitors from 56+ countries. It is the flagship platform through which Pakistan's defence industry engages with global partners, drives exports, and projects national capability. IDEAS 2026 is scheduled for 24-27 November 2026.

2. Purpose of this RFP

DEPO invites proposals from qualified agencies and agency consortia to serve as the Communications Agency for DEPO and IDEAS 2026, delivering an integrated scope covering strategy, creative content and design development & production, media planning and buying including traditional media, social media, digital marketing, outdoor advertising (international and local), influencer marketing, cinematic video productions, printing and productions, public relations (international and local), stakeholder communication and related services.

This is a single-agency mandate that is fully capable to deliver a large-scale assignment meaning a campaign or event mandate of substantial value, reach, and complexity, involving integrated multi-channel delivery, significant audience or stakeholder scale, and execution at national and/or international level. DEPO requires one Agency to take full accountability for all sections of the scope, whether delivered directly or managed through disclosed subcontractors and partners.

3. Contract Structure

The contract is structured as under:

| | | |
|--|---|---|
| 2026 (Award date - Dec) | 8-9 months (depending on award date) | Retainer + full edition activation for IDEAS 2026 (scheduled for 24-27 Nov 2026) |
| 2027 (Jan- Dec) | 12 months | Contract is extendable subject to satisfactory performance during 2026. Cost/Price for 2027 will be negotiated during Dec 2026. Retainer continuity. No edition. Brand continuity, digital buying, and strategy |

| | | |
|--------------------------------|--------------|---|
| 2028 (Jan- Dec) | 12 months | Contract is extendable subject to satisfactory performance during 2026 and 2027. Cost/Price for 2028 will be negotiated during Dec 2027. Retainer + full edition activation for IDEAS 2028 (dates TBC) |
|--------------------------------|--------------|---|

4. Indicative Scale and Planning Assumptions

The following planning assumptions are provided to help agencies size their approach and resourcing. These are indicative and may be refined after award.

- Estimated trade visitors: 100,000+
 - Target exhibitors: 300 +
 - Target foreign delegations and delegates: 400 +
 - Two soft launch events: Islamabad (diplomats and relevant stakeholders) and Karachi (business-focused stakeholders)
 - National Roadshows (International to be decided)
 - Curtain Raiser Event (23 November 2026)
 - Exhibition Days (24–27 November 2026). For details see attached Events Calendar (Annex A)
 - Media Centre & On-Ground Operations at Karachi Expo Centre
 - Post-Event Phase compilation
 - Contract includes always-on communications plus peak-period surge delivery for milestone windows
- Paperless direction: Digital collateral is the default. Print requires justification

5. Objectives

The engagement is expected to deliver outcomes across the following areas:

- A clear narrative and campaign architecture that is credible locally and internationally.
- Measurable growth in participation interest and engagement across key stakeholder groups.
- An integrated media plan that delivers both digital performance discipline and strong traditional visibility (TV, OOH, print, radio) where appropriate.
- International visibility that prioritizes earned outcomes and justifies any paid international exposure with clear objectives and measurement.
- At least one to two innovative initiatives that strengthen modern relevance, experience, and engagement.
- Strong governance, reporting, and transparency so performance and spend can be audited and improved throughout the contract.

6. Scope of Work & Deliverables

The Agency shall deliver the following section for IDEAS 2026 and demonstrate their creative prowess with selective execution examples.

Agencies should indicate whether work is delivered under retainer or cost-plus fee structure.

SECTION 1 | Strategy, Social Media & Creative

Active: Throughout contract period

Ongoing delivery of all strategy, planning, brand management, social media management, content creation, and reporting obligations throughout the contract period. This includes but is not limited to:

- Strategic Planning Documents
- Brand Guidelines Development & Maintenance (initial creation + per-edition update)
 - Campaign Design: Pre-Hype, Engagement & Event Showcase phases (3 phases × 1 editions = 3 campaigns total)
 - Crisis Communication Framework: standing risk playbook reviewed
 - Marketing & Communications Calendar: 1 master calendar per month
 - Platform-wise Content Strategy: 1 document per platform per edition (6 platforms × 1 editions = 6 docs)
 - Social Media Management: daily management across LinkedIn, YouTube, Facebook, Instagram, X, TikTok)
 - Media Landscape & Global Positioning Analysis: updated per edition
 - Digital Media Planning: full channel plan with budget allocation
 - International pitching plan with priority geographies (Middle East, KSA, UAE, Kuwait, Qatar etc, AFRICA, ASEAN, Central Asia) and publication tiers, including international newspapers where relevant and justified
 - Visual Design for Social Posts: minimum 20 designed posts per month 20/month is minimum designed content; community management, reshares, and UGC are additional)
 - Copywriting & Captioning: one caption/copy set per designed post
 - Motion Graphics & Animated Assets: minimum 2 per month
 - Campaign-based Product / Event Teasers: 10 per campaign phase (30 per edition)
 - Press Release Drafting & Dissemination: minimum 1/month + 2/month during peak campaign =
 - Talking Points & Q&A Preparation: 1 set per major event (12 per edition)
 - Print Ad Design & Adaptations: full size set per campaign phase
 - Website Content: monthly CMS updates and SEO
 - Monthly Performance Dashboards: social, digital, PR, OOH KPI reports
 - Translation Services: minimum 150 documents over contract across English, Urdu, Arabic, French, Chinese. Approved glossary and terminology consistency. Subtitling and dubbing where required

SECTION 2 | Event Designing: Non-Fabrication Creative - Edition Only

Active: IDEAS 2026 edition only. All deliverables under this section are design files only: fabrication and/or printing where applicable is covered under Section 16

- 3D Venue Walk-through Rendering: full KEC layout render

- Signage & Wayfinding System Design: complete signage set
- Stage & Main Hall Design Concepts: main stage, ceremonial areas, VIP zones
- Design and Branding for all events mentioned under the Section “Indicative Scale & Planning Assumptions”.
- Delegate Gift & Protocol Pack Design
- Exhibitor Welcome Kit Design
- Brochures, Programs & Print Collateral
- Space & Delegate Selling Brochure: digital + print-ready;
- Sponsorship Kit & Pitch Presentation: Multiple sponsor tiers per edition
- Event Mobile App: design files for DEPO IT development (DEPO shall develop the app independently)

Section 2A | Soft Launch Modules (Marketing Support Only)

Two soft launch events are planned. Dates will be confirmed by DEPO.

- Islamabad soft launch for diplomats and relevant stakeholders (marketing communications support only)
- Karachi soft launch for business-focused stakeholders (marketing communications support only)

Scope includes communications planning, PR angles, content capture plan, social coverage plan, and post-event highlights. Event execution is outside scope.

Section 2B| IDEAS Seminar Communications Module (Marketing Support Only)

The IDEAS Seminar is part of the IDEAS platform. The agency will provide marketing communications support for the seminar. Event operations, venue management, and on-ground seminar execution remain outside scope.

This may include (to be aligned with the final agenda and approved requirements):

- Seminar theme positioning aligned with the master campaign concept and messaging system
- Seminar agenda communications pack (session titles and descriptions, speaker profiles, and participation notes)
- Speaker and moderator briefing pack templates (talking points guidance, branding guidelines, and logistics notes provided by DEPO)
- Seminar presentation template and branded session assets (title slides, lower-thirds, quote templates, and social cards)
- Invitation and RSVP communications support (copy and design only)
- Seminar content capture plan (approved areas only), including session priorities and shortlists
- On-day and near-live outputs (quote cards, short clips, highlights) as agreed
- Post-seminar content package (highlights reel, key takeaways, summary content for web and social, and an organized asset set)

SECTION 3 | Coffee Table Book - Edition Only

- Collector edition coffee table book

- Bilingual content (English / Urdu): copywriting, editing, and design
- Print-ready artwork delivery (printing managed under Section 16)

SECTION 4 | PR: International Media - Edition Only

- International PR strategy: targeting Jane's Defence Weekly, Defence News, Shephard Media, The Military Balance, and equivalent tier-1 international defence publications
- Relationship management with minimum 12 international defence editors and journalists: monthly engagement
- International press conference organization and media facilitation at KEC
- Press releases targeted at international media: minimum 12
- International journalist hosting: accreditation, logistics, interview facilitation

SECTION 5 | Local PR Coverage - Edition Only

- Local PR strategy: targeting Dawn, The News, ARY, Geo, Dunya, Express, Samaa and equivalent tier-1 Pakistani media
- National press conference facilitation
- Local journalist accreditation and facilitation at KEC
- Minimum 10 press releases in Urdu and English over contract
- Broadcast media coordination: TV panel appearances, spokesperson preparation

For PR coverage sections above, earned coverage is the default expectation. Paid editorial, advertorial, sponsored content, and paid broadcast placements, if proposed, must be clearly labeled, separately budgeted, and pre-approved.

SECTION 6 | Outdoor Advertising: International - Edition Only

- International OOH media buying and placement: minimum 10 sites across defence-capital markets
- Formats: airport high-impact, digital billboards, transit media. All static and animated formats (locations: Istanbul, Qatar, Dubai)
- Technical adaptation of all OOH creative to required specifications per site
- Media posting confirmation reports with photographs
- Digital Amplification plan

SECTION 7 | Outdoor Advertising: Pakistan - Edition Only

- Pakistan OOH buying and placement: minimum 100 sites across Karachi, Lahore, Islamabad, Rawalpindi
- Site categories: high-impact billboards, unipoles, bus shelters, mall media, transit routes
- All creative adaptation and technical file delivery included
- Media posting confirmation reports with GPS-tagged photographs

- All drone flight plans for OOH documentation must comply with relevant authorities approvals

SECTION 8 | Digital Media Buying - Active throughout the contract period

- Ongoing programmatic digital media buying: brand awareness and remarketing campaigns
- Edition-phase activation: performance campaigns, delegate acquisition, exhibitor conversion, and event countdown campaigns
- Platforms: Google Display, YouTube, LinkedIn, Meta, programmatic DSPs, relevant defence industry digital publications
- Monthly media performance reports with spend, reach, CPM, CTR, conversion metrics
- Delegate registration conversion tracking integrated with DEPO's CRM / event registration system

SECTION 9 | Local Influencer Management - Edition Only

- Identification, briefing, contracting, fee, and management of minimum 20 Pakistani influencers per edition
- Coverage across defence, technology, lifestyle, and national pride content verticals
- Content guidelines, brand safety protocols, and approval processes
- Performance reporting with reach, engagement, and audience quality metrics

SECTION 10 | International Influencer Program - Edition Only

- Identification, briefing, contracting, fee, and management of minimum 15 international influencers per edition
- Target profiles: defence analysis, geopolitics, military technology, international affairs audiences
- Multi-market coverage: minimum 8 countries
- Content pre-approval, legal clearance, and performance reporting

SECTION 11 | Events Coverage & Media Centre - Edition Only

- Full on-ground media management during IDEAS (4 days)
- Minimum 30 photography and videography crew on ground
- Real-time social media content creation and posting during event days
- Media centre operations: accreditation, press room management, briefing facilitation

- Live coverage coordination with DEPO communications team
- Same-day highlights reel production and distribution
- All drone and aerial photography/videography subject to relevant authorities approval

SECTION 12 | Post-Show Report - Edition Only

- Comprehensive post-event report delivered within 30 days of edition close
- Sections: media coverage summary, social media performance, digital campaign analytics, PR outcomes, OOH delivery confirmation, influencer campaign results
- Event sustainability documentation: carbon footprint estimate, attendance statistics, waste management summary
- Recommendations for IDEAS 2028 based on 2026 performance data

SECTION 13 | Cinematic Productions Allocation - Edition Only

- Full cinematic video production: minimum 15 productions per edition
- Production types: main promotional films, documentaries, thought leadership videos
- Full production services: location scouting, crew deployment, talent management, direction, post-production, colour grading, sound design
- Delivery formats: broadcast-quality masters + social-optimised edits for all platforms
- All AI-assisted pre-visualisation, storyboarding, and scratch voice-over tools must be disclosed
- All drone production subject to relevant ministries, CAA, and DEPO security command approval

SECTION 14 | Local Media Buying - Active throughout the contract period

- Pakistan broadcast, print, and digital media buying throughout contract
- Throughout the contract period: brand continuity campaigns in national press and digital
- Edition phase: high-impact national TV, newspaper, and digital buys timed to IDEAS campaign phases

SECTION 15 | International Media Buying - Edition Only

- International media buying in defence trade publications and digital channels
- Target publications: Jane's, Defence News, Shephard, Aviation Week, Military Technology, and regional defence trade press across target markets
- Programmatic international display buying supplementary to publication placements
- Full posting confirmation and delivery reports

- Thought leadership and earned placement approach aligned with milestones
- Where paid international TV airing is proposed, provide objective, target audience, expected outcomes, measurement method, cost-per-outcome estimate, and alternative allocations of the same budget

SECTION 16 | Printing & Production Allocation ★ Edition Only

- All print and production for design and creative materials under this contract
- Vendor management, quality control, and delivery coordination
- Green printing policy encouraged: use of FSC-certified materials and low-emission processes

For transparency and budget control, production is priced and managed separately

7. Optional Add-on (Part 17 of Annex-D):

7.a Sponsorship and Space Sales Support

DEPO may optionally assign the agency to support sponsorship acquisition and space sales through marketing-led lead generation and outreach support. If proposed, it must be priced as a separate add-on line item.

If included, the proposal should state:

- Scope (lead generation, pitch support materials, outreach support, pipeline reporting)
- Success fee model payable only on cash received by the DEPO, with a proposed cap
- No fee on in-kind unless explicitly agreed in writing
- No authority to bind DEPO without written authorization
- Audit rights for pipeline and fee calculations

7.b Youth and Innovation Engagement

Youth engagement is expected, but agencies are encouraged to propose a modern mechanism rather than relying on standard formats such as campus partnerships, innovation challenges, creator collaborations, or other mechanisms.

- Propose one practical youth and innovation engagement program
- Clearly identify its cost, and whether any media spend is required.

8. Scope Boundary: Not an Event Management RFP

This SOW/ToR is strictly for Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services Integrated Communications, Media, Marketing, Public Relations & Production Services. It is not an event management proposal.

The following are outside scope unless separately contracted:

- Venue contracting and event logistics
- Protocol operations and on-ground event management

- Stage fabrication execution, catering, and security operations,
- Ticketing operations, transport operations, accommodation bookings
- Vendor management for event execution

Agencies may include optional recommendations that enhance marketing impact at events (for example, audience journey ideas or technology touchpoints). Such recommendations are welcome but are not a required deliverable under this SOW/ToR.

9. Target Audiences

- Exhibitors (local and international)
- Foreign delegations and VIP stakeholders
- Trade visitors and professional attendees
- Sponsors and partners
- Media (local, national, international)
- Government and institutional stakeholders
- Youth and innovation ecosystem (universities, startups, labs)
- Think tanks and research bodies
- Seminar stakeholders (speakers, panelists, moderators, invitees, and partners)
- Pakistani Public (national pride angle)

10. Photo and video documentation plan and shot lists

- Daily highlights edits and social-first outputs during peak periods
- Short stakeholder soundbites and interview clips
- Post-event wrap film(s) and highlight package
- Content war-room operations plan for event week

Event documentation refers to owned content capture and delivery. Earned media coverage refers to PR placements. These are separate and should be priced separately.

11. Sustainability and Paperless Direction

- Digital-first collateral (digital press kits, digital exhibitor packs, QR-based info hubs)
- Print is not the default. Any printing requires justification
- Simple footprint reduction reporting (digital uptake, print avoided where applicable)

12. Technology and Automation Integration

- Propose one idea where tech/AI is the backbone/platform focused
- Where AI-enabled tools are proposed, include a clear governance approach (data handling, approvals, safeguards)

13. Accessibility

- Captions or subtitles for videos, including social cutdowns
- Accessible publishing practices (alt text where applicable)
- Readable typography and contrast suitable for digital viewing
- Accessibility-aligned recommendations for web and landing pages (good practices aligned with WCAG principles)

14. Innovation & Best Practice

Agencies are encouraged to propose any additional initiative that can become a best practice case, including work that strengthens credibility, experience, and engagement. Recommendations may include technology, IT integration, sales support, sponsorship enablement, visitor journey, accessibility, or other improvements. These are welcome but not mandatory.

15. No Duplication of Effort or Billing

The agency is responsible for ensuring that overlapping services are not billed twice. If any overlap is unavoidable, the proposal should highlight the overlap describing the activity, the responsible role, and the billing category/section. Duplicated or ambiguous billing may be rejected during evaluation or reconciliation.

16 Ownership, Archive, and Use Rights

All deliverables produced under this engagement, including source files, working files, raw footage, edited assets, templates, plans, logs, and reports, become the property of DEPO upon payment.

The agency will maintain a professional digital archive that includes:

- Consistent file naming conventions and version control
- Clear folder structure and an index of assets
- Editable/source formats where applicable, along with published/export formats
- Handover package(s) at agreed milestones and at contract end

The agency may use selected non-sensitive work in showreels and case studies only after prior written clearance from DEPO.

17 Compliance, Laws, Confidentiality, and Ethics

- Compliance with all applicable laws and regulations related to advertising, procurement, IP/copyright, privacy and data handling, defamation, and public communications in Pakistan and any target jurisdictions for international placements.
- Compliance with platform rules and disclosure requirements for paid or sponsored content.
- Strict ethical conduct: no bribery, kickbacks, undisclosed commissions, conflicts of interest, or misleading claims.
- Confidentiality obligations due to the strategic and national profile of the platforms.
- Requirements in the Accessibility Section apply to relevant outputs.

Material breaches of confidentiality, ethics, or undisclosed financial arrangements may result in disqualification or termination.

18 Events Calendar (indicative) (Annex A)

A detailed Events Calendar is provided below as for reference. The timelines are indicative. Exact dates will be confirmed by DEPO

IDEAS 2026 Events Calendar

- 1) **Soft Launches** (Khi and Islamabad)
- 2) **Roadshows** (to be decided)
- 3) **Curtain Raiser Event (23 November 2026;** to be held at a location other than the Karachi Expo Center)

4) Exhibition Days (24–27 November 2026)

Day 1 - 24 November 2026

Key Events:

- Opening of Exhibition
- Band Display
- Inauguration Ceremony
- REDS Parade (Pakistan Rangers – Punjab)
- VIP Tour
- Hi-Tea
- Executive Golf

Day 2 – 25 November 2026

Key Events:

- Opening of Exhibition
- Sideline Conferences / Exhibition
- Services Chiefs Visit
- IDEAS Gala Dinner
- Band Display

Day 3 – 26 November 2026

Key Events:

- Opening of Exhibition
- IDEAS Seminar
- Sideline Conferences
- IDEAS Tri-Services Show
- RED Parade & War-Wounded Basketball Match

Day 4 – 27 November 2026

Key Events:

- Opening of Exhibition
- Sideline Conferences
- Closing Ceremony, Press Conference & Stall Awards
- Band Performance

19. KPI Framework and Reporting

A KPI-led reporting framework is required. Agencies should propose baseline assumptions and targets for at least 80 percent of KPIs and define tracking for 100 percent. KPIs should cover digital performance, traditional media delivery, PR outcomes, documentation delivery, and paperless adoption indicators.

A KPI bank template and definitions are provided as **Annex B**.

B1. Digital and performance KPIs

| KPI | Baseline (assumption) | Target | Tracking method | Frequency |
|--------------------------------|-----------------------|--------|-----------------|-----------|
| Reach and frequency by segment | | | | Monthly |

| | | | | |
|--------------------------------------|--|--|--|----------------|
| Engagement rate by platform | | | | Monthly |
| Video completion rate | | | | Monthly |
| CTR / CPC / CPL | | | | Weekly/Monthly |
| MQL volume and trend | | | | Monthly |
| Website sessions and conversion rate | | | | Monthly |
| Funnel drop-off points | | | | Monthly |
| LinkedIn growth and lead outcomes | | | | Monthly |

B2. Traditional media KPIs

| KPI | Baseline (assumption) | Target | Tracking method | Frequency |
|-------------------------------------|-----------------------|--------|-----------------|-----------|
| TV reach/frequency (if used) | | | | Post-buy |
| OOH delivery and proof of placement | | | | Monthly |
| Print/radio insertion compliance | | | | Monthly |
| Cost efficiency by channel | | | | Monthly |

B3. PR (earned) KPIs

| KPI | Baseline (assumption) | Target | Tracking method | Frequency |
|-------------------------------------|-----------------------|--------|-----------------|-----------|
| Earned placements (quality-tiered) | | | | Monthly |
| Key message pull-through | | | | Monthly |
| Interviews and spokesperson outputs | | | | Monthly |
| Sentiment indicators | | | | Monthly |
| Issue response SLA compliance | | | | Monthly |

B4. Event documentation KPIs

| KPI | Baseline (assumption) | Target | Tracking method | Frequency |
|------------------------------------|-----------------------|--------|-----------------|---------------------|
| Daily highlights delivered on time | | | | Daily during event |
| Photo/video library completeness | | | | Weekly during peaks |
| Post-event wrap package delivery | | | | Once |

| | | | | |
|--|--|--|--|----------------|
| Seminar on-day outputs delivered on time | | | | During seminar |
|--|--|--|--|----------------|

B5. Sustainability and paperless KPIs

| KPI | Baseline (assumption) | Target | Tracking method | Frequency |
|---|-----------------------|--------|-----------------|-----------|
| Print reduced/avoided where applicable | | | | Monthly |
| Digital kit uptake (downloads/QR scans) | | | | Monthly |

20. Costing Templates (to be completed by the agency) Annex C:

In addition to the tables below, the bidders are required to fill in the detailed Excel Sheet/Costing Template provided as Annex D.

Total Bid price (PKR)

| Item | Monthly fee (PKR) | Total Fee (PKR) | Reference |
|------------------|-------------------|-----------------|-----------|
| Monthly Retainer | xxxxxx | xxxxxxx | C-1 |
| Cost Plus Fee | | xxxxxx | C-2 |
| Grand Total | | xxxxxx | |

C1. Monthly retainer (PKR)

| Item | Monthly fee (PKR) | Comments/Notes |
|------------------|-------------------|----------------|
| Monthly Retainer | | |

Included/Excluded Matrix for Retainer Fee (to be completed by the Bidder)

Purpose: To ensure proposals are comparable and exclusions are visible, please provide (Y/N) if following sections are part of the Retainer Fee. For sow sections not part of the retainer fee, please fill in the C2 Cost plus fee template.

| Sections | Included in Retainer (Y/N) | Notes |
|------------------------------------|----------------------------|-------|
| Section 1 | | |
| Section 2 (including sub sections) | | |
| Section 3 | | |
| Section 4 | | |
| Section 5 | | |

| | | |
|---------------------------------|--|--|
| Section 6 | | |
| Section 7 | | |
| Section 8 | | |
| Section 9 | | |
| Section 10 | | |
| Section 11 | | |
| Section 12 | | |
| Section 13 | | |
| Section 14 | | |
| Section 15 | | |
| Section 16 | | |
| Optional: Add ons | | |
| Add additional rows if required | | |

C2. Cost Plus Fee

| Sections | Cost (PKR) | Fee (PKR) | Total Cost plus Fee (PKR) | Notes/assumptions |
|---------------------------------|------------|-----------|---------------------------|-------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Add additional rows if required | | | | |
| | | | | |
| Grand Total | | | | |

C3. International items (USD where applicable)

Please mention item wise details of international items/proposed work.

| Item | Cost USD | Fee (USD) | Total Cost plus Fee (PKR) | Notes/assumptions |
|---------------------------------|----------|-----------|---------------------------|-------------------|
| | | | | |
| | | | | |
| | | | | |
| Add additional rows if required | | | | |
| | | | | |
| Grand Total | | | | |

21. Dedicated and Shared Teams Structure

To reduce delivery risk and ensure consistent accountability, Bidders are expected to demonstrate or present a plan for liaison and coordination with DEPO/IDEAS at Islamabad office as well as at Karachi Expo Centre.

Dedicated Team Requirements. The bidder shall provide a clearly identified team structure for the assignment. The following table sets out the desired indicative deployment expected for the retainer component. The bidder may suggest extra resources and justify any number lower.

Retainer Team Structure

| S. No. | Department | Role | Count | Allocation (%) |
|--------|---------------------------------|---|-------|----------------|
| 2.1 | SENIOR LEADERSHIP | Chief Executive Officer | 1 | 5% |
| 2.2 | SENIOR LEADERSHIP | Business Director | 1 | 10% |
| 2.3 | SENIOR LEADERSHIP | Chief Creative Officer | 1 | 30% |
| 2.4 | SENIOR LEADERSHIP | Head of Strategy | 1 | 10% |
| 2.5 | ACCOUNT LEADERSHIP | Client Services Director / Account Director | 1 | 50% |
| 2.6 | ACCOUNT LEADERSHIP | Creative Director | 1 | 100% |
| 2.7 | STRATEGY & PLANNING | Strategy Director | 1 | 25% |
| 2.8 | STRATEGY & PLANNING | Content Strategist | 1 | 100% |
| 2.9 | CREATIVE PRODUCTION | Art Director | 1 | 100% |
| 2.10 | CREATIVE PRODUCTION | Senior Graphic Designers | 2 | 100% |
| 2.11 | CREATIVE PRODUCTION | Motion Graphics Designer | 2 | 100% |
| 2.12 | CREATIVE PRODUCTION | Video Producer / Editor | 2 | 100% |
| 2.13 | CREATIVE PRODUCTION | Copywriter / Content Lead | 3 | 100% |
| 2.14 | CREATIVE PRODUCTION | AI / Creative Technologist | 1 | 50% |
| 2.15 | SOCIAL MEDIA & DIGITAL | Social Media Manager | 2 | 100% |
| 2.16 | SOCIAL MEDIA & DIGITAL | Content Executives / Coordinators | 2 | 100% |
| 2.17 | SOCIAL MEDIA & DIGITAL | Paid Media Specialist | 1 | 50% |
| 2.18 | SOCIAL MEDIA & DIGITAL | SEO / Digital Specialist | 1 | 25% |
| 2.19 | ACCOUNT MANAGEMENT & OPERATIONS | Account Manager | 2 | 100% |
| 2.20 | ACCOUNT MANAGEMENT & OPERATIONS | Project Manager | 1 | 50% |
| 2.21 | ACCOUNT MANAGEMENT & OPERATIONS | Reporting & Insights Analyst | 1 | 50% |
| 2.22 | ACCOUNT MANAGEMENT | Media Specialist | 1 | 100% |

| S. No. | Department | Role | Count | Allocation (%) |
|--------|--------------|------|-------|----------------|
| | & OPERATIONS | | | |

IDEAS Event Design & Creative Team – Project based only (Cost plus fee) In addition to the retainer team, the bidder shall deploy a dedicated project-based team for event design, production support, and high-volume content execution, as required. Desired team as below for costing.

| S. No. | Department | Role | Quantity |
|--------|---------------------------------|----------------------------|----------|
| 3.1 | CREATIVE PRODUCTION | Senior Graphic Designers | 3x |
| 3.2 | CREATIVE PRODUCTION | Art Director | 1x |
| 3.3 | CREATIVE PRODUCTION | Motion Graphics Designers | 2x |
| 3.4 | CREATIVE PRODUCTION | 3D Artists / CAD Resources | 1x |
| 3.5 | CREATIVE PRODUCTION | Videographer | 1x |
| 3.6 | CREATIVE PRODUCTION | Photographer | 1x |
| 3.7 | CONTENT & PRODUCTION MANAGEMENT | Production Manager | 1x |
| 3.8 | CONTENT & PRODUCTION MANAGEMENT | Content Manager | 1x |
| 3.9 | CONTENT & PRODUCTION MANAGEMENT | Content Writers | 2x |
| 3.10 | CONTENT & PRODUCTION MANAGEMENT | Translations Coordinator | 1x |
| 3.11 | CONTENT & PRODUCTION MANAGEMENT | Coordinator | 1x |

Bidders must submit CVs for the following personnel at minimum: Account Director, Creative Director, Strategy Lead, PR Lead, and Cinematic Production Lead. CVs must be included in the proposal submission.

22. Subcontractors & Partner Agencies

Bidders may propose specialist subcontractors for sections including but not limited to International PR, OOH media buying, influencer management, cinematic video productions, printing, and fabrication. All proposed subcontractors must be disclosed in the proposal. The Lead Agency remains solely accountable to DEPO for all subcontracted work.

23. Proposal Format and Submission Requirements

Proposals should follow the structure below:

- Executive summary
- Company overview and ownership structure
- Understanding of scope and strategic approach
- Section by section methodology: How each of the section of scope will be delivered
- Team and resourcing with CVs
- Subcontractor list and Letters of Intent
- Relevant experience and Portfolio
- Defence or strategic expo experience (depth and relevance)
- Creative and design approach/methodology (campaign in enough depth to demonstrate power and flexibility of the thought when executed. Summary of creative brief in Annex E)
- Media approach (traditional and digital integration)
- Technology and automation integration proposals
- Sustainability and paperless plan
- KPI framework and reporting approach (Annex B)
- Financial proposal (Annex C & D)
- Compliance, confidentiality, and ethics declarations

24. Financial Proposal Requirements

Financial proposals should be submitted using Annex C & D templates to allow like-for-like comparison. They must include:

- One consolidated monthly retainer fee and the scope of services covered under this
- Cost plus fee and the scope of services covered under this with clear separation of the cost and fee.
- Any international items in USD where applicable

If costs are bundled in a way that prevents comparison (unclear inclusions, hidden markups, vague allowances), DEPO may treat the financial proposal as non-responsive.

24. Eligibility & Evaluation Criteria

A. Mandatory Eligibility Criteria

All bidders must comply with the following mandatory eligibility requirements. Failure to meet any requirement or provide documentary evidence shall render the bid non-responsive.

| Sr. No. | Eligibility Requirement | Documentary Evidence | Compliant (Yes/No) |
|---------|--|---|--------------------|
| 1 | The bidder must be a legally registered company / firm in Pakistan with SECP or other relevant authority. | Certificate of Incorporation / Partnership Deed / Registration Certificate. | |
| 2 | The bidder must be registered with the relevant tax authorities and must appear on the Active Taxpayer List (ATL) of FBR. | NTN Certificate and Sales Tax Registration Certificate (if applicable). | |
| 3 | The bidder must have at least ten (10) years of experience in marketing, communications, media planning, or public relations services. | Company registration documents and company portfolio. | |
| 4 | The bidder must demonstrate adequate financial capacity to perform the contract, including an average annual turnover of at least PKR 300 million during the last three (03) financial years. | Audited financial statements for the last three years. | |
| 5 | The bidder must have successfully executed at least two (02) similar assignments related to large-scale marketing, communications, media planning, or event promotion campaigns during the last five (05) years. | Contract copies and completion certificates. | |
| 6 | The bidder must be accredited with All Pakistan Newspaper Society (APNS) | Certificate of enlistment | |
| 7 | The bidder must be accredited with Pakistan Broadcaster Association (PBA) | Certificate of enlistment | |
| 8 | The bidder must be a Partner Agency with Meta or Google for at least two (02) years | Proof of partnership | |
| 9 | The firm must not be blacklisted by any Government, Semi-Government, Autonomous Body, or International Organization. | Undertaking on stamp paper | |
| 10 | The bidder must provide a bank certificate confirming financial soundness during the last three (03) years. | Bank certificate issued by a scheduled bank. | |

B. Evaluation Criteria

This section sets out the technical and financial evaluation methodology to be applied for the procurement of marketing, communications, and media management services for IDEAS. The evaluation shall be conducted under the Single Stage Two Envelope Procedure in accordance with PPRA Rules.

1. Technical Evaluation (Total = 60 Points)

| Criterion | Points | Evaluation Basis |
|--|--------|--|
| Relevant Experience & Comparable Portfolio | 15 | Depth of experience in minimum 03 integrated marketing/communications mandates of comparable scale, complexity, public-sector/B2G profile, national or international visibility, and quality of relevant case studies and delivered work |
| Proposed Strategy/ Technical Approach | 10 | Understanding of assignment, strategic thinking, methodology, delivery approach, phasing, realism, integration across channels, and problem-solving quality |
| Proposed Team Structure & Key Personnel | 10 | Seniority, relevance, balance of disciplines, clarity of roles, likely delivery strength, and suitability of the actual team proposed for this mandate, CVs evaluated. |
| Creative Implementation/Campaign | 20 | Strategic clarity and insight, creative idea quality and relevance, delivery feasibility and execution readiness |
| Digital Dominance | 5 | Strength of digital thinking KPI/ reporting discipline, and use of efficient tools and workflows where relevant |

2. Sub-Evaluation Structure

2.1 Relevant Experience & Comparable Portfolio (15 Points)

| Sub-Criteria | Points |
|---|--------|
| Experience in large national marketing or communications campaigns | 4 |
| Experience in international exhibitions ideally defence related, global communications campaigns, or strategic events | 6 |
| Portfolio quality and demonstrated campaign impact | 5 |

2.2 Proposed Strategy/ Technical Approach (10 Points)

| Sub-Criteria | Points |
|--|--------|
| Understanding of IDEAS objectives and positioning | 3 |
| Quality of campaign strategy and communications architecture | 4 |
| Innovation and feasibility of implementation approach | 3 |

2.3 Proposed Team Structure & Key Personnel (10 Points)

| Sub-Criteria | Points |
|---|--------|
| Leadership experience of key experts | 4 |
| Qualifications and experience of proposed personnel | 3 |
| Team structure, allocation, and availability | 3 |

2.4 Creative Implementation/Campaign (20 Points)

| Sub-Criteria | Points |
|---|--------|
| Creative campaign portfolio | 3 |
| Video / cinematic production capability | 4 |
| Design and visual communication capability | 3 |
| Proposed Creative Campaign (for IDEAS 2026) | 10 |

2.5 Digital Dominance (5 Points)

| Sub-Criteria | Points |
|--|--------|
| Digital media planning and performance marketing expertise | 2 |
| Analytics, reporting, and KPI tracking framework | 2 |
| Technology / AI-enabled workflow and automation capability | 1 |

3. **Minimum Technical Qualification Score**

Bidders must obtain at least 70% of the total technical score (42 out of 60 points) to qualify for financial evaluation.

Financial proposals of technically non-responsive bidders shall be returned unopened, in accordance with the Single Stage Two Envelope Procedure under PPRA Rules.

4. **Financial Evaluation (40 Points)**

The financial proposals of only those bidders who obtain the minimum qualifying technical score shall be opened and evaluated.

Financial scores shall be calculated using the following formula:

$$\text{Financial Score} = (\text{Lowest Evaluated Bid} \div \text{Bid Under Evaluation}) \times 40$$

Where:

Lowest Evaluated Bid = Lowest financial proposal among technically qualified bidders

Bid Under Evaluation = Financial proposal of the bidder being evaluated

40 = Maximum financial score

5. **Final Combined Evaluation**

| Component | Weight |
|-----------------|--------|
| Technical Score | 60 |
| Financial Score | 40 |
| Total | 100 |

The bidder achieving the highest combined score (Technical Score + Financial Score) shall be declared the Most Advantageous Bidder and recommended for award of contract.

To improve transparency and compliance with PPRA rules:

Clarification of Proposals

DEPO may seek clarification of proposals during evaluation; however, no change in price or substance of the proposal shall be permitted.

Verification of Information

DEPO reserves the right to verify submitted information including past performance, client references, and financial capacity.

Rejection of Abnormally Low Bids

If a bid appears abnormally low, DEPO may request justification and reject the bid if the bidder fails to demonstrate capacity to perform the contract.

25. Commercial and Financial Terms

Pricing Structure

Bidders must submit a complete, section-by-section Bill of Quantities (BOQ) in the format provided in Annex A. The BOQ must separately price:

- Monthly retainer fee stated as a per-month PKR amount
- Each of Sections of scope with quantities and per-unit rates disclosed
- The management fee %age wherever applied to sections of scope
- Any Other fee if proposed, stated separately

Exchange Rate

All pricing must be submitted in Pakistani Rupees (PKR). USD equivalents may be noted for reference using the prevailing exchange rate DEPO will contract and pay in PKR only. Any exchange rate risk is borne by the agency.

Payment Terms

Payment terms will be subject to negotiation but shall follow the general structure below:

- Retainer: Monthly invoicing, payment within 30 days of invoice receipt
- Cost plus fee payments will be made within 30 days of the receipt of invoice.

Taxation

All prices must be stated exclusive of applicable taxes.

26. Subcontractor Declarations

- Full list of proposed subcontractors with company name, registration number, scope of sub-contracted work, and key contact
- Letters of Intent from proposed subcontractors confirming availability and agreed scope

27. Variation Mechanism

The contracted scope is fixed. However, DEPO reserves the right to request variations of up to fifteen percent (15%) above or below contracted quantities per edition, subject to mutual agreement on pricing using the rate card submitted by the agency as part of this proposal. Scope changes exceeding 15% require a formal contract amendment.

28. Portfolio & References

- Case studies: minimum 3 large-scale government or B2G event communications campaigns, including client name, scope summary, budget range, and outcome metrics

- Three client references with contact details: DEPO reserves the right to contact references directly
- Showreel or digital portfolio link: cinematic and campaign creative
- OOH campaign case study: demonstrating multi-market activation
- International PR case study: demonstrating international media coverage outcome

29. Subcontractor Declarations

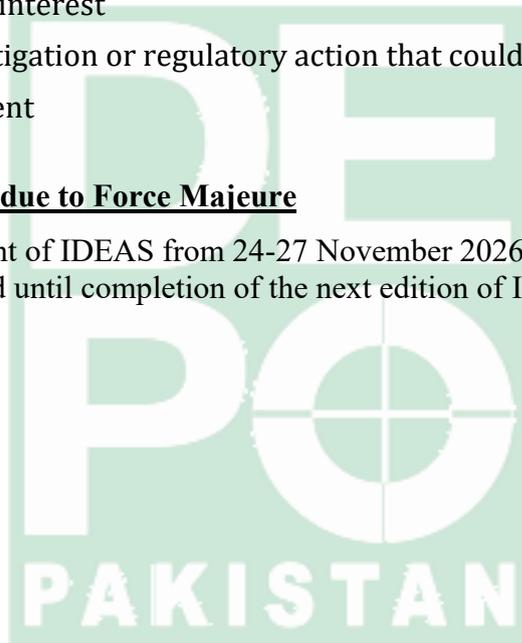
- Full list of proposed subcontractors with company name, registration number, scope of sub-contracted work, and key contact
- Letters of Intent from proposed subcontractors confirming availability and agreed scope

30. Declarations

- Declaration of no conflict of interest
- Declaration of no pending litigation or regulatory action that could affect contract performance
- Signed NDA acknowledgement

31. Postponement of IDEAS-2026 due to Force Majeure

In case of postponement of IDEAS from 24-27 November 2026 to new dates, the same contract of IDEAS-2026 will remain valid until completion of the next edition of IDEAS.



Bidding Forms

Proposal Submission Sheet

Date: _____

Contract No.: _____

To: _____

We, the undersigned, declare that:

(a) We have examined and have no reservations to the RFB (BIDDING DOCUMENT) document, including Addenda No.: _____;

(b) We offer to provide Procurement of **Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services** for the **International Defence Exhibition And Seminar (IDEAS) 2026** in conformity with the RFB (BIDDING DOCUMENT) document and in accordance with the delivery schedule specified in the Schedule of Requirements, the following Services: _____;

(c) Our Proposal shall be valid for a period of _____ days from the date fixed for the proposal submission deadline in accordance with the RFB (BIDDING DOCUMENT) document, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;

(d) If our Proposal is accepted, we commit to obtain a Performance Guarantee in the amount of _____ Percent of the Contract Price for the due performance of the Contract;

(e) We are not participating, as **Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services** for the **International Defence Exhibition And Seminar (IDEAS) 2026** Providers, in more than one Proposal in this bidding process, other than alternative

offers in accordance with the RFB (BIDDING DOCUMENT) document;

- (f) Our firm, its affiliates or subsidiaries, including any subcontractors or Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Providers for any part of the Contract, has not been declared ineligible by any Government, public sector, bilateral, multilateral agency in Pakistan

Name _____

In the capacity of _____

Signed _____

Duly authorized to sign the Proposal for and on behalf of _____

Date _____



Form of Bid/ Proposal Security

[insert Bank's Name, and Address of Issuing Branch or Office]

Beneficiary: [insert Name and Address of Purchaser]

Date: [insert date]

Bid GUARANTEE No.: [insert number]

We have been informed that [insert name of the service Provider] (hereinafter called service Provider") has submitted to you its proposal dated [insert date] (hereinafter called "the Proposal") for the execution of [Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026].

Furthermore, we understand that, according to your conditions, proposals must be supported by a Bid Guarantee.

At the request of the Provider, we [insert name of Bank] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of [insert amount in figures]/[insert amount in words] upon receipt by us of your first demand in writing accompanied by a written statement stating that the service Provider is in breach of its obligation(s) under the proposal conditions, because the Development of IT Software, Operations and Maintenance " Provider:

- (a) has withdrawn its Proposal during the period of Bid validity specified by the Provider in the Form of Proposal; or
- (b) having been notified of the acceptance of its Proposal by the Purchaser during the period of proposal validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Guarantee, in accordance with the ITCSP.

This guarantee will expire: (a) if the Provider is the successful service Provider, upon our receipt of copies of the contract signed by Provider and the Performance Guarantee issued to you upon the instruction of the Provider; and (b) if the Provider is not the successful Provider, upon the earlier of

(i) our receipt of a copy your notification to the Provider of the name of the successful Provider; or (ii) twenty-eight days after the expiration of the Provider's proposal.

Consequently, any demand for payment under this guarantee must be received by us at the office on or before that date.

Name _____

In the capacity of _____

Signed _____

Duly authorized to sign the Bid Security for and on behalf of _____

Date _____

JV Members Information Form (NOT APPLICABLE)

*[The shall fill in this Form in accordance with the instructions indicated below.
The following table shall be filled in for the*

Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider and for each member of a Joint Venture]].

Date: *[insert date (as day, month and year) of Bid submission]*

RFB No.: *[insert number of Bidding process]*

Alternative No.: *[insert identification No if this is a Bid for an alternative]*

| |
|---|
| 1. Provider's Name: <i>[Provider's legal name]</i> |
| 2. Provider's JV Member's name: <i>[insert JV's Member legal name]</i> |
| 3. Provider's JV Member's country of registration: <i>[insert JV's Member country of registration]</i> |
| 4. Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider's JV Member's year of registration: <i>[insert JV's Member year of registration]</i> |
| 5. Provider's JV Member's legal address in country of registration: <i>[insert JV's Member legal address in country of registration]</i> |
| 6. Provider's JV Member's authorized representative information Name: <i>[insert name of JV's Member authorized representative]</i> Address: <i>[insert address of JV's Member authorized representative]</i> Telephone/Fax numbers: <i>[insert telephone/fax numbers of JV's Member authorized representative]</i> Email Address: <i>[insert email address of JV's Member authorized representative]</i> |
| 7. Attached are copies of original documents of <i>[check the box(es) of the attached original documents]</i> <input type="checkbox"/> Articles of Incorporation (or equivalent documents of constitution or association), and/or registration documents of the legal entity named above, in accordance with ITCSP 4.4. <input type="checkbox"/> In case of a state-owned enterprise or institution, documents establishing legal and financial autonomy, operation in accordance with commercial law, and that they are not under the supervision of the Employer, in accordance with ITCSP 4.6. |
| 8. Included are the organizational chart, a list of Board of Directors, and the beneficial |

ownership. [If required under PDS ITCSP 45.1, the successful Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider shall provide additional information on beneficial ownership for each JV member using the Beneficial Ownership Disclosure Form.]



Road Map / Plan

| Sr | Parameter | Timelines |
|----|---|---|
| 1 | Kick Off Meeting and Sign Off | Within [03 days] from the signing of contract. |
| 2. | 1 ST Draft inception report / proposed plan to w.r.t. deliverable of Scope of work and Schedule of requirement and milestone given in Section -V | Within 15 days after the kickoff meeting with the focal person of the procuring agency. |
| 3. | Updates on the progress | As agreed with IDEAS team and scope given in the contract. |
| 4. | Final Report within 15 days before closing of contract duration | With the consent of focal person of procuring agency. |



ANNEX D

(PRICE SCHEDULE)

[To be signed & stamped by the Bidder and reproduced on the letter head as well as on the copy of this form. To be attached with Financial Bid]

Name of Bidder _____

Tender No. and the name of the services -----

Below is the sample table provided for the guidance of the procuring agency for pricing schedule. Procuring agency may modify the table below in accordance with the requirement of the recognized services list published by the office.

Integrated Communications, Media, PR, and Production Services.

Detailed Scope of Work and Costing Template.

Agencies must quote separately against each line item below. No duplication of fees across categories is permitted. Please add additional rows where required

IDEAS 2026 | Scope of Work and Costing Template

Contract Period: 01 May 2026 – 31 Dec 2026 (8 months) | Extension to 2027 and 2028 subject to performance review.

| Section | Sr. No | Work | Tasks / Deliverables | Frequency | Quantity (May–Dec 2026) | Notes | Cost 2026 (May–Dec) |
|----------|----------|--|--|-----------|-------------------------|--|---------------------|
| 1 | | Strategy, Social Media & Creative | | | | | |
| | 1 | Strategy | Quarterly Strategic Planning Documents | Quarterly | 2 | Quarterly documents covering May–Dec 2026. Includes communications strategy, messaging framework, audience segmentation and funnel logic, and channel strategy across owned, earned and paid. Includes one practical youth and innovation engagement program proposal with scope split between retainer and project modules. | |
| | | | Brand Guidelines Development | Once | 1 | Full brand manual; delivered within 15 days of contract signing; updated per edition | |

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| | | | Campaign Design | Once | 3 | Three campaign phases for IDEAS 2026: pre-event hype, engagement and event showcase. Includes master narrative and creative toolkit templates and an asset map for adaptations. | |
| | | | Reputation & Crisis Communication Framework | Once | 1 | Standing risk playbook; reviewed and updated before each edition | |
| | | | Marketing & Communications Calendar | Monthly | 8 | One integrated workplan and content calendar per month for May–Dec 2026. Includes approvals workflow, weekly progress meetings, monthly performance reviews, and a risk register with mitigation actions. | |
| | | | Platform-wise Content Strategy | Once | 6 | Six platform-specific content strategy documents for IDEAS 2026, including tone, formats, cadence, and community playbooks. Includes LinkedIn thought leadership, newsletters, and employer advocacy guidance where applicable. | |
| | | | Media Landscape & Global Positioning Analysis | Once | 1 | Updated per edition; targets global defence and security markets | |
| | | | Digital Media Planning (Search, Social, Display, Programmatic) | Once | 1 | Full channel plan with budget allocation across campaign phases | |
| | | | Digital Audience Strategy (Importing Countries, Defence Suppliers, Officials) | Once | 1 | Geographic/demographic segmentation and retargeting map; reviewed before each edition | |
| | | | Local PR Strategy & Media Analysis | Once | 1 | National vs. regional media analysis; message localization per edition | |
| | | | Media List & Database Development | Ongoing | 1 | Living database; TV, print, digital, radio across KHI, LHR, ISB, Peshawar, Quetta; updated quarterly | |
| | | | Influencer Marketing Strategy & Persona Mapping | Once | 1 | Influencer strategy and persona mapping for IDEAS 2026. Defines priority archetypes and compliance guidance for partnerships. | |
| | | | International Media Location Planning & Targeting | Once | 1 | International media location planning and targeting for IDEAS 2026. Includes priority geographies, landmark clusters and transit hubs for placements where applicable. | |
| | 2 | LinkedIn | LinkedIn Platform Management | Daily | 245 | Daily community management, publishing support and engagement for May–Dec 2026 (all activity subject to approvals). | |
| | | | YouTube Platform Management | Daily | 245 | Channel management for May–Dec 2026: uploads, metadata, playlists and comment moderation. | |
| | | | Facebook Platform Management | Daily | 245 | Community management and publishing support for May–Dec 2026 (all activity subject to approvals). | |

| | | | | | | | |
|--|---|--------------|---|--------------------|---|--|----|
| | | | Instagram Platform Management | Daily | 245 | Community management and publishing support for May–Dec 2026 including stories and short-form formats (all activity subject to approvals). | |
| | | | X (Twitter) Platform Management | Daily | 245 | Real-time engagement and publishing support for May–Dec 2026 (all activity subject to approvals). | |
| | | | LinkedIn Company Page and Thought Leadership Management | Daily | 245 | Content publishing and community management for LinkedIn during May–Dec 2026. Includes executive thought leadership support (ghostwriting support, carousel and document posts, newsletters where applicable) and lead gen coordination with paid campaigns. | |
| | 3 | Content | Visual Design for Social Posts | Monthly | 160 | Minimum 20 designed posts per month across agreed platforms for May–Dec 2026 (8 months). | |
| | | | Copywriting & Captioning | Monthly | 160 | Copywriting and captions aligned to the monthly content plan for all designed posts (May–Dec 2026). | |
| | | | Campaign-based Product/Event Teasers | Per Campaign | 10 | Minimum 10 short-form video teasers per campaign phase | |
| | | | Official IDEAS Milestone Teasers | Once | 4 | Launch, Delegate Registration Open, 30-Day Countdown, 7-Day Countdown | |
| | | | Motion Graphics & Animated Assets | Bi-weekly | 16 | Two motion/animated assets per month for May–Dec 2026, for use across platforms and digital OOH where applicable. | |
| | | | Influencer Briefing & Content Guidelines | Per Campaign | 3 | One influencer content brief per campaign phase for IDEAS 2026 (three phases). | |
| | | | Press Release Drafting & Dissemination | Monthly | 16 | Minimum 16 press releases across May–Dec 2026, subject to Organizer approvals and milestone cadence. | |
| | | | Talking Points & Q&A Preparation | Per Official Event | 12 | One set per major event: Curtain Raiser, Inauguration, Gala, Seminar, Air Show (Sea View), Golf, FPCCI Roadshows (×4 clusters), B2B Day, Closing | |
| | | | 4 | Creative | Social media Platform Assets (Banners/Headers/Stories/Covers) | Ongoing | 75 |
| | Scripting & Creative Conceptualization for Cinematic Assets | Per Campaign | | | 2 | Full storyboard and mood board per film deliverable | |
| | Space Selling Brochure Design | Once | | | 1 | Space selling brochure design for IDEAS 2026 (digital first; print-ready files if approved). | |
| | Delegate Selling Brochure Design | Once | | | 1 | Delegate selling brochure design for IDEAS 2026 (digital first; print-ready files if approved). | |
| | Sponsorship Kit & Pitch Presentation Design | Once | | | 1 | Sponsorship kit and pitch presentation design for IDEAS 2026 (digital first; print-ready files if approved). | |

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|-----------------|---|---------------|---|----------------|-------|--|---|
| | | | Video & Documentary Scriptwriting | Per Production | 20 | Scripts for cinematic video productions; covers TVC, documentary, aftermovie, LinkedIn, short docs | |
| | | | Technical Adaptation of OOH Designs (International & Local) | Per Campaign | 2 | H/V static, animated, and building wrap adaptations per campaign for all formats | |
| | | | High-Impact Sponsorship Pitch Decks | Once | 2 | 10–15 slide visual presentation; customizable per prospect tier | |
| | | | Sponsorship Kits & Collateral Design | Once | 1 Set | Full set: rights breakdown, benefits schedule, logo lock-ups | |
| | | | Customised Proposal Templates by Sector | Per Contract | 6 | Banks & Conglomerates, Energy, Builders, Tech/Telco, FMCG, Media — one template per sector | |
| | | | Print Ad Design & Adapts | Per Campaign | 1 Set | Full size set per campaign: full page, half page, quarter page, strip; aligned with campaign objectives | |
| | | | Website Content (CMS Updates & SEO Direction) | Monthly | 8 | Monthly website content updates and SEO direction for May–Dec 2026. Includes landing page copy support, conversion journey recommendations (forms, tracking) and basic technical SEO guidance. | |
| | 5 | Reporting | International Media Coverage Monitoring | Daily | 60 | International media monitoring during active phases for May–Dec 2026. Includes sentiment tracking and escalation for issues as agreed. | |
| | | | Monthly Performance Dashboard | Monthly | 8 | Monthly performance dashboard for May–Dec 2026. Covers social, digital performance, PR outcomes, documentation delivery, and paperless adoption indicators. | |
| Subtotal | | | | | | | - |
| | | | | | | | |
| 2 | Event Designing — Design and Creative Files (Non-Fabrication). Printing, fabrication, and installation (Where applicable) to be quoted under Section 16 (BOQ-based). | | | | | | |
| | 1 | Visualization | 3D Venue Walk-through Rendering | Once | 2 | Complete 3D rendering of Expo Center layout and all branded zones; delivered 6 months before each edition | |
| | 2 | Arrival | Airport Booth & Kiosk Design | Once | 3 | JIAP Karachi (international + domestic) and 1 transfer hub design; KHI is primary with full branding kit | |
| | | | Airport Welcome Flyer / Brochure Design | Once | 1 | Design only; print quantities in Section 15 | |
| | | | Pathway & Directional Signage Design (Terminal to Pickup) | Once | 10 | From terminal exits to delegate pickup points; adapted per airport | |
| | | | Baggage Claim Branding Visuals | Once | 2 | KHI international and domestic baggage halls; high-visibility arrival points | |
| | 3 | Transport | Bus & Shuttle Wrap Designs | Once | 1 | Design set for official shuttle fleet; adapted to fleet vehicle sizes | |
| | | | Official Fleet Vehicle Wrap Designs (VIP/Protocol) | Once | 1 | Design set for protocol vehicles: SUVs, minivans, escort vehicles | |

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| | | Driver Uniform & Badge Designs | Once | 1 Set | Full uniform design: shirts, caps, lanyards, ID badges | |
| | | Route Maps Design (Digital & Print) | Once | 2 | City-wide and venue-internal versions; design files only | |
| | 4 | City Branding | Digital Billboard & OOH Asset Designs | Once | 1 Set | Full national design set; adapted for KHI, LHR, ISB formats, dimensions, and DOOH specifications |
| | | | Street Pole Streamer & Banner Designs | Once | 1 Set | Route branding from airports to venues in all 3 cities |
| | | | City Roundabout Prop Designs | Once | 5 | Key physical city interventions; KHI: 3, LHR: 1, ISB: 1 |
| | 5 | Hotels | Hotel Facade Branding Visuals | Once | 3 | Official partner hotels: PC Karachi, Marriott Karachi, and 1 delegation hotel in ISB/LHR |
| | | | Lobby Branding & Welcome Standee Designs | Once | 1 Set | Adapted per hotel; includes standees, table-top branding, easels, and welcome arch concepts |
| | | | Guest Room Drop Collateral Design | Once | 5 | Design sets: folders, key card sleeves, welcome notes, tent cards, do-not-disturb hangers |
| | 6 | Expo Center | Main Entrance Gate Arch Designs | Once | 2 | Gates 1 and 2 |
| | | | Building Facade Branding Design | Once | 1 | External wrap for main KEC complex facade |
| | | | Internal Hall Branding (Halls 1–15) | Once | 15 | Path, foyer, and tunnel branding; 1 distinct design package per hall |
| | | | Media Centre Reception & Workstation Branding + Layout Design | Once | 2 | Design pack for the Media Centre including: <ul style="list-style-type: none"> • Zoning and layout plan (reception, workstations, interview corner, briefing backdrop zone) • Reception desk and workstation branding skins • Backdrop templates for press briefings and interviews • Internal signage and wayfinding set (Media Desk, Interview, Briefing, Wi-Fi, Help) • File handover to vendor teams for BOQ quoting |
| | | | VIP Lounge & Networking Zone Branding Design | Once | 2 | Ambiance graphics, entrance branding, feature wall; 2 designated lounge areas |
| | | | Hall Signage Design | Once | 20 | 15 halls + registration zone + 4 specialty zones |
| | | | Wayfinding Signage Design | Once | 20 | Full wayfinding system for all halls, corridors, and common areas |
| | | | Registration Desk Branding Design | Once | 1 | Full design set for all registration desks; extension of event theme |
| | | | Visitor IEC Material Design | Once | 1 | Design only; print quantities in Section 15 |
| | | | Event Guide Booklet Design | Once | 1 | Design only; print quantities in Section 15 |
| | Floor Map Design | Once | 1 | Design only; print quantities in Section 15 | | |

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| | | Visitor Information Leaflet Design | Once | 1 | Design only; print quantities in Section 15 | |
| | | Badge & Lanyard Design | Once | 1 Set | Design for all badge categories: Visitor, Delegate, VIP, Media, Exhibitor, Staff; print in Section 15 | |
| | | B2B Hall & MoU Ceremony Branding Design | Once | 1 | Business zone design; includes meeting booth panels and MoU signing backdrop | |
| | 7 | Protocol | Award, Memento & Shield Templates | Once | 5 | Design for: Best Pavilion, Most Innovative Product, Top Exhibitor, MoU Achievement, DEPO Recognition |
| | | | Lapel Pin & Official Souvenir Designs | Once | 3 | For VIP, delegate, and staff gifts; design files delivered to approved manufacturer |
| | 8 | Merchandise | Branded Shirts, Caps, Mugs, Bottles, Bags, Souvenir Pins (Design) | Once | 1 Set | Full design set for all merchandise items; production quantities in Section 15 |
| | 9 | Digital | Event Mobile App UI/UX Design | Once | 1 | Brand interface, navigation, schedule views, maps, exhibitor directory; design files for DEPO IT development |
| | 10 | FPCCI Roadshows (8 Cities) | Roadshow Presentation & Collateral Design | Per Roadshow Series | 1 | Master design set adaptable for each city venue (ISB, Peshawar, Gwadar, Faisalabad, Sialkot, LHR, Multan, KHI) |
| | | | City-Specific Venue Branding Adaptations | Per Roadshow Series | 8 | One branded backdrop + standee set per city; tailored to venue layout; ~115 guests per city |
| | | | Invitation Card Design (Print & Digital) | Per Roadshow Series | 1 | Bilingual English/Urdu; design for ~115 guests per city; print quantities coordinated with DEPO |
| | | | Registration & Badge Design | Per Roadshow Series | 1 | Uniform design across all 8 cities |
| | 11 | Inland Soft Launch (Islamabad + Karachi) | Stage & Backdrop Design | Per Event | 1 | Federal Minister-level event; main stage at FPCCI/Serena/Marriott Islamabad; 120 guests |
| | | | Venue Branding Design (Entrance, Standees, Pull-up Banners) | Per Event | 1 | Full BTL design set for 120-guest event |
| | | | Invitation Card Design (Print & Digital) | Per Event | 1 | 150 invitations (120 guests + buffer); bilingual English/Urdu |
| | | | Branded Collateral Design (Folders, Programmes, Placards) | Per Event | 1 Set | Full event stationery set for official proceedings |
| | 12 | Curtain Raiser KEC — 23 Nov | Venue Branding Design | Once | 1 | KEC; 350 guests |
| | | | Stage & Backdrop Design | Once | 1 | Main stage at KEC |
| | | | Invitation Card Design (Print & Digital) | Once | 1 | 400 invitations (350 guests + 50 buffer) |
| | 13 | Gala Dinner 25 Nov 2,250 Guests | Theme Identity & Visual Concept | Once | 1 | Unique evening theme distinct from main IDEAS identity |
| | | | Invitation Card Design (Print & Digital) | Once | 1 | Design set for 2,500 printed invitations + digital version |

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| | | | Black Carpet & Media Wall Design | Once | 1 | Entryway, step-and-repeat backdrop, VIP arrival zone | |
| | | | Stage & Backdrop Design | Once | 2 | Main stage + entertainment/performance stage | |
| | | | Table Setting, Menus & Seating Plan Design | Once | 1 Set | Complete dining experience: menu cards, table numbers, seating chart, table flags | |
| | | | Venue Exterior & Approach Branding Design | Once | 1 | Seafront entrance approach, parking zone, gate branding, and pier/waterfront dressing | |
| | | | Presidential / VIP Enclosure & Protocol Zone Design | Once | 1 | Separate holding area for president-level protocol; flag placement, separation screens, dedicated signage | |
| | 14 | Executive Golf 24 Nov CNS 100 Guests | Tournament Branding & Signage Design | Once | 1 Set | Course and clubhouse visuals: tee markers, hole boards, welcome arch, sponsor boards | |
| | | | Scorecards & Caddy Bib Designs | Once | 1 Set | 150 scorecards (100 players + 50 spares); 100 caddy bibs; design files | |
| | | | Trophy & Memento Designs | Once | 5 | Winner, runner-up, nearest-to-pin, longest drive, best score | |
| | 15 | Tri-Services Show — 26 Nov 1,500+ Guests | Main Stage & Backdrop Design | Once | 1 | Outdoor main stage at Sea View / Nishan-e-Pak; designed for open-air scale; same event as Air Show in Section 11 | |
| | | | Guest Area Branding & Signage Design (1,500+-Guest Outdoor Venue) | Once | 1 Set | Gates, zone markers, crowd barriers, directional signs; all weatherproof outdoor specs; scaled for 1,500+ guests | |
| | | | Entrance & Approach Branding Design | Once | 1 | Sea View road to event perimeter; includes banners, flags, arches | |
| | | | VIP / VVIP Enclosure & Protocol Zone Design | Once | 1 | Separate CM-level enclosure design; clear visual separation with proper protocol branding | |
| | | | Public Viewing Area Multi-Zone Branding | Once | 1 | Multi-zone outdoor branding for general public areas; adapted for weathering and scale | |
| | 16 | Seminar Kashmir Marquee — 26 Nov 200 Guests | Stage & Backdrop Design | Once | 1 | Kashmir Marquee at KEC; academic/strategic format | |
| | | | Venue Branding & Wayfinding Design | Once | 1 | Entrance branding, directional signage, sponsored panels, session boards | |
| | 17 | Additional Services | Editorial Writing (Speeches & Emcee Scripts) | Per Official Event | 20 | Covers all official events across contract: opening, closing, gala, awards, seminar, roadshows, etc. | |
| | | | Kit Design — Diplomatic, Embassy, VIP, Delegate, Exhibitor, Media (Design Only) | Once | 6 | One design set per kit type per edition (6 kit types); print quantities detailed in Section 15 | |
| | | | English-Urdu-French-Chinese-Arabic Translation Services | Per Deliverable | 60 | For press releases, speeches, captions, and official communications requiring translation. Minimum 60 deliverables for May-Dec 2026, subject to actual output volume. | |

| | | | | | | | |
|------------------|---|---------------------|--|------------------|--------------------------------|--|----------------------------|
| | | | Press Kit Development | Once | 1 | Physical and digital media kit for IDEAS 2026; for national and international media distribution. | |
| | | | Media Training for DEPO / IDEAS Spokespersons | Once | 1 | Minimum one full-day media training session for up to five designated spokespersons. Includes mock interviews and messaging workshops. | |
| Subtotal | | | | | | | - |
| 3 | Coffee Table Book | | | | | | Cost 2026 (May-Dec) |
| | Sr. No | Work | Tasks / Deliverables | Frequency | Quantity (May-Dec 2026) | Included | |
| | 1 | Coffee Table Book | Coffee table book | Once | 1000 | Collector edition coffee table book bilingual content and print ready art work delivery | |
| Sub-total | | | | | | | - |
| | | | | | | | |
| 4 | PR — International Media — to be also quoted in USD. For the purpose of bid submission: 280 PKR = 1 USD for year 2026. | | | | | | |
| | 1 | PR | International Press Release Drafting & Distribution | Once | 3 | Three press releases for IDEAS 2026: pre-event, during event, and post-event. Includes distribution to priority international defence publications and targeted journalist list. | |
| | 2 | Editorial | Feature Articles for International Defence Journals | Once | 3 | Three feature articles (minimum 1,500 words each) for priority international defence journals (placement strategy and outreach included; publication decisions rest with editors). | |
| | | | Opinion Pieces & Thought Leadership Articles | Once | 3 | Three opinion or thought leadership articles attributed to designated officials (minimum 800 words each) for suitable international defence and policy publications. | |
| | 3 | Facilitation | International Media / Analyst Visit Programs | Once | 11 | Facilitation of up to 11 hosted international press and analyst visits for IDEAS 2026. Includes accreditation coordination, briefing packs and liaison (logistics and travel billed separately unless included). | |
| | 4 | Outreach | Relationship Management with Defence Editors & Journalists | On going | 12 | Relationship management and outreach to defence editors and journalists during May-Dec 2026. Includes targeted | |

| | | | | | | | |
|------------------|---|-------------|---|--------------------------|----|---|---|
| | | | | | | outreach communications during peak phases and monthly status updates. | |
| | 5 | Supervision | Coordination with Specialist Authors & Content Creators | On going | 1 | Overall editorial management; includes selection, briefing, and quality control per edition | |
| Sub-total | | | | | | | - |
| | | | | | | | |
| 5 | Local PR Coverage | | | | | | |
| | 1 | Engagement | Press Conference Organization & Management | As required | 6 | Min. 6 press conferences per edition: pre-event x2, inauguration day, mid-event, closing, post-event; includes venue, AV, RSVP management | |
| | | | Media Briefings & Technical Support | As required | 7 | For: Curtain Raiser, Inauguration, Gala, Seminar, Tri Svcs Show (Sea View), Golf, B2B Day; scheduling and AV support | |
| | | | Senior Official Interview Management | As required | 10 | Scheduling, preparation, and briefing documents for designated leadership interviews for IDEAS 2026 (up to 10 interview slots). | |
| | 2 | Placement | Media Kit Distribution | Once | 2 | 2 rounds (pre-event and during-event); targeted to approved media list of minimum 300 journalists | |
| | | | National TV & Print Coordination | As required | 15 | Active coordination over 15-day execution window (16–30 Nov per edition); special features in defence publications | |
| | | | Digital News Portal Coordination | As required | 8 | Managed coverage on: Dawn, Geo, ARY Digital, Express Tribune, The News, Jang, Samaa, Tribune or equivalent | |
| | 3 | Monitoring | Daily Media Clipping & Sentiment Analysis | Daily (Execution Window) | 15 | 15-day execution window per edition (16–30 Nov); tracks Share of Voice and regional coverage mapping | |
| | 4 | Reporting | Weekly Media Performance Reports | Weekly | 5 | During active campaign phases; delivered within 48 hours of week close | |
| | | | Final Coverage Report & Archive | Post-Event | 1 | Per edition; broadcast recordings, digital screenshots, print scans, and circulation data | |
| Sub-total | | | | | | | - |
| | | | | | | | |
| 6 | Outdoor Media International — to be quoted in USD. For the purpose of bid submission: 280 PKR = 1 USD for year 2026. | | | | | | |
| | 1 | Site Rental | High-Visibility Landmark Ad Placement | Once | 2 | 2 confirmed sites per edition; target locations: Times Square (NYC), Burj Khalifa (Dubai), Piccadilly Circus (London), Doha, Istanbul, Paris, and equivalent Tier-1 locations; confirmed minimum 6 months prior; subject to | |

| | | | | | | | |
|--|---|------------------------------------|---|----------------------|----|---|---|
| | | | | | | DEPO content approval | |
| | 2 | Coverage & Amplification | Professional OOH Documentation (Photography & Drone/Aerial Video) | Per Placement | 2 | 1 professional package per site: high-res photography + video footage for social amplification; drone where permitted | |
| | 3 | Reporting | Final Execution Report | Post-Event | 1 | Visual documentation of placements; reach metrics, impressions estimates, content approval records | |
| | 4 | Management & Supervision | International Vendor Liaison & Rate Negotiation | Once | 2 | 1 formal briefing and confirmation per site; active management of 2 international media owners per edition | |
| | | | NOC & Regulatory Clearance Coordination | Per Site | 2 | Local content compliance in each market; obtained minimum 3 months prior to activation; documentation submitted to DEPO | |
| Sub-total | | | | | | | - |
| 7 Outdoor Media Pakistan — Karachi, Lahore, Islamabad | | | | | | | |
| | 1 | Content & Production | Print Production Oversight & Quality Control | Per Campaign | 3 | On-site inspection and sign-off of all physical OOH materials before installation per campaign; KHI, LHR, ISB | |
| | | | NOC & Municipal Permit Acquisition for All OOH Sites | Per Campaign | 3 | All required local authority and municipal permissions across KHI, LHR, ISB; obtained minimum 45 days before activation | |
| | 2 | Site Rental — Campaign 1 (15 Days) | Karachi — Static Billboards | Campaign 1 (15 days) | 30 | Airport corridor, Shahrah-e-Faisal, Clifton, Expo vicinity, Gulshan-e-Iqbal | |
| | | | Karachi — Digital Screens (DOOH), Digital Streamers & Creative Billboards | Campaign 1 (15 days) | 50 | Shahrah-e-Faisal, Clifton, Shaheed-e-Millat, DHA | |
| | | | Lahore — Static Billboards | Campaign 1 (15 days) | 10 | Airport Road, Gulberg, Cantt, Mall Road, DHA | |
| | | | Lahore — Digital Screens (DOOH), Digital Streamers & Creative Billboards | Campaign 1 (15 days) | 20 | Airport Road, Gulberg, Cantt, Mall Road, DHA Raya | |
| | | | Islamabad — Static Billboards | Campaign 1 (15 days) | 15 | Blue Area, Airport Road, F-6/F-7 sectors, DHA | |
| | | | Islamabad — Digital Screens (DOOH), Digital Streamers | Campaign 1 (15 days) | 20 | Faizabad Interchange, I8 Markaz | |
| | 3 | Site Rental — Campaign 2 (15 Days) | Karachi — Static Billboards | Campaign 2 (15 days) | 30 | Airport corridor, Shahrah-e-Faisal, Clifton, Expo vicinity, Gulshan-e-Iqbal | |
| | | | Karachi — Digital Screens (DOOH), Digital Streamers & Creative Billboards | Campaign 2 (15 days) | 50 | Shahrah-e-Faisal, Clifton, Shaheed-e-Millat, DHA | |
| | | | Lahore — Static Billboards | Campaign 2 (15 days) | 10 | Airport Road, Gulberg, Cantt, Mall Road, DHA | |

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|------------------|--|------------------------------------|---|----------------------|---------------------|---|-----|
| | | | Lahore — Digital Screens (DOOH), Digital Streamers & Creative Billboards | Campaign 2 (15 days) | 20 | Airport Road, Gulberg, Cantt, Mall Road, DHA Raya | |
| | | | Islamabad — Static Billboards | Campaign 2 (15 days) | 15 | Blue Area, Airport Road, F-6/F-7 sectors, DHA | |
| | | | Islamabad — Digital Screens (DOOH), Digital Streamers | Campaign 2 (15 days) | 20 | Faizabad Interchange, I8 Markaz | |
| | 4 | Site Rental — Campaign 3 (15 Days) | Karachi — Static Billboards | Campaign 3 (15 days) | 30 | Airport corridor, Shahrah-e-Faisal, Clifton, Expo vicinity, Gulshan-e-Iqbal | |
| | | | Karachi — Digital Screens (DOOH), Digital Streamers & Creative Billboards | Campaign 3 (15 days) | 50 | Shahrah-e-Faisal, Clifton, Shaheed-e-Millat, DHA | |
| | | | Lahore — Static Billboards | Campaign 3 (15 days) | 10 | Airport Road, Gulberg, Cantt, Mall Road, DHA | |
| | | | Lahore — Digital Screens (DOOH), Digital Streamers & Creative Billboards | Campaign 3 (15 days) | 20 | Airport Road, Gulberg, Cantt, Mall Road, DHA Raya | |
| | | | Islamabad — Static Billboards | Campaign 3 (15 days) | 15 | Blue Area, Airport Road, F-6/F-7 sectors, DHA | |
| | | | Islamabad — Digital Screens (DOOH), Digital Streamers | Campaign 3 (15 days) | 20 | Faizabad Interchange, I8 Markaz | |
| | | | 5 | City Branding | Street Pole Banners | Per Campaign | 600 |
| | Building Facade Branding (Large Banners) | Per Campaign | | | 18 | KHI: 10 key buildings/underpasses; LHR: 4; ISB: 4; high-visibility locations | |
| | Lobby Branding & Welcome Standees | Per Campaign | | | 75 | KHI: 36 (3 standees × 12 hotels); LHR: 18; ISB: 18; welcome arches in primary hotels | |
| | Airport Branding | Per Campaign | | | 90 | JIAP KHI: 50 placements (intl + domestic); Allama Iqbal LHR: 20; ISB Airport: 20 | |
| | 6 | Coverage | Professional OOH Photography & Video Documentation | Per Campaign | 3 | 145 active placements per campaign documented; 3 campaign sets = 435 documented placements delivered to DEPO | |
| | 7 | Reporting | Final Execution & Media Value Report | Per Campaign | 3 | One report per campaign; covers all 3 cities; visual package, placement confirmation, and estimated audience reach | |
| | 8 | Delivery | Location & Site Prioritization Plan | Per Campaign | 3 | Pre-activation top-site recommendations per city targeting airports, government districts, and high-traffic corridors | |
| | | | Domestic Media Vendor Liaison & Rate Negotiation | Per Campaign | 3 | Rate negotiation and scheduling coordination; formal confirmation of all placements before booking | |
| Sub-total | | | | | | | - |
| 8 | Digital Media Buying (Pass-through Media Spend; Management Fee on Gross Spend; Monthly Reconciliation Required) | | | | | | |

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|------------------|--------------------------|-----------------------------------|--|----------------------|----|--|---|
| | 1 | GDN | Google Display Network — Brand Awareness & Remarketing | Per Campaign | 3 | Targeted at international and national defence websites and trade publications; 3 campaign bursts per edition | |
| | 2 | Social (Meta) | Meta (Facebook/Instagram) Awareness & Event Registration Campaigns | Per Campaign | 3 | Defence community targeting; lookalike audiences of defence exhibitors and international delegates; 3 phases per edition | |
| | 3 | LinkedIn | LinkedIn B2B Lead Generation & Senior Official Targeting | Per Campaign | 3 | B2B lead generation targeted at procurement, C-suite, and government audiences. Includes campaign structuring, lead gen forms, audience segmentation, retargeting, and reporting across three campaign phases. | |
| | 4 | Twitter / X | Real-Time Event Engagement & Live Amplification | Per Execution Window | 1 | Active paid amplification during a 15-day execution window for IDEAS 2026 (real-time engagement and live amplification). | |
| | 5 | YouTube | YouTube In-stream & Discovery Ads for Promo Films | Per Campaign | 3 | Defence industry viewers, government officials, thought leadership seekers; 3 phases per edition | |
| | 6 | Native / Programmatic | Programmatic & Native Placement on Tier-1 Publisher Sites | Per Campaign | 3 | Premium placement on defence and aerospace publications (Jane's, Aviation Week equivalents); 3 phases per edition | |
| | 7 | Setup | Ad Account Configuration & Conversion Tracking Implementation | Once | 1 | Ad account configuration, conversion tracking, pixel setup, A/B testing framework, and asset trafficking setup for IDEAS 2026. | |
| | 8 | Phasing | Campaign Phasing: Pre-event (Registrations), Live Event, Post-event (Lead Nurturing) | Once | 3 | 3 distinct messaging phases per edition; phased creative and bidding strategies | |
| | 9 | Optimization | Daily/Weekly Bid & Budget Adjustments | Per Active Day | 90 | Active management during approximately 90 campaign days for IDEAS 2026. Includes creative rotation, audience fatigue management, and bidding and budget optimization. | |
| | 10 | Analytics | Google Analytics 4 (GA4) Setup, UTM Tracking & Attribution Modelling | Per Contract | 1 | One-time setup; maintained throughout contract; cross-platform performance consolidation | |
| | 11 | KPI Tracking | Weekly KPI Reports — CPM, CPC, CTR, CPA, ROAS | Weekly | 35 | Weekly KPI reports during May–Dec 2026 (35 weeks). Covers CPM, CPC, CTR, CPA, ROAS, and cross-platform efficiency comparison. | |
| | 12 | Wrap-Up | Post-Campaign Analysis & Performance Rankings | Once | 2 | One comprehensive analysis per edition; includes strategic recommendations for next cycle | |
| Sub-total | | | | | | | - |
| | | | | | | | |
| 9 | Local Influencers | | | | | | |
| | 1 | Talent Identification & Appraisal | Tier A Influencer Identification (Reach: 500K+) | Once | 10 | High-impact Pakistani personalities; categories: defence, technology, news journalism, lifestyle/travel; verified authentic followings | |

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| | | | Tier B Influencer Identification (Reach: 50K–500K) | Once | 40 | Niche/subject matter experts: defence analysts, tech journalists, current affairs commentators; verified authentic Pakistani followers; categories must align with IDEAS target audience | |
| | | | Talent Outreach, Negotiation and Fee | Once | 50 | Min. 50 talent outreach contacts per edition to identify and confirm the final 10+40 roster; managing contracts, deliverables, and usage rights | |
| | 2 | On-Ground | Live Event Coverage & Storytelling | Event Days | 20 | Min. 20 active influencer-days across 4 event days (avg. 5 active per day); real-time day-in-the-life content | |
| | | | VIP / Exhibitor Interviews by Influencers | Event Days | 20 | Min. 5 conversational interview pieces per day × 4 days | |
| | 3 | Influencer Content | Pre-Event Teasers & Hype Campaigns | Pre-Event | 10 | Minimum 10 original influencer posts across platforms; registration drives and countdown content | |
| | | | Post-Event Wrap-up & Highlights | Post-Event | 10 | Minimum 10 posts within 7 days of event close | |
| | 4 | Operations | On-Ground Logistics & Escorting | Event Days | 4 | 4 dedicated escort/liaison staff for 4 event days; influencer access management; coordination with security protocols | |
| | 5 | Reporting | Engagement Metrics & Sentiment Analysis | Post-Event | 1 | Likes, shares, comments, reach, and audience perception per influencer; within 14 days of event | |
| | | | Final Influencer Impact Report | Post-Event | 1 | Consolidated ROI analysis; earned media value, engagement rates, and recommendations for next edition | |
| Sub-total | | | | | | | - |
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| 10 | International Influencers — to be quoted in USD. For the purpose of bid submission: 280 PKR = 1 USD for year 2026 | | | | | | |
| | 1 | Influencer Identification | Identification & Evaluation of International Defence Influencers | Once | 6 | Min. 6 per edition; defence and security thought leaders; categories: retired senior military, defence analysts, geopolitics commentators | |
| | 2 | Influencer Engagement | Contracting & Briefing of Selected Influencers | Once | 6 | Formal contracts, DEPO-aligned content briefs, approved messaging; per edition | |
| | 3 | Influencer Fee | At actual | Once | 6 | Charges of the influencer | |
| | 4 | Travel Coordination | Travel Planning & Logistics for Influencer Attendance | Once | 6 | Travel + accommodation for min. 6 influencers per edition; DEPO approval required; booked min. 60 days prior | |
| | 5 | Content Management | Coordination & Management of Content Deliverables | Per Influencer | 18 | Min. 3 pieces per influencer per edition (pre-event + live day + post-event recap) × 6 influencers = 18 deliverables per edition | |
| | 6 | Performance Reporting | Analytics Tracking & Reporting on Influencer Reach & Engagement | Once | 1 | One comprehensive report for IDEAS 2026 covering reach, impressions, engagement rates, and estimated earned | |

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| | | | | | | value. | | |
| | | | | | | | Sub-total | - |
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| 11 | All Events Coverage & Media Center Management | | | | | | | |
| | 1 | Coverage — Halls | Dedicated Hall Photography | Per Event Day | 15 Professionals | One dedicated photographer per hall (Halls 1–15); 4 event days per edition | | |
| | | | Dedicated Hall Videography | Per Event Day | 15 Professionals | One dedicated videographer per hall (Halls 1–15); 4 event days per edition | | |
| | 2 | Coverage — Sideline Events | Curtain Raiser Coverage (KEC — 23 Nov) | Per Event | 1 Team (min. 6 cameras) | Full ceremony documentation; multi-camera setup | | |
| | | | Opening Ceremony Documentation (KEC — 24 Nov; PM of Pakistan) | Per Event | 1 Team (min. 8 cameras) | Presidential-level protocol; full ceremony and VIP movements | | |
| | | | Gala Dinner Coverage (— 25 Nov; 2,250 guests) | Per Event | 1 Team (10 photographers + 3 video + 1 drone) | Red carpet, stage performances, VIP table, and audience; full coverage | | |
| | | | Golf Tournament Coverage (Bahria / PNS Karsaz — 24 Nov) | Per Event | 1 Team (3 photog + 2 video + 1 drone) | On-course action, trophy presentation, CNS movements | | |
| | | | Air Show / IDEAS Karachi Show Documentation (Sea View — 26 Nov; 1,500 guests; CM Sindh) | Per Event | 2 Teams (12 photographers + 5 video + 1 drone) | Aerial and ground-level coverage; CM Sindh protocol; Sea View / Nishan-e-Pak; subject to CAA/security clearances | | |
| | | | Seminar & B2B Conference Coverage (Kashmir Marquee — 26 Nov) | Per Event | 1 Team (3 photographers + 2 video + 1 drone) | Keynote speakers, panel interactions; CAS as chief guest | | |
| | | | Dedicated Drone / Aerial Cinematography | Per Event Day | 4 | 4 event days; subject to security clearances from relevant authorities. | | |
| | 3 | Media Centre | Media Centre Setup & Full Operations Management | Once | 1 | Media Centre establishment and operations for IDEAS 2026, including: <ul style="list-style-type: none"> • Media Centre floor plan and seating/workstation layout (min. 15 workstations) • Requirements specification for power, backup power, and high-speed internet (min. 100 Mbps) with redundancy • Accreditation/check-in workflow support for accredited media (in coordination with DEPO and Event Management Company) • Daily operating plan and staffing rota (helpdesk, coordination desk, runner, IT liaison) • Interview corner setup plan and daily | | |

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| | | | | | | interview scheduling support (in coordination with Protocol/PR) • Content distribution workflow (same-day photo/video release process, download links, naming conventions) • On-ground coordination during event days and issue escalation to DEPO focal persons | |
| | | | Live Streaming Infrastructure & Broadcast Support | Once | 1 | Live streaming infrastructure and broadcast support for approved events (Opening, Gala, Seminar, Closing), including: • Streaming plan (platforms, stream schedule, formats) • Encoder/switching requirements and primary/backup workflow (in coordination with venue and DEPO) • Stream-ready setups for key venues and Media Centre feed management • Quality checks and real-time monitoring during live windows | |
| | | | Senior Official Interview Coordination | Once | 10 | Scheduling, briefing, and strategic placement of min. 10 leadership interviews per edition | |
| | | | Media Hospitality (Lunches/Dinners for Accredited Press) | Once | 4 | Coordination and management of IDEAS-approved media lunches/dinners (min. 1 per event day); subject to DEPO approval; guest list and menu coordinated with DEPO protocol | |
| | 4 | Output | Daily Highlight Video Reels | Per Day (Execution Window) | 15 | Same-day delivery within 12 hours; social media and news feeds; covers full 15-day execution window (16–30 Nov and equivalent 2028) | |
| | | | Daily High-Resolution Photo Galleries | Per Day (Execution Window) | 15 | Min. 50 press-ready curated images per day; delivered within 6 hours; covers full 15-day window | |
| | 5 | Post-Production | Full Event Archive Management | Once | 1 | Complete sorting, metadata tagging, and indexing of all raw and edited assets; delivered within 30 days | |
| | | | Thematic Highlight Montages | Once | 5 | VIPs & Protocol / Exhibitor Highlights / Delegate Experience / Air Show & Sea View Show / MoU & B2B signings | |
| Subtotal | | | | | | | - |
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| 12 | Post-Show Report | | | | | | |
| | 1 | Analysis | Data Collection & Multi-Platform Analytics | Once | 1 | Per edition; consolidation of digital (GA4, social), PR (clipping), and on-ground data | |
| | 2 | Reporting | Comprehensive Written Post-Show Report | Once | 1 | Detailed document covering all event facets; submitted within 30 days of event close | |

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| | | | Executive Presentation Deck | Once | 1 | High-level 20-slide summary for DEPO/stakeholders; delivered simultaneously with written report | |
| | | | Digital Media Performance Analysis | Once | 1 | Reach, engagement, conversion, and ROAS across all digital channels | |
| | | | PR Value & International Media Audit | Once | 1 | Global and national press coverage analysis; advertising value equivalency estimates | |
| | 3 | Recommendations | Lessons Learned & Future Recommendations | Once | 1 | Strategic roadmap for next cycle; includes market intelligence and competitive landscape analysis | |
| | | | | | | | |
| | | | | | | | |
| Subtotal | | | | | | | - |
| 13 Cinematic Productions Allocation | | | | | | | |
| | 1 | Video Production | Flagship Film Production (Main Film + Cutdown) | Once | 1 | Flagship film production for IDEAS 2026, including one primary film and one cutdown output (broadcast and digital formats). Includes concept, script, storyboard, shoot, edit, colour, and sound post-production. | |
| | | | Main Documentary Film | Once | 1 | 45 minutes; broadcast quality; 4K master delivery; covers IDEAS history, exhibitors, and defence narratives | |
| | | | Curtain Raiser Film | Once | 1 | 2-3 minute event-related opening film; delivered minimum 2 weeks before Curtain Raiser event | |
| | | | Official Aftermovie | Once | 1 | Official aftermovie deliverable for IDEAS 2026: 3-5 minute cinematic recap plus a social cutdown. Delivered post-event. | |
| | | | LinkedIn Videos (Thought Leadership) | Once | 10 | LinkedIn thought leadership series for IDEAS 2026, including executive and exhibitor narratives, delegate journeys, and key moments. Includes platform-first edits, subtitles, thumbnails, and multiple aspect ratios as required. | |
| | | | Short Documentary Films | Once | 3 | 15 minutes each; themes: Pakistan Defence Industry / IDEAS Legacy / Future of Defence Technology | |
| | 2 | Operations | Third-Party Vendor Coordination | Once | 17 | Vendor and crew coordination for approved cinematic deliverables (production scheduling, vendor management, and delivery tracking). | |
| | | | Production Supervision | Once | 17 | On-set oversight, script conformance, and quality control for all 20 video deliverables | |

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| | 3 | Sound Production | Customised Official IDEAS Theme Music Score | Once | 1 | <i>Original composition; for use across all video assets, event ceremonies, and digital content</i> | |
| | 4 | Delivery | Final Master Delivery (Multiple Formats) | Once | 1 | <i>All deliverables delivered in 4K, 1080p, and social formats, plus project files and raw footage handover as agreed.</i> | |
| Sub-total | | | | | | | - |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 14 | Local Media Buying | | | | | | |
| | 1 | Print Advertisement | Planning & Management of National Print Insertions | Per Campaign | 18 | <i>Min. 6 publications per campaign: Dawn, Express Tribune, The News (English); Jang, Nawa-i-Waqt (Urdu); 1 defence/trade magazine; 3 insertions per publication × 6 publications = 18 insertions per campaign; sizes: full page, half page, quarter page</i> | |
| | 2 | Media Coordination | Artwork Submission, Booking Coordination & Placement Confirmation | Per Campaign | 3 | <i>1 coordination cycle per campaign across all 6 publications; includes proof review and final placement confirmation</i> | |
| | 3 | Media Documentation | Tear-sheet & Proof of Publication Collection | Per Campaign | 3 | <i>Physical tear-sheets and digital proof for each published insertion; submitted to DEPO per campaign</i> | |
| | 4 | Electronic Media Adverts | Planning & Coordination of TV/Radio Advertising & Integrations | Per Edition Year | 600 GRPs | <i>800 GRPs per edition year (2026 and 2028); 400 GRPs in 2027 for brand maintenance; covers TV spots, radio, programme integrations, sponsored segments</i> | |
| Sub-total | | | | | | | - |
| | | | | | | | |
| 15 | International Media Buying — to be quoted in USD. For the purpose of bid submission: 280 PKR = 1 USD for year 2026. | | | | | | |
| | 1 | International Print Advertising | Planning & Management of International Trade Publication Insertions | Per Campaign | 5 | <i>Min. 5 insertions per campaign across: Jane's Defence Weekly, Defence News, Aviation Week & Space Technology, Naval News, Shephard Media, Military Technology, Armada International, and equivalents; all subject to DEPO content approval</i> | |
| | 2 | Sponsored Editorial | Coordination & Placement of Sponsored Editorial Features | Per Campaign | 3 | <i>Min. 3 sponsored editorial placements per campaign in Tier-1 international defence publications; subject to editorial approval; not presented as advertorial without DEPO prior consent</i> | |

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| | 3 | Media Spend | Net Media Value for Trade Publication Insertions | Per Campaign | 5 | Pass-through media spend for min. 5 insertions per campaign; invoiced at net publication rate | | |
| | | | | | | | Sub-total | - |
| | | | | | | | | |
| 16 | Printing and Collateral Allocation (Costing Purposes Only, Digital First) — Quantities Based on IDEAS 2026 Projections (100,000+ Visitors; 400+ Delegates; 300 Exhibitors; 300 VIPs; 4-Day Event). Print to be executed only with written approval; digital alternatives are the default. Fabrication and installation to be quoted separately. | | | | | | | |
| | 1 | Marketing Collateral | Diplomatic Kits – Ministries | Once | 55 | All key federal ministries (Defence, Foreign Affairs, Commerce, etc.) + buffer | | |
| | | | Conference Brochure | Once | 1000 | Potential exhibitors + Embassies | | |
| | | | Space selling kits | Once | 500 | Potential exhibitors | | |
| | | | Embassy Support Kits – International Missions | Once | 100 | ~80 foreign missions in Pakistan + 20 buffer for new delegations | | |
| | | | VIP Invitation Packs | Once | 250 | ~200 confirmed VIPs + 50 buffer; premium printed invites | | |
| | | | Delegate Welcome Kits | Once | 500 | 400 delegate target + 100 buffer; welcome letter, program, collateral | | |
| | | | Exhibitor Kits | Once | 400 | ~300 exhibitors + 100 buffer; 1 kit per booth primary contact | | |
| | | | Sponsorship Brochure | Once | 60 | ~50 sponsors (Title, Platinum, Gold, Silver, Strategic, Knowledge) + 10 buffer | | |
| | | | Media Kits | Once | 350 | ~300 accredited media + 50 buffer; tri-city media coverage | | |
| | | | Invitation Cards | Once | 6,000 | ~5,000 targeted physical invites (govt, trade bodies, embassies) + 1000 buffer | | |
| | | | Campaign Items | Per campaign | 1,000 | Panaflexes, creative outdoor, and items other than event days | | |
| | | | Badge Printing | Once | 50,000 | For visitors + exhibitors + delegates + VIPs + staff/organizers + 10% reprint buffer | | |
| | | | Lanyards | Once | 50,000 | Matches badge quantity; colour-coded by category (visitor/delegate/VIP/media/exhibitor/staff) | | |
| | | | 2 | Give aways | Branded Shirts | Once | 1,800 | ~ staff (organizers + volunteers) + VIP gifts + delegate gifts |
| | Caps | Once | | | 1,200 | ~ staff + VIP/delegate gifts; premium embroidered | | |
| | Mugs | Once | | | 1,500 | ~ delegates + VIPs + exhibitor/sponsor gifts | | |
| | Bottles | Once | | | 2,000 | ~ delegates + VIPs + staff + buffer; high-utility gift | | |
| | Bags | Once | | | 2,200 | ~ delegates + exhibitors + VIPs + media + buffer; tote | | |

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| | 3 | Supervision and monitoring | Event Day branding fabrication and installation (site BOQ based) supervision and monitoring | Once | As per BOQ | Includes fabrication planning support, BOQ review, vendor coordination, production supervision, site installation oversight, and dismantling coordination where applicable. | |
| Sub-total | | | | | | | - |
| 17 | Optional Add ons | | | | | | Cost 2026 (May-Dec) |
| | Sr. No | Work | Tasks / Deliverables | Frequency | Quantity (May-Dec 2026) | Included | |
| | 1 | Sponsorship and space sale support | Sponsorship and space sale support | Once | 1 | Lead generation, pitch support, outreach support, pipeline reporting | |
| | 2 | Youth Engagement | Program Proposal (Modern Mechanism) | Once | 1 | One practical youth and innovation engagement program proposal using a modern mechanism. Avoid standard formats (campus partnerships, generic innovation challenges, creator collaborations) unless clearly justified and adapted. Quoted separately from the base retainer. Any required media spend must be identified and shown separately from the agency fee/retainer. | |
| Sub-total | | | | | | | - |
| Tax | | | | | | | |
| Grand Total including tax | | | | | | | |

Note: In case of discrepancy between unit price and total, the unit price shall prevail.

- a) **The bidder is responsible for the detailed price breakup as per mentioned scope of work/ requirement. In case, the total bid price and breakup cost is deemed unjustified, the bid shall be rejected.**
- b) Bid will be awarded to the most advantageous bidder on the basis of Most Advantageous Method of Procurement.
- c) Overwriting, cutting, use of fluid etc. in unit rates for the any items / software / services is not allowed which may lead to cancellation of

bid offered.

- d) Incomplete or semi filled bid shall be treated as Non-Responsive.
- e) To ensure transparency and enable a thorough evaluation by the Procuring Agency, bidders are required to provide a detailed, head-wise breakdown.
- f) Contractor shall be responsible for violations of the Government rules and regulations.

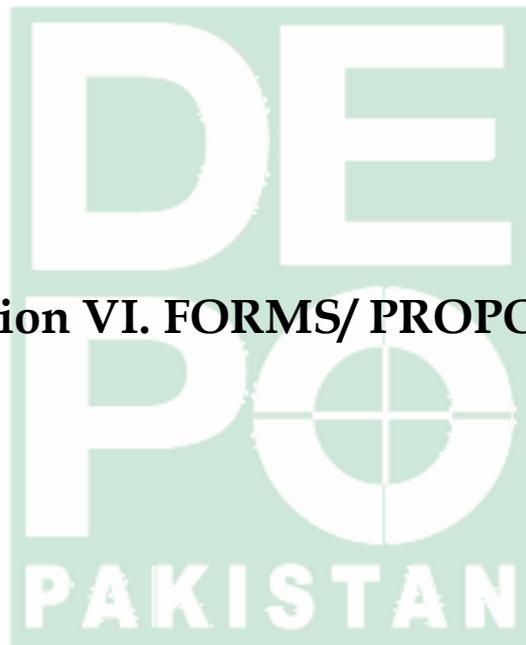
Note:

1. In case of difference between unit price and total price, unit price shall prevail and total price shall be “final”.
2. In case of difference between Total amount in “words” and amount in “figures”, amount in “words” shall be considered final.
3. The contract shall be signed on stamp paper as per stamp act.



Stamp & Signature of Bidder _____

Section VI. FORMS/ PROPOSAL



**PART-B – CONDITIONS OF CONTRACT
AND CONTRACT FORMS**

**Section VII: GENERAL CONDITIONS
OF CONTRACT (GCC)**



A. General

| | |
|-----------------------|---|
| 1. Definitions | <p>1.1 Unless the context otherwise requires, the following terms whenever used in this Contract shall have the same meaning and shall be interpreted as indicated</p> <ul style="list-style-type: none">(a) “Applicable Law” means the laws and any other instruments having the force of law in the Government’s Country, or in such other country as may be specified in the Special Conditions of the Contract (SC), as they may be issued and in force from time to time;(b) “Procuring Agency” means:-<ul style="list-style-type: none">i. any Ministry, Division, Department or any Office of the Federal Government;ii. any authority, corporation, body or organization established by or under a Federal Law or which is owned or controlled by the Federal Government;(c) “The Contract” means an agreement enforceable by law;(d) “The Contract Price” means the price payable to the Provider under the Contract for the full and proper performance of its contractual obligations;(e) “The Services” means the work to be performed by the service Provider pursuant to this Contract and as prescribed in the Specifications and Schedule of Activities included in the Provider’s Proposal.;(f) “Ancillary Services” means those services ancillary to the provision of Services, such as transportation and insurance, and any other incidental services, such as installation, commissioning, provision of technical assistance, training, and other such obligations of the service Provider covered under the Contract;(g) “GCC” means the General Conditions of Contract contained in this section;(h) “SCC” means the Special Conditions of Contract by which the GCC may be amended or supplemented;(i) “Day” means calendar day unless indicated otherwise.(j) “Effective Date” means the date on which this Contract comes into force and effect. |
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| | <p>(k) “The service Provider” means the individual or corporate body whose Proposal to provide the Services has been accepted by the Procuring Agency;</p> <p>(l) “The Project Site,” where applicable, means the place or places named in Proposal Data Sheet and technical Specifications;</p> <p>(m) “Government” means the Government of Pakistan;</p> <p>(n) “Local Currency” means the currency of Pakistan;</p> <p>(o) “In Writing” means communicated in written form with proof of receipt;</p> <p>(p) “Completion Date” means the date of completion of the Services by the Provider as certified by the Procuring Agency;</p> <p>(q) “Foreign Currency” means any currency other than the currency of the country of the Procuring Agency;</p> <p>(r) “Party” means the Procuring Agency or the service Provider, as the case may be, and “Parties” means both of them;</p> <p>(s) "Service" means any object of procurement other than goods or works;</p> <p>(t) “Subcontractor” means any entity to which the service Provider subcontracts any part of the Services in accordance with the provisions of Sub-Clauses 3.5 and 4.</p> |
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| 2. Applicable Law | 2.1 The contract shall be governed and interpreted in accordance with the laws of Pakistan, unless otherwise specified in SCC. |
| 3. Language | 3.1 The Contract as well as all correspondence and documents relating to the Contract exchanged between the service Provider and the Procuring Agency, shall be written in the English language unless otherwise stated in the SCC. Supporting documents and printed literature that are part of the Contract may be in another language provided these are accompanied by an accurate translation of the relevant passages in English, in which case, for purposes of interpretation of the Contract, this translation shall govern. |
| 4. Notices | 4.1 Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, telex, telegram, or facsimile to such Party at the address specified in the SCC. |
| 5. Location | 5.1 The Services shall be performed at such locations as the Procuring Agency may approve. |
| 6. Authorized Representatives / Authority of Member in charge | <p>6.1 Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Procuring Agency or the service Provider may be taken or executed by the officials specified in the SCC.</p> <p>6.2 In case the service Provider is a Joint Venture, the members hereby authorize the member specified in the SCC to act on their behalf in exercising all the service Provider’s rights and obligations towards the Procuring Agency under this Contract, including without limitation the receiving of instructions and payments from the Procuring Agency.</p> |

B. Commencement, Completion, Modification, and Termination of Contract

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| 7. Effectiveness of Contract | 7.1 This Contract shall come into effect on the date the Contract is signed by both parties or such other later date as may be stated in the SCC. |
| 8. Commencement of Services | 8.1 The service Provider shall confirm availability of Key Experts and begin carrying out the Services not later than the number of days after the Effective Date specified in the SCC. |
| 9. Program | 9.1 Before commencement of the Services, the Provider shall submit to the Procuring Agency for approval a Program showing the general methods, arrangements, order and timing for all activities. The Services shall be carried out in accordance with the approved Program as updated. |

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| <p>10. Starting Date/Expiration Date</p> | <p>10.1 The service Provider shall start carrying out the Services thirty (30) days after the date the Contract becomes effective, or at such other date as may be specified in the SCC.</p> <p>10.2 Unless terminated earlier pursuant to Clause GCC 15 hereof, this Contract shall expire at the end of such time period after the Effective Date as specified in the SCC.</p> |
| <p>11. Entire Agreement</p> | <p>11.1 This Contract contains all covenants, stipulations and provisions agreed by the Parties. No agent or representative of either Party has authority to make, and the Parties shall not be bound by or be liable for, any statement, representation, promise or agreement not set forth herein.</p> |
| <p>12. Modification</p> | <p>12.1 Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.</p> <p>12.2 In cases of any modifications or variations, the prior written consent of the Procuring Agency is required.</p> |
| <p>13. Force Majeure</p> | <p>14.1 Definition</p> <p>For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party and which makes a Party’s performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.</p> <p>14.2 No Breach of Contract</p> <p>The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract in so far as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.</p> <p>14.3 Extension of Time</p> <p>Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.</p> <p>14.4 Payments</p> |

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| | <p>During the period of their inability to perform the Services as a result of an event of Force Majeure, the service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.</p> |
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14. Termination

15.1 By the Procuring Agency

The Procuring Agency may terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause. In such an occurrence the Procuring Agency shall give at least thirty (30) calendar days' written notice of termination to the Provider in case of the events referred to in (a) through (d); at least sixty (60) calendar days' written notice in case of the event referred to in (e);

- (a) If the Provider fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice of suspension;
- (b) If the service Provider becomes (or, if the) Provider consists of more than one entity, if any of its members becomes) insolvent or bankrupt or enter into any agreements with their creditors for relief of debt or take advantage of any law for the benefit of debtors or go into liquidation or receivership whether compulsory or voluntary;
- (c) If the service Provider fails to comply with any final decision reached as a result of arbitration proceedings;
- (d) If, as the result of Force Majeure, the service Provider is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days;
- (e) If the Procuring Agency, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.

15.2 By the service Provider

The service Provider may terminate this Contract, by not less than thirty (30) calendar days' written notice to the Procuring Agency, in case of the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause.

- (a) If the Procuring Agency fails to pay any money due to the service Provider pursuant to this Contract and not subject to dispute within forty-five (45) calendar days after receiving written notice from the service) Provider that such payment is overdue.
- (b) If, as the result of Force Majeure, the service Provider is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days.
- (c) If the Procuring Agency fails to comply with any final decision reached as a result of arbitration.

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| | (d) If the Procuring Agency is in material breach of its obligations pursuant to this Contract and has not remedied the same within forty-five (45) days (or such longer period as the service Provider may have subsequently approved in writing) following the receipt by the Procuring Agency of the service Provider’s notice specifying such breach. |
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C. Obligations of the service” Provider

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| <p>15. General</p> | <p>16.1 Standard of Performance</p> <ul style="list-style-type: none"> i. The Provider shall perform the Services and carry out the Services with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe and effective equipment, machinery, materials and methods. The Provider shall always act, in respect of any matter relating to this Contract or to the Services, as a faithful adviser to the Procuring Agency, and shall at all times support and safeguard the Procuring Agency’s legitimate interests in any dealings with the third parties. ii. The Provider shall employ and provide such qualified and experienced Experts and Sub-contractor Providers as are required to carry out the Services. iii. The service Provider may subcontract part of the Services to an extent and with such Key Experts and Sub-Providers as may be approved in advance by the Procuring Agency. <p>16.2 Law Applicable to Services</p> <p>The service Provider shall perform the Services in accordance with the Contract and in accordance with the Law of Pakistan and shall take all practicable steps to ensure that any of its Experts and Sub-contractor Providers, comply with the Applicable Law.</p> |
| <p>16. Conflict of Interests</p> | <p>17.1 Provider Not to Benefit from Commissions and Discounts.</p> <p>The remuneration of the Provider shall constitute the sole remuneration in connection with this Contract or the Services, and the service Provider shall not accept for their own benefit any trade commission, discount, or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations under the Contract, and the Provider shall use their best efforts to ensure that the Personnel, any Subcontractors, and agents of either of them similarly shall not receive any such additional remuneration.</p> <p>17.2 service Provider and Affiliates Not to be Otherwise</p> |

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| | <p>Interested in Project</p> <p>the service Provider agree that, during the term of this Contract and after its termination, the service Provider and its affiliates, as well as any Subcontractor and any of its affiliates, shall be disqualified from providing Services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.</p> <p>17.3 Prohibition of Conflicting Activities</p> <p>Neither the service Provider nor its Subcontractors nor the Personnel shall engage, either directly or indirectly, in any of the following activities:</p> <p>(a) during the term of this Contract, any business or professional activities in the Government’s country which would conflict with the activities assigned to them under this Contract;</p> <p>(b) during the term of this Contract, neither the service Provider nor their Subcontractors shall hire public employees in active duty or on any type of leave, to perform any activity under this Contract;</p> <p>(c) after the termination of this Contract, such other activities as may be specified in the SCC.</p> |
| <p>17. Confidentiality</p> | <p>18.1 Except with the prior written consent of the Procuring Agency, the service Provider and the Experts shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the service Provider and the Experts make public the recommendations formulated in the course of, or as a result of, the Services.</p> |
| <p>18. Insurance to be Taken Out by the Provider</p> | <p>19.1 The service Provider (a) shall take out and maintain, and shall cause any Subcontractors to take out and maintain, at its (or the Subcontractors’, as the case may be) own cost but on terms and conditions approved by the Procuring Agency, insurance against the risks, and for the coverage, as shall be specified in the SCC; and (b) at the Procuring Agency’s request, shall provide evidence to the Procuring Agency showing that such insurance has been taken out and maintained and that the current premiums have been paid.</p> |
| <p>19. Reporting Obligations</p> | <p>21.1 The service Provider shall submit to the Procuring Agency the reports and documents in the numbers, and within the periods as prescribed by the Procuring Agency.</p> |
| <p>20. Documents Prepared by the Provider to Be the Property of the</p> | <p>22.1 All plans, drawings, specifications, designs, reports, and other documents and Provider shall become and remain the property of the Procuring Agency, and the” Provider shall, not later than upon termination or expiration of this Contract, deliver all such documents</p> |

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| <p>Procuring Agency</p> | <p>and to the Procuring Agency, together with a detailed inventory thereof. The service Provider may retain a copy of such documents . Restrictions about the future use of these documents, if any, shall be specified in the SCC.</p> |
| <p>21. Liquidated Damages</p> | <p>23.1 Payments of Liquidated Damages</p> <p>The service Provider shall pay liquidated damages to the Procuring Agency at the rate per day stated in the SCC for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the SCC. The Procuring Agency may deduct liquidated damages from payments due to the service Provider. Payment of liquidated damages shall not affect the Provider’s liabilities.</p> <p>23.2 Correction for Over-payment</p> <p>If the Intended Completion Date is extended after liquidated damages have been paid, the Procuring Agency shall correct any overpayment of liquidated damages by the Provider by adjusting the next payment certificate. The service Provider shall be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in SCC.</p> <p>23.3 Lack of performance penalty</p> <p>If the service Provider has not corrected a Defect within the time specified in the Procuring Agency’s notice, a penalty for Lack of performance will be paid by the service Provider. The amount to be paid will be calculated as a percentage of the cost of having the Defect corrected, assessed as specified in the SCC.</p> |
| <p>22. Performance Guarantee</p> | <p>24.1 Within Seven (07) days from the issuance of acceptance letter from the Purchaser, the successful Provider shall furnish the Performance Guarantee in shape of CDR at the discretion of the Purchaser in the amount specified in SCC. In case the amount of proposal security is equal or greater than the value of the Services to be supplied then the service Provider shall not require furnishing the Performance Guarantee separately, it will be retained or deducted from the service Provider’s claim on Provider’s choice.</p> <p>24.2 The proceeds of the Performance Guarantee shall be payable to the Purchaser as compensation for any loss resulting from the Provider’s failure to complete its obligations under the Contract.</p> <p>The Performance Guarantee shall be denominated in the currency of the Contract, or in a freely convertible currency</p> |

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| | <p>acceptable to the Purchaser and shall be in the acceptable form as specified in SCC.</p> <p>24.3 The Performance Guarantee will be discharged by the Purchaser and returned to the Provider not later than thirty (30) days following the date of completion of the Provider's performance obligations under the Contract, including any warranty obligations, unless otherwise specified in SCC.</p> |
| 23. Fraud and Corruption | <p>25.1 The Procuring Agency requires the service Provider to disclose any commissions or fees that may have been paid or are to be paid to agents or any other party with respect to the bidding process or execution of the Contract. The information disclosed must include at least the name and address of the agent or other party, the amount and currency, and the purpose of the commission, gratuity or fee.</p> |
| 24. Sustainable Procurement | <p>26.1 The Provider shall conform to the sustainable procurement contractual provisions, if and as specified in the SCC.</p> |

D. Provider's Personnel

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| 25. Description of Personnel | <p>27.1 The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Provider's Key Personnel. The Key Personnel and Subcontractors listed by title as well as by name are hereby approved by the Procuring Agency.</p> |
| 26. Removal and/or Replacement of Personnel | <p>28.1 Except as the Procuring Agency may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Provider, it becomes necessary to replace any of the Key Personnel, the service Provider shall provide as a replacement a person of equivalent or better qualifications.</p> <p>28.2 If the Procuring Agency finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Provider shall, at the Procuring Agency's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Procuring Agency.</p> <p>28.3 The service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.</p> |

E. Obligations of the Procuring Agency

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| 27. Assistance and Exemptions | 29.1 The Procuring Agency shall use its best efforts to ensure that the Government shall provide the Provider such assistance and exemptions as specified in the SCC. |
| 28. Change in the Applicable Law | 30.1 If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Provider, then the remuneration and reimbursable expenses otherwise payable to the Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred in the SCC. |
| 29. Services and Facilities | <p>31.1 The Procuring Agency shall make available to the Provider and the Experts, for the purposes of the Services and free of any charge, the services, facilities and property described in the Terms of Reference, at the times and in the manner specified in the Terms of Reference.</p> <p>31.2 In case that such services, facilities and property shall not be made available to the Provider, the Parties shall agree on (i) any time extension that it may be appropriate to grant to the Provider for the performance of the Services, (ii) the manner in which the Provider shall procure any such services, facilities and property from other sources, and (iii) the additional payments, if any, to be made to the Provider as a result thereof.</p> |

F. Payments to the service Provider

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| 30. Lump-Sum Remuneration | 32.1 The Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Provider in carrying out the Services. Except as provided in GCC 33, the Contract Price may only be increased above the amounts if the Parties have agreed to additional payments in accordance with GCC 34. |
| 31. Contract Price | <p>33.1 The price payable in local currency is set forth in the SCC.</p> <p>33.2 The price payable in foreign currency is set forth in the SCC.</p> |
| 32. Payment for Additional Services, and Performance Incentive Compensation | <p>34.1 For the purpose of determining the remuneration due for additional Services as may be mutually agreed.</p> <p>34.2 If the SCC so specify, the Provider shall be paid performance incentive compensation if specified in the SCC.</p> |

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| 33. Terms and Conditions of Payment | <p>35.1 Payments will be made to the service Provider according to the payment schedule stated in the SCC.</p> <p>35.2 Unless otherwise stated in the SCC, the advance payment shall be made against the provision by the Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the SCC. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Provider have submitted an invoice to the Procuring Agency specifying the amount due.</p> |
| 34. Price Adjustment (not applicable) | <p>37.1 Prices shall be adjusted for fluctuations in the cost of inputs only if provided for in the SCC. If so provided, the amounts certified in each payment certificate, after deducting for Advance Payment, shall be adjusted by applying the respective price adjustment factor to the payment amounts due in each currency.</p> <p>37.2 If the value of the index is changed after it has been used in a calculation, the calculation shall be corrected and an adjustment made in the next payment certificate. The index value shall be deemed to take account of all changes in cost due to fluctuations in costs.</p> |
| 35. Currency of Payment | <p>38.1 Any payment under this Contract shall be made in the currency (ies) specified in the SCC.</p> |

G. Quality Control

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| 36. Identifying Defects | <p>39.1 The principle and modalities of Inspection of the Services by the Procuring Agency shall be as indicated in the SCC. The Procuring Agency shall check the Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Provider's responsibilities. The Procuring Agency may instruct the Provider to search for a Defect and to uncover and test any service that the Procuring Agency considers may have a Defect. Defect Liability Period is as defined in the SCC.</p> |
| 37. Correction of Defects, and Lack of Performance Penalty | <p>40.1 The Procuring Agency shall give notice to the Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.</p> <p>40.2 Every time notice a Defect is given, the Provider shall correct the notified Defect within the length of time specified by the Procuring Agency's notice.</p> <p>40.3 If the Provider has not corrected a Defect within the time specified in the Procuring Agency's notice, the Procuring Agency will assess the cost of having the Defect corrected, the Provider will pay this amount, and a Penalty for Lack of Performance.</p> |

H. Settlement of Disputes

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| 38. Amicable Settlement | 41.1 The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation. |
| 39. Dispute Settlement | <p>42.1 If any dispute arises between the Procuring Agency and the Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, the matter shall be referred to the Adjudicator within 14 days of the notification of disagreement of one party to the other.</p> <p>42.2 The Adjudicator shall give a decision in writing within 28 days of receipt of a notification of a dispute.</p> <p>42.3 The Adjudicator shall be paid by the hour at the rate specified in the PDS and SCC, together with reimbursable expenses of the types specified in the SCC, and the cost shall be divided equally between the Procuring Agency and the ” Provider, whatever decision is reached by the Adjudicator. Either party may refer a decision of the Adjudicator to an Arbitrator within 28 days of the Adjudicator’s written decision. If neither party refers the dispute to arbitration within the above 28 days, the Adjudicator’s decision will be final and binding.</p> <p>42.4 The arbitration shall be conducted in accordance with the arbitration procedure published by the institution named and in the place shown in the SCC.</p> <p>42.5 Should the Adjudicator resign or die, or should the Procuring Agency and the Provider agree that the Adjudicator is not functioning in accordance with the provisions of the Contract, a new Adjudicator will be jointly appointed by the Procuring Agency and the Provider. In case of disagreement between the Procuring Agency and the service Provider, within 30 days, the Adjudicator shall be designated by the Appointing Authority designated in the SCC at the request of either party, within 14 days of receipt of such request.</p> |



**Section VIII. SPECIAL CONDITIONS OF
CONTRACT (SCC)**

SPECIAL CONDITIONS OF CONTRACT

The following Special Conditions of Contract shall supplement the General Conditions of Contract. Whenever there is a conflict, the provisions herein shall prevail over those in the General Conditions of Contract. The corresponding clause number of the GCC is indicated in parentheses.

| Number of GC Clause | Amendments of, and Supplements to, Clauses in the General Conditions of Contract |
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| GCC 2 | <p>Applicable/Governing Law:</p> <p><u>Contract Act 1872 of Pakistan will be followed with Prevailing PPRA Rules 2004 with its amendment till date of Federal PPRA</u></p> |
| GCC 3 | <p>The language of the Contract, all correspondence and communications to be given, and all other documentation to be prepared and supplied under the Contract shall be in <u>[English]</u></p> |
| GCC 5 | <p>The addresses are:</p> <p>[Defence Export Promotion Organization (DEPO) GSO-11 (IDEAS) Address: DEPO DEFENCE COMPLEX SECTOR E 10, ISLAMABAD Contact No. 0322-5270013 Website; ddcoord@depo.gov.pk</p> <p>The Contractor/ Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026”</p> <p>Provider: [Name, address and telephone number]. The Contractor/ Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider ’s Representative(s)</p> |
| GCC 6.1 | <p>The Authorized Representatives are:</p> |

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| | <p>For the Procuring Agency:</p> <hr/> <p>GSO-11 (IDEAS) Address: DEPO, DEFENCE COMPLEX SECTOR E 10, ISLAMABAD Contact No. 0322-5270013 Website; ddcoord@depo.gov.pk For the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider:</p> <p><u>Name:</u> <u>Designation:</u> <u>Address:</u></p> |
| <p>GCC 6.2</p> | <p><i>[The Authorize Representative from Successful Bidder</i></p> <hr/> <p><i>Note: If the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider consists only of one entity, state “N/A”;</i> OR <i>If the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider is a Joint Venture consisting of more than one entity, the name of the JV member whose address is specified in Clause SCC6.1 should be inserted here.]</i></p> |
| <p>GCC 7</p> | <p>Effectiveness of the contract</p> <p>The Contractor/Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider shall commence work on the System within 7 days from the date of signature of the Contract by both parties</p> |
| <p>GCC 8</p> | <p>Commencement of Services:</p> <p>The Contractor/ Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations &</p> |

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| | Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider shall commence [07 Days from the signing of contract] |
| GCC 10.2 | <p>Expiration of Contract:</p> <p>The time period shall be [3 Years from the signing of contract with extended able terms with mutual consent of both parties and remuneration will be adjusted accordingly]</p> |
| GCC 14 | <p>Termination</p> <p>In the event of termination of the contract due to any reason as already defined in the General Conditions of Contract, service Provider shall be responsible for providing to the procuring agency all services along with all the requirement (with allied documentation) which may be necessary for smooth transition to or performance either by the Authority itself or by any other organization/ body to whom the contract may be assigned.</p> <p>Termination by Convenience the procuring agency may terminate this agreement for convenience, in whole or in part, for any reason or no reason, by procuring agency, by providing 30 days written notice to the contractor. Upon termination, the contractor shall cease work, and be entitled to payment for all services rendered and costs incurred up to the termination date as per milestones achieved(As per Scope of Work and TORs). The Contractor shall not recommence the terminated portion of the work without the contractors consent.</p> |
| GCC 17 | The Procuring Agency reserves the right to determine on a case-by-case basis whether the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider should be disqualified from providing services due to a conflict of a nature described in Clause GCC 17. |
| GCC 18 This clause may be modified as per the security risk charges as explained in the meeting | <p>The insurance coverage against the risks shall be as follows</p> <p>(a) Third Party liability insurance, with a minimum coverage of [05 Million and currency or state PKR “in accordance with the applicable law in the Procuring Agency’s country”];</p> <p>(b) insurance against loss of or damage to the Integrated</p> |

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| | <p>Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider’s property used in the performance of the Services, and (iii) any documents prepared by the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider in the performance of the Services.</p> |
| <p>GCC 21</p> | <p>Liquidated Damages If the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Contractor fails to provide services as required under the contract or in case of any data loss/data breach or any incident compromising the data security or other such failures related to any services, the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026”.</p> <p>In case of delay, negligence, or non-performance, DEPO reserves the right to impose liquidated damages at a rate of up to 0.5% of the contract value per day of delay, subject to a maximum of 10%. IDEAS Pakistan may also recover actual losses incurred due to the contractor’s failure to perform.</p> |
| <p>GCC 22</p> | <p>Performance Guarantee :</p> <p>a) The amount of Performance Guarantee, as a percentage of the Contract Price, shall be: Successful bidder is bound to provide the 10% of Contract Price within 07 days in shape of unconditional irrevocable Bank Guarantee by Schedule Bank which should be valid for the period 2 months beyond the contract period / deliverables (whichever is later).</p> <p>b) The performance guarantee will be discharged by the Procuring Agency and returned to the Service Provider not later than Three Months (3 Months) following the date of completion of the Service Provider’s performance obligations under the Contract, including any warranty obligations</p> |

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| GCC 30,31&33 | <p>Proposal quoted shall be inclusive of all applicable taxes.</p> <p>Prices shall be fixed for contract period inclusive of all Applicable Taxes. It shall include all applicable taxes, duties, charges and expenses associated with performance of the contract. However, in case of change in minimum wage rate and taxes through official notification; the contract price based on minimum wage rates and taxes shall be adjusted accordingly</p> |
| GCC 33&35 | <p>GCC 33—The method and conditions of payment to be made to the Service Provider under this Contract shall be as follows:</p> <p>Payment shall be made within 30 days of receipt of the approved invoice after the successful deliverables as specified in the Scope of Services defined in Section-V along with the following mandatory documents;</p> <ul style="list-style-type: none"> i) Monthly Payment will be made as per the successful deliverable report verification from the user department of the procuring agency as per Scope of services given in TORs of the Tender document. ii) Attendance record will be verified of HR by the department if needed. iii) All payments, under this contract shall be made from the bank account. To the Contractor shall open an account in a bank and submit the account details to the Client for the payment. iv) The Contractor, without written approval of the Client, shall not assign to others its progress payments and receivables in respect of the work performed under this Agreement. <p>General Payment Conditions</p> <p>Contractor shall submit invoice by the 5th working day of each month, including:</p> <ul style="list-style-type: none"> 1. Summary of operations performed as per TORs/Scope of Work/Work Plan. 2. In case Staff deployed then attendance report based on digitalized system as per satisfaction of client/payroll report 3. If the staff is not engaged in 4. Compliance of terms and conditions of price model of this bidding is also mandatory at time of payment. |

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| | <p>5. Such work must be pre-approved in writing by the Department</p> <p>a) Invoices Verification process and Timeline: All invoices and documents shall be verified by the Client within 10 working days. Clarifications (if any) must be resolved within 5 days.</p> <p>b) DEPO shall evaluate contractor performance at key milestones and upon completion. Performance shall be rated as ‘Satisfactory’ or ‘Unsatisfactory’. Two consecutive ‘Unsatisfactory’ ratings may result in contract termination and exclusion from future tenders.</p> |
| GCC 36 | All the payment to be released to the contractor/Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider shall be [PAK Rupees]. |
| GCC 42 | <p>[The Procuring Agency will give the dispute resolution mechanism.</p> <p>All disputes arising in connection with the present Contract shall be finally settled under the Rules of Conciliation and Arbitration of the International Chamber of Commerce by one or more arbitrators appointed in accordance with said Rules.</p> <p>(b) For Contracts to be entered with nationals of Pakistan: Following is the guidance for Dispute Resolution</p> <p>i. If any dispute of any kind whatsoever shall arise between the procuring agency and the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider in connection with or arising out of the Contract, including without prejudice to the generality of foregoing, any question regarding its existence, validity, termination and the execution of the Project - whether during developing phase or after their completion and whether before or after the termination, abandonment or breach of the Contract - the parties shall seek to resolve any such dispute or difference by mutual diligent negotiations in good faith</p> |

within 14 (fourteen) days following a notice sent by one Party to the other Party in this regard.

- ii. At future of negotiation the dispute shall be resolved through mediation and mediator shall be appointed with the mutual consent of the both parties.
- iii. At the event of failure of mediation to resolve the dispute relating to this contract such dispute shall finally be resolved through binding Arbitration by sole arbitrator in accordance with Arbitration Act 1940. The arbitrator shall be appointed by mutual consent of the both parties. The Arbitration shall take place [*insert place*] and proceedings will be conducted in [*Insert language*].
- iv. The cost of the mediation and arbitration shall be shared by the parties in equal proportion however the both parties shall bear their own costs and lawyer's fees regarding their own participation in the mediation and arbitration. However, the Arbitrator may make an award of costs upon the conclusion of the arbitration making any party to the dispute liable to pay the costs of another party to the dispute.
- v. Arbitration proceedings as mentioned in the above clause regarding resolution of disputes may be commenced prior to, during or after completion of the contract.

Notwithstanding any reference to the arbitration herein, the parties shall continue to perform their respective obligations under the Contract unless they otherwise agree that the procuring agency shall pay the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider any monies due to the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider.

Arbitrator's fee:

The fee shall be specified in [**PKR**], as determined by the procuring agency, which shall be shared equally by both parties.

Appointing Authority for Arbitrator:

By the Mutual Consent or in accordance with the provisions of Arbitration Act, 1940, in case the parties fail to reach a consensus on the name of sole arbitrator, any party may submit an application to the Court for appointment of sole arbitrator. The court may appoint a former judge of any High Court or Supreme Court as the sole arbitrator to resolve the dispute between the parties.

Rules of procedure for arbitration proceedings:

Any dispute between the procuring and a Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider arising in connection with the present Contract shall be referred to adjudication or arbitration in accordance with the laws of the Islamic Republic of Pakistan including Arbitration Act 1940, however above provision shall prevail in referring the case to the Arbitrator.

Place of Arbitration and Award:

The arbitration shall be conducted in [**English**] and place of arbitration shall be at [Insert place]. The award of the arbitrator shall be final and shall be binding on the parties.





SECTION IX: CONTRACT FORMS

Form of Contract

THIS AGREEMENT made the ____ day of _____ 20____ between Procuring Agency of Pakistan (hereinafter called “the Procuring Agency”) of the one part and [name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider] of [city and country of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider] (hereinafter called “the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider”) of the other part:

WHEREAS the Procuring Agency invited Proposals for provision of Procurement of Media & Marketing Services , viz., [brief description of services] and has accepted a Proposal by the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026 (The Services duration is 36 Months) Deliverable based” Provider for the provision of Media & Marketing Services in the sum of [contract price in words and figures] (hereinafter called “the Contract Price”).

NOW THIS CONTRACT WITNESSETH AS FOLLOWS:

1. In this Contract words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Contract, In the event of any ambiguity or conflict between the Contract Documents listed below, the order of precedence shall be the order in which the Contract Documents are listed below:-
 - (a) This form of Contract;
 - (b) The Form of Proposal and the Price Schedule submitted by the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026” Provider;
 - (c) The Schedule of Requirements;
 - (d) The Technical Specifications;
 - (e) The Special Conditions of Contract;
 - (f) The General Conditions of the Contract;
 - (g) The Procuring Agency’s Letter of Acceptance; and
 - (h) [add here: any other documents]

3. In consideration of the payments to be made by the Procuring Agency to the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider as hereinafter mentioned, the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider hereby covenants with the Procuring Agency to provide the Media & Marketing Services related services and to remedy defects therein in conformity in all respects with the provisions of the Contract.

4. The Procuring Agency hereby covenants to pay the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider in consideration of the provision of Media & Marketing Services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the contract at the times and in the manner prescribed by the contract.

IN WITNESS whereof the parties hereto have caused this Contract to be executed in accordance with their respective laws the day and year first above written.

Signed, sealed, delivered by _____ the _____ (for the Procuring Agency)

Witness to the signatures of the Procuring Agency:

.....

Signed, sealed, delivered by _____ the _____ (for the Procuring Agency)

Witness to the signatures of the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider:

.....

Performance Guarantee Form

To: *[name of Procuring Agency]*

WHEREAS *[name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider]* (hereinafter called "the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider") has undertaken, in pursuance of Contract No. *[reference number of the contract]* dated *[insert date]* for provision of Media & Marketing Services (hereinafter called "the Contract").

AND WHEREAS it has been stipulated by you in the said Contract that the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider shall furnish you with a Bank Guarantee by a reputable bank for the sum specified therein as security for compliance with the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider's performance obligations in accordance with the Contract.

AND WHEREAS we have agreed to give the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider a guarantee:

THEREFORE, WE hereby affirm that we are Guarantors and responsible to you, on behalf of the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider, up to a total of *[amount of the guarantee in words and figures]*, and we undertake to pay you, upon your first written demand declaring the Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider to be in default under the Contract and without cavil or argument, any sum or sums within the limits of *[amount of guarantee]* as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee is valid until the: *[insert date]*

Signature and seal of the Guarantors

[name of bank or financial institution]

[address]

[date]



Integrity Pact

DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC. PAYABLE BY THE INTEGRATED MARKETING, COMMUNICATIONS, MEDIA PLANNING & BUYING, DIGITAL, PUBLIC RELATIONS & PRODUCTION SERVICES FOR THE INTERNATIONAL DEFENCE EXHIBITION AND SEMINAR (IDEAS) 2026" PROVIDERS IN CONTRACTS WORTH RS.10.00 MILLION OR MORE

Contract Number: _____ Dated: _____

Contract Value: _____

Contract Title: _____

[Name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoP) through any corrupt business practice.

Without limiting the generality of the foregoing [Name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] represents and warrants that it has fully declared the brokerage, commission, fee etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultations fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

[Name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect

of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representative or warranty.

[Name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] accepts full responsibility and strict liability for making and false declaration, not making full disclosure, misrepresenting fact or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, [Name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten time the sum of any commission, gratification, bribe, finder's fee or kickback given by [Name of Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

PAKISTAN

[Seller/Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition And Seminar (IDEAS) 2026" Provider] [Buyer]

IDEAS2026 CREATIVE BRIEF SUMMARY

(This campaign presentation is for assessment of the creative translation of the bidder's proposed strategy/plan)

Context:

Pakistani defence manufacturing has always been at par with the world. Post May 2025, Pakistan no longer needs to convince but capitalize on its proven performance of that fact and IDEAS2026 will champion it. The approved theme is 'Arms for Sustainable Peace'.

Campaign lines that translate this theme could be different.

The conviction that we want to seed in the minds and words that we want to put into the mouths of people around the world are ... "Pakistan's new stature". Pakistan is in a different league. This awareness will create top of mind in the right circles and subsequently increase the intention to buy leading to economic growth.

So while the aim of the campaign is to attract the right people to IDEAS, it must achieve multi-layered strategic objectives:

- Stakeholders; increased participation in IDEAS2026
- The world; create Pakistan defence manufacturing 'the brand'
- The nation; credible source of pride

It is time to give the lead role to the modern, tech-driven, advanced side in the way we project our country which historically leans towards culture and history. While staying connected to our roots, we should project our futuristic capability in a clearly pronounced way. We need to show Pakistan in international light from now on; a serious global player.

Purpose of the brief:

This brief is NOT for the final campaign or to encourage quantity of campaign items. The objective is to see how your strategy translates into creativity. This is for evaluation purposes only and not a request for unpaid work. Priority is to judge the quality of the thought, clarity of messaging, innovation in platform-specific creative utilization, and most importantly ... effective capitalization of proposed medium vs. large number of mockups. Don't show us the most, show us the best. Over-volume will not help with marks as the point is to assess each agency's strategic thinking, creative quality, understanding of the assignment, digital maturity, and ability to translate a large-scale national platform into compelling communication.

At the same time, shortlisted bidders should not undercook their response. Agencies are expected to develop their pitch with enough depth, narrative, and creative illustration to make the strength of their thinking unmistakable. Elaborate where it strengthens the case. Avoid clutter where it does not.

What the Response Should Achieve

- Drive exhibitor, delegate, media, and visitor attention toward IDEAS 2026.
- Create a strong, coherent cross-platform brand narrative before, during, and after the event.
- Balance prestige, clarity, seriousness, and public appeal.
- Demonstrate how Pakistan's advanced and future-facing capability can be projected with confidence and international credibility.
- Show that institutional communication can be both disciplined and contemporary.

Required Submitted Presentation Content

Agencies should submit 02 strong big ideas / campaign directions and develop each with sufficient depth to demonstrate how the idea can live across the most important touchpoints. Each direction should, at a minimum, address the following:

- The central campaign thought, its articulation of the approved theme, and the role it plays in advancing Pakistan's new stature.
- A clear explanation of the audience lens and why the route is strategically relevant.
- Key visuals and the broader visual language of the route.
- Storyboard or narrative frames for the main film / hero content direction.
- Digital campaign expression, including platform-native thinking and LinkedIn-specific execution.
- PR sample and examples of PR-able ideas or earned-media angles.
- Creative execution examples for international OOH / priority locations.
- A main documentary synopsis and indicative themes or topics for shorter documentary content, where relevant.
- At least one country- or market-specific adaptation drawn from the priority markets referenced in the RFP.
- Any selective print, editorial, or long-form communication idea that is strategically justified by the route.

In addition, the overall presentation should include strong thinking on the following cross-cutting opportunity areas:

- Youth and innovation engagement.
- Innovative venue and city branding.
- Any public-facing or experience-led idea that helps IDEAS 2026 feel contemporary, memorable, and globally significant.

Expected Standard

- The response should feel bold, modern, internationally credible, and proportionate to the scale of IDEAS 2026.
- The work should demonstrate strategic judgment, creative excellence, digital maturity, and a strong understanding of prestige communication.
- Depth is encouraged where it sharpens persuasion. Excessive volume, repetitive mockups, or decorative padding will not improve evaluation.
- The objective is to identify the agency that can shape and raise IDEAS 2026 - not merely decorate it.

How the Response Will Be Judged

- Strength and clarity of strategic thought.
- Distinctiveness, relevance, and ambition of the creative idea.
- Ability to translate the approved theme into a persuasive, internationally credible campaign platform.
- Quality of digital and platform-specific thinking.
- Overall coherence, conviction, and presentation discipline.