

**TENDER DOCUMENT**

**FOR**

**“PRE-QUALIFICATION OF EVENT MANAGEMENT COMPANIES  
THROUGH OPEN FRAMEWORK AGREEMENT”**

**(National Competitive Bidding)**



**Small & Medium Enterprises Development Authority (SMEDA)**

**Tender Notice No. SMEDA/OM-Event/A&CS/042**

**Issued on April 25, 2026**

**General Manager – Outsourcing Management Division  
(Procuring Division: Administration & Central Support Division)  
Small and Medium Enterprises Development Authority  
4<sup>TH</sup> FLOOR, BUILDING NO. 3, AIWAN E IQBAL COMPLEX,  
EGERTON ROAD, LAHORE  
Tel: 042-111-111-456**

## **Invitation for Prequalification**

**For**

### **Prequalification of Event Management Companies** **Through Open Framework Contract**

1. SMEDA intends to prequalify Event Management Companies for Invitation to Bid(s) and sign the framework agreement(s) with the selected bidder(s) subsequent to bidding process in case of Open Framework Agreement(s).
2. The objective of the intended Open framework agreement(s) is the on-demand arrangement of official events/Expos at given locations through subsequent Contract(s) with successful bidders, and the purpose of this Prequalification Notice is to provide the very basic information to enable the potential applicants to decide whether or not to respond to this Prequalification Notice.
3. Now SMEDA, in Administration & Central Support Division, invites proposals through e-Pak Acquisition & Disposal System (EPADS) <https://eprocure.gov.pk> on “Single-Stage, One-Envelope” method from reputed Companies / Firms for Open Framework Agreement (for three years) registered with income tax and sales tax department.
4. Bidding / prequalification documents containing detailed requirements, terms and conditions are available for the registered Companies on EPADS at [www.eprocure.gov.pk](http://www.eprocure.gov.pk) and SMEDA website [www.smeda.org](http://www.smeda.org).
5. Complete Tendering process shall be carried out through E-PADS. Interested firms/bidders are requested to register on the EPADS. For registration and guidance/training on EPADS, you may contact EPADS UAN: 051-111-137-237.
6. The electronic proposals, prepared in accordance with the instructions given in the Prequalification document, must be uploaded on EPADS on or before **May 12, 2026 by 12:30 PM** and will be opened on the same day at **01:00 PM**. SMEDA reserves the right to reject all proposals in terms of Rule 33 of PPRA rules.
7. Notification of the GRC constituted in terms of Rule 48 of PPR 2004 is provided on SMEDA website [www.smeda.org](http://www.smeda.org) and on EPADS at [www.eprocure.gov.pk](http://www.eprocure.gov.pk).

**General Manager – Outsourcing Management Division**  
**(Procuring Division: Administration & Central Support Division)**  
4<sup>th</sup> Floor, Building No. 3, Aiwan-e-Iqbal Complex, Egerton Road, Lahore  
Tel: 042-111-111-456 Website: [www.smeda.org](http://www.smeda.org)

## **SECTION-1 Scope of Work / Terms of Reference**

### **1. Introduction**

SMEDA frequently organizes national and international events, exhibitions, seminars, workshops, and conferences to promote SMEs. To ensure quality delivery, SMEDA seeks to prequalify competent event management firms capable of providing end-to-end services.

### **2. Objectives**

- Identify technically qualified and financially sound event management firms.
- Ensure provision of high-quality services including logistics, venue management, branding, catering, audio-visuals, and protocol.
- Confirm firms' capacity for execution, coordination, and post-event reporting.
- Minimize risks and delays through a transparent prequalification process.

### **3. Scope of Services**

The scope of work under this open framework agreement is limited to organize events, exhibitions, Seminars, workshops, conferences and expos, as per direction of SMEDA, as-and-when-required basis for a period of three (03) years. The company shall be responsible for making arrangements of all kinds, whatsoever it is, relevant to the arrangements for subject projects as per the requirements communicated by the procuring entity.

Prospective companies/firms must demonstrate capability in:

- Venue booking & management.
- Stage design, décor, and branding
- Audio-visual setup (sound, lighting, multimedia)
- Catering services
- Guest management, protocol, and security coordination
- Exhibition booth setup and management
- Printing & promotional material design
- Event photography & videography
- Transportation & logistics support
- Post-event reporting and documentation

### **4. Type of Bidding (Open Framework):**

The prequalification shall be conducted in the following manner:

- i. For this Pre-Qualification Rule 15, 16 and 16A of PPR 2004 will be adopted.
- ii. Financial bids will be called as when required from only Pre-Qualified bidders/ firms by the Competent Authority at SMEDA.
- iii. The earnest money will remain with SMEDA till the completion of the contract period. It shall be forfeited if the firm fails to complete the work.
- iv. The bid shall be a single envelope technical proposal.
- v. The procuring agency shall evaluate the technical proposal as per eligibility/qualification criteria and shall reject any proposal which does not conform to the specified requirements.
- vi. During the technical evaluation, no amendments in the technical proposal shall be permitted.
- vii. After the evaluation and approval of the technical proposals, the procuring agency shall call the competitive financial proposals from the technically accepted bidders from time to time, under open framework agreement.

viii. The pre-qualified (technically) evaluated bidder shall be eligible to participate in the financial proposal (when called).

**5. Tender Price & Currency:**

The quoted price shall be:

- i. In Pak Rupees;
- ii. Inclusive of all Government applicable taxes; and
- iii. Denominated in Pak Rupees;

## SECTION – 2

### INSTRUCTIONS TO APPLICANTS

#### **2.1. Definitions:**

- 2.1.1. “Government of Pakistan” means the Government of Pakistan and all its associated departments, agencies, autonomous / semi- autonomous bodies, boards, universities and similar other organizations.
- 2.1.2. “Client” means Small and Medium Enterprises Development Authority (SMEDA),
- 2.1.3. “Applicant” means any Event Management Company
- 2.1.4. "Relevant Experience" means prior experience of the Event Management

#### **2.2. Preparation & Submission of Applications:**

- 2.2.1. PDF files of proposals, for contesting in prequalification process, must be uploaded on EPADS, not later than May 12, 2026 by 12:30 PM.
- 2.2.2. The PDF file must be clearly marked “Proposal for Prequalification of Event Management Companies Through Open Framework Agreement.”
- 2.2.3. The name and mailing address of an Applicant must be clearly marked at first page of PDF file.
- 2.2.4. The proposals shall be prepared in the English language and as per format prescribed in the prequalification document.
- 2.2.5. The Applicant must respond to all questions and provide complete information as indicated in this document. Any lapses to provide essential information may result in rejection of an Application.
- 2.2.6. Applicants shall bear all costs associated with the preparation and submission of their pre-qualification documents. The Client is not bound to accept any Application and reserves the right to annul the selection process at any time prior to prequalification intimation, in accordance with the prescribed rules / regulations without thereby incurring any liability to the Applicants.

#### **2.3. Eligibility and Submission Requirements to Apply for Prequalification:**

- 2.3.1. Eligibility and submission requirements shall be as given in Section – 3 of this document.

#### **2.4. One Person One Application:**

Each Applicants shall upload only one proposal under this Prequalification notice. If an Applicant uploads more than one Proposal, such Proposals shall be disqualified.

#### **2.5. Prequalification Proposals Preparation Cost**

The Applicant shall be responsible for all of the costs associated with the preparation. of its Prequalification proposal and its participation in the contesting process. Procuring agency will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the contesting process.

## **2.6. Evaluation of Proposals:**

- 2.6.1. The Client will evaluate and prequalify the applicants in accordance with the evaluation criteria specified in Section-3 of the Prequalification document.
- 2.6.2. The Client will upload on EPADS name of each Applicant whether or not he/she has been prequalified for further process.

## **2.7. Updating Prequalification Information:**

- 2.7.1. The Client at any stage of the selection proceedings, having credible reasons for or prima facie evidence of any defect in applicant's capacities, may require the Applicant to provide information concerning their professional, technical, financial, legal or managerial competence whether already prequalified or not.
- 2.7.2. Applicants shall be required to update the information concerning their professional, technical, financial, legal or managerial competence used for the pre-qualification at any subsequent stage as may be required by the client, to ensure their continued compliance with the pre-qualification criteria and verification of the information provided at the time of contesting.

## **2.8. Client's Right:**

- 2.8.1. The Client can cancel the prequalification process and reject all Applications, in the event that the Client does not wish to proceed with the assignment. In such an eventuality, no expense and / or cost whatsoever incurred by any Applicant in the preparation of proposal shall be payable by the Client.
- 2.8.2. The Client shall disqualify an Applicant if it finds, at any time, that the information uploaded by the Applicant was false and materially inaccurate or incomplete.

## **2.9. Ownership of Prequalification Document:**

- 2.9.1. All documents uploaded by an Applicant in response to this prequalification shall become the property of the Client. However, intellectual property in the information contained in the application uploaded by the Applicant shall remain vested in the applicant.

## **2.10. Alteration, Erasures or illegibility:**

- 2.10.1. Except for amendments to the entries made by an Applicant which are initialed by the Applicant, proposals bearing any other alterations, erasures or illegibility are liable to rejection.

## **2.11. Applicable Laws:**

- 2.11.1. All proposals uploaded pursuant to this invitation and the formation of any resulting contract, shall be governed by the laws of Pakistan. Any amendment or a further legal requirement issued by Govt. of Pakistan even after issuance and receipt of Applications shall be applicable without any financial repercussion.

## **2.12. Misconduct:**

- 2.12.1. If an Applicant or any person on its behalf makes any attempt to canvass, solicit or approach any official of the Client or any of its officials in any matter relating to or arising out of this Application, its Proposal will be liable to rejection and the Applicant liable to debarment for a period to be fixed at the discretion of the Client.

### **2.13. Full Compliance:**

2.13.1. The Applicants shall comply fully with the instructions to Applicants, Forms, and Appendices etc. Non-compliance of any item may render an Applicant not eligible for contesting.

### **2.14. Amendment in Pre-Qualification Documents:**

2.14.1. At any time prior to deadline for submission of Applications, the Client may amend the Prequalification documents by uploading an addendum on EPADS.

2.14.2. Any addendum uploaded shall be part of the Prequalification Documents and shall be communicated to all those who have obtained the Prequalification documents.

2.14.3. To give prospective Applicants reasonable time to take an addendum into account in preparing their proposals, the Client may, at its discretion, extend the deadline for the submission of proposals.

### **2.15. Prequalification Proposals Validity: 120 Days from the Date of Opening of proposals.**

2.15.1. **Cancellation of Pre-Qualification:** The Client reserves the right to cancel the Pre-Qualification process at any time, if required, without any obligation to the prequalified consulting firms.

2.15.2. **Re-call of Prequalification Proposals:** The Client, if considers necessary, may call fresh proposals at any time before award of contract.

### **2.16. Clarification of Prequalification Documents:**

2.16.1. Applicants may request a clarification of any provision of the Prequalification documents, seven (07) days before the proposal submission date. Any request for clarification must be sent electronically through EPADS.

### **2.17. Geographical Coverage for Prequalification:**

2.17.1. The applicants will be prequalified for event management all over Pakistan.

### **2.18. Format and Signing of Prequalification Proposals**

The Applicant shall provide all the information as per this Prequalification. SMEDA will evaluate only those proposals, for prequalification that are received in the required format and are complete in all respects.

### **2.19. Validity**

The status of prequalified firms, as a result of this process will remain valid for a period of three (03) years from the date of announcement of results of prequalification of firms. However, if deemed necessary the Client may extend the period of validity of all prequalified firms by issuing an extension notice. The Client, if considers necessary, may call fresh applications for Prequalification at any time during the currency of validity by cancelling the process already done.

### **2.20. Amendment of Prequalification Documents**

At any time prior to the deadline for submission of Prequalification Application, SMEDA may, for any reason, whether at its own initiative or in response to clarifications requested by any Applicant or in the result of pre-bid meeting, modify the Prequalification Document by the uploading of an Addendum in accordance with PPRA Rules, on EPADS.

## SECTION – 3

### ELIGIBILITY & SUBMISSION REQUIREMENTS AND EVALUATION CRITERIA

#### 3.1. Eligibility Requirements

- i. Must be registered as firm / company with appropriate authority.
- ii. Valid NTN Certificate and Sales Tax Registration Certificate.
- iii. Listed on the Active Taxpayers List (ATL) of FBR.
- iv. Minimum 5 years of experience in event management.
- v. Not debarred by any government, semi-government, or donor agency or blacklisted by the Authority.

#### 3.2. Submission Requirements

Applicants must submit following documents to support their claims meeting Eligibility Requirements:

- i. Copy of Incorporation/Registration Certificate.
- ii. Copies of NTN and Sales Tax Registration Certificates.
- iii. Copy of proof of ATL.
- iv. Affidavit of not being blacklisted on the prescribed format. (Annexure-F)

### 3.4. Evaluation Criteria

Sr. No.	Attributes	Max. Marks	Requirement
1	Total experience of the Company / Firm in Event Management business.	15	Maximum 15 Marks will be assigned to the company / firm having 10 years or above experience since incorporation / registration. Relative marking for others up to a minimum of 5 years of experience. Attach: Relevant Documentary evidence and fill Annexure-B.
2	Relevant experience of Event Management with public sector organizations / development partners / corporate entities	35	Maximum 35 Marks will be assigned to company / firm who has successfully completed 5 or more Projects having financial value of Rs. 40 Million or above during last 5 years. Relative marking for others. Use Annexure D Attach: Work Order / Completion Certificates / Contract Agreements clearly mentioning the dates and financial value of the projects
3	Financial Strength	20	Maximum 20 marks for average annual turnover of Rs. 40 Million or above during last three financial years as per Annexure-E, relative marking for others. Attach: Annual Audited Financial Statements / Bank Statements / Tax Returns of last 3 years.
4	Geographical presence	05	1 Mark each for Office(s) in ICT/GB/AJK, Punjab, Sindh, KPK and Balochistan. Share list of Office addresses on above locations as per Annexure-C.
5	Technical Capability	25	Company / firm shall submit a presentation along with its proposal to demonstrate its technical capability in organizing expos and events. The presentation should cover the following key areas: <ul style="list-style-type: none"> <li>• Event conceptualization, theme development, and overall planning</li> <li>• Design and execution of stages, stalls, and exhibition booths</li> <li>• Branding, marketing, social, electronic, print media management and outdoor awareness campaign</li> <li>• Vendor &amp; logistics management</li> <li>• Relevant experience of managing Expos / Events</li> </ul> <p><i>Company / firm shall deliver presentation on the above upon invitation.</i></p>
	<b>TOTAL</b>	<b>100</b>	

### **3.5. Qualifying Marks**

3.5.1 Applicants must obtain a minimum of 80 marks out of 100 to be pre-qualified.

### **3.6. Evaluation and Approval Process**

- i. Technical evaluation will be conducted by SMEDA's evaluation committee in accordance with the evaluation criteria listed above read with the applicable PPRA Rules.
- ii. Prequalified firms will be notified through EPADs and listed on SMEDA's approved panel for the applicable period of prequalification unless terminated earlier.
- iii. SMEDA reserves the right to verify all submitted information and disqualify firms for misrepresentation during and after the prequalification process.

**SECTION – 4: ANNEXURES**

**Annexure – A**

**FORMAT FOR PRE-QUALIFICATION APPLICATION  
[On the Letter Head of the Applicant's Firm]**

Date:

To:

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**Subject: PRE-QUALIFICATION OF EVENT MANAGEMENT COMPANIES THROUGH OPEN FRAMEWORK AGREEMENT**

Dear Sir,

We, (or) Being duly authorized to represent and act on behalf of\_(hereinafter referred to as "the Applicant") and having reviewed and fully understood all of the qualification requirements and information provided, the undersigned for and on behalf of M/s\_\_\_\_ hereby expresses its interest and apply for prequalification Event Management Companies Through Open Framework Agreement in accordance with the Prequalification documents.

We hereby declare that all the information and statements made in this document are true and accept that any misleading information contained in it may lead to rejection of proposal.

We hereby appoint and authorize Mr./Ms. [Name & CNIC] presently employed with [Organization Name] holding the position of [Designation] as our authorized representative, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our prequalification application submission and further process.

We confirm that the Prequalification application is valid for a period of 120 days from the due date of submission of Prequalification application and is unconditional.

We understand you are not bound to accept any application you receive.

Yours sincerely,

[Authorized Signature [In full and initials Name  
of the Organization, Address]

**Applicant seal & stamp**

**Annexure - B**  
**“Organizational Profile”**

Sr. #	Required Information	Response
1	Legal Name of the Company / Firm	
2	Year of Registration / Incorporation	
3	NTN / FTN	
4	Sales Tax Number	
5	What is the legal status of your organization? Tick the relevant box (one box only). (Attach Copy / Copies of Registration Certificate(s) where required)	Section 42 Company
		Public Ltd. Company
		Private Ltd. Company
		Partnership Firm
		Others (Please specify)
6	<b>Name and designation of ‘Head of Organization’</b>	
7	Mobile #:	
	Phone/s:	
	Email:	
	Address of organization:	
	Geographical Coverage [Please tick all or the relevant option]	ICT
		Punjab
		Sindh
Khyber Pakhtunkhwa		
Balochistan		
	AJK & GB	
9	<b>Name and designation of ‘Authorized Contact Person’:</b>	
	Phone/s:	
	Mobile:	
	Email:	

**Annexure - C**  
**“Organizational Geographical Presence”**

<b>Office Location (Province)</b>	<b>Office Address</b>	<b>Focal Person</b>	<b>Contact Details (Mobile, Telephone, E- mail)</b>

## Annexure - D

### “Organization’s Relevant Experience”

[Please attach list of projects / assignments completed during last 05 years]  
Provide documentary evidence: Work Order / Completion Certificates / Contract Agreements clearly mentioning the dates and financial value of the projects.

#	Description	Details
1.	Title of the Assignment	
2.	Assignment Start Date	
3.	Assignment End Date	
4.	Assignment Location (City)	
5.	Assignment Monetary Value	
6.	Client Details	Name: City: Tel: Email:
7.	Any other information	

**Copy the above table for another response.** Please mark the other sheets, if submitted, as Sheet 2 and Sheet 3 up-to 10, respectively.

**Annexure – E**

**“Financial Strength”**

Annual Audited Financial Statements / Bank Statements / Tax Returns of last 3 years.

Annual Turnover for previous three (03) years as per audited financial statements / bank statements / tax returns (PKR in millions)			
<b>2022-23</b> <b>(A)</b>	<b>2023-24</b> <b>(B)</b>	<b>2024-25</b> <b>(C)</b>	<b>Average</b> <b>(A+B+C) / 3</b>

**Annexure – F**

**UNDERTAKING REGARDING NOT BEING BLACKLISTED**

*(Printed and signed on Rs 100 stamp paper)*

Date DD-MM-YYYY

**To,**

**General Manager Outsourcing Management - SMEDA**

4<sup>th</sup> Floor, Building No. 3,  
Aiwan e Iqbal Complex,  
Egerton Road, Lahore  
Tel: 042-111-111-456

**Dear Sir,**

Subject: **UNDERTAKING REGARDING NOT BEING BLACKLISTED**

It is hereby declared that [**Organization Name**] is/are neither debarred by any government institution nor blacklisted by the Authority.

That SMEDA Blacklisting Policy 2023 as available at [www.smeda.org](http://www.smeda.org) and its provisions have been read and accepted as a part and parcel of the bidding documents/contract.

**Authorized Person**

Name:

Designation:

Signature: \_\_\_\_\_

Organization / Company Seal:

**Annexure – G**

**Eligibility Response Checklist**

<b>Sr. No.</b>	<b>Necessary Eligibility Information</b>	<b>Response / Elaboration</b>
1	Company / Firm Name Registration to prove legal identity of Company / Firm [Name of Registration Authority]	<input type="checkbox"/> Copy Attached
2	Proof of registration for NTN / FTN	<input type="checkbox"/> Copy of Certificate Attached
3	Proof of registration for sales tax	<input type="checkbox"/> Copy of Certificate Attached
4	Proof of being on Active Tax Payers List (ATL) for Income Tax on FBR	<input type="checkbox"/> Copy Attached
5	03 Years Audited Financial Statements / Bank Statement / Income Tax Returns	<input type="checkbox"/> Copies Attached
6	Undertaking that firm was never blacklisted by any government authority or department? (Annexure-H)	<input type="checkbox"/> Undertaking attached (Stamp Paper)
7	Details of projects executed in previous five years on the prescribed format	<input type="checkbox"/> Annex-D