

**02.08.14**

**INVITATION OF BID FOR CREATIVE DESIGN, EVENT MANAGEMENT AND PRESS CO-ORDINATION**

WBIDC on behalf of Government of West Bengal invites bids from reputed Advertising / Event and PR Management agencies having wide exposure in handling creative designs, large events and coordination with the Press both in domestic and International market. Agencies applying for the bid must have a minimum exposure of 5 continuous years in the field.

Interested participants may submit their bid /estimates to the office of **WBIDC, Corporate Communication Division, 1<sup>st</sup> Floor "Protiti", 23, Abanindranath Tagore Sarani, (Camac Street), Kolkata- 700017, West Bengal, India by 07.08.14 by 14:00 hrs.**

Bids submitted beyond the stipulated period will not be accepted for submission.

**Agencies are instructed to quote as per the scope of work submitted below:**

**SCOPE OF WORK:**

1. Arrangement of plenary session including lights, sound, stage, projection, backdrop and side wings.
2. Coordination and organizing seating set up, flower arrangement, plants and other beautification jobs.
3. Management of registration desk.
4. Meet and greet service for the delegation at the plenary session.
5. Coordination with hotel and banquet staff for smooth check ins and function.
6. Design, construction and set up of exhibition for government departments and PSU such as WBIDC, MSME and IT&ITES.
7. Design and setup of standees in select locations.
8. Managing Press Relation.
9. Invitation and management of Singapore press.
10. Facilitate press contingent from Kolkata.
11. Setup and management of press room and help room.
12. Coverage and regular upload of still and video images from Singapore.
13. Distribution of news along with pictures and video clips to Indian media.
14. Documentation of entire trip.
15. A suitable length video montage with music and supers for depicting today's Bengal in an apt manner. This will be used as a curtain raiser.
16. Presentation preparation for various government departments.
17. Creative assistance for creating a micro site.
18. All art work of collaterals and promotional items.
19. General assistance for successful arrangement of entire event.

By Order  
Managing Director