

**Empanelment of Advertising & Event  
Management Agency for SIAL India 2021 &  
North East Food Show 2022**

**DIRECTORATE OF FOOD PROCESSING**  
Government of Meghalaya  
Cleve Colony  
Shillong – 793003  
[www.dofpmeghalaya.com](http://www.dofpmeghalaya.com)



**Details**

The Directorate Of Food Processing invites Agencies to submit their proposal for **Empanelment of Advertising & Event Management Agency for SIAL 2021 to be held in New Delhi and North East Food Show 2022 to be held in Shillong.**

It is important to note that the Directorate Of Food Processing will empanel shortlisted agencies but a work order will be issued only post a presentation on the concept and cost of the event (or both events). Empanelment does not mean a committed work order.

1. Date of Issue of EOI – September 24, 2021
2. Initially the offer for EOI shall be valid for eighteen (18) days. This may be extended further if required by DOFP
3. EOI Proposal Submission Mode - Submission through physical mode/courier/post at / to -

The Officer on Special Duty,  
Directorate Of Food Processing,  
Cleve Colony, Shillong-793003,  
East Khasi Hills District, Meghalaya

4. Last Date of Submission—**October 11, 2021 upto 04:00 PM**
5. Contact Details – 9436171683 or dofpmeghalaya@gmail.com

## EXECUTIVE SUMMARY

The Government of Meghalaya created the **Directorate Of Food Processing** under the Department of Agriculture in May 2018 to look into the various activities relating to Food Processing in the State. Among its various listed objectives, two that form an appropriate background to understanding the purpose of this document include:

- (1) The Directorate strives to **develop entrepreneurship** in the State
- (2) The Directorate makes all possible efforts to **expand the market** for the processed products, by way of organizing festivals, and participating in exhibitions and expositions in and outside the State periodically

**SIAL India and the North East Food Show** are two such platforms that enable the Directorate of Food Processing to execute these objectives.

Salon International de l'alimentation or SIAL is a Global Food Marketplace ie, a trade fair held every two years and specializes in the food processing industry. This event was first held in 1964 in Paris and since then has grown in global presence and is now hosted in China, Canada, Indonesia, Middle East, Africa and India. Over 200 countries participate across its exhibitions and it is now considered to be one of the biggest one-stop-shop for the industry.

The Second Edition of SIAL India was hosted for 3 days (September 19-21, 2019) in Pragati Maidan, New Delhi with Meghalaya as Partner State. This edition witnessed 300+ exhibitors from 30 countries with approx. 8,000+ trade visitors, making it the ideal networking and business platform for the food and beverage industry stakeholders.

Participants from Meghalaya had greatly benefited from the exposure and interactions. Farmers and entrepreneurs showcased their produce and established front-end market linkages. A participant from the State, COLKS also secured the prestigious SIAL Innovation Award for its brand BEE Natural. Participation also helped the Directorate to collect data, understand changing market trends and network.

Honourable Chief Minister of Meghalaya not only approved participation but led Team Meghalaya from the front. He laid the foundation of **Meghalaya On The Move**, the theme for the State. Meghalaya was Partner State for the event and also co-hosted a dinner on the last day of the event with SIAL that boosted business opportunities and opened channels of communication for the participants of the State and set the ground for the North East Food Show that was successfully held in Meghalaya in December 2019.

On December 4 – 6, 2019 India's North East was witness to the first of its kind Food Business and Food Innovation Exhibition titles the North East Food Show (NEFS) held in Shillong, Meghalaya organised by the Government of Meghalaya with branding support of the SIAL India Group.

The NEFS was one of North East India's biggest exhibitions focused on creating a Global platform to 'inspire the Food Business'. As B2B platform it enabled National and International players from the Food Industry to connect with local producers, processors and entrepreneurs from the North East seeing participation from Arunachal Pradesh, Assam, Tripura, Meghalaya, Nagaland and Sikkim.

200+ exhibitors, 11,000+ visitors, 200+ farmers along with National and Internal delegates and dignitaries, multiple market linkage associations attended the event. Over 3 acres of carpeted area, the largest covered German hangar space ever in the North East, conference halls, food court, live kitchen was set up in record time.

The event was awarded the Silver Experiential Marketing Award for the Best B2B Programme of the Year at the WOW AWRDS ASIA 2020.

The event is believed to have resulted in business deals of about 24 crores to participating exhibitors.

The Second Edition of the NEFS is scheduled to be hosted by Meghalaya once again in **February 2022**.

SIAL India is scheduled to be held In Pragati Maidan, New Delhi **between December 9 – 11, 2021**.

## INTENT

This EOI is to empanel an Advertising & Event Management Agency /Agencies who would manage the **ENTIRE planning, promotion and execution** of one / both, Meghalaya's participation at SIAL India and the hosting of NEFS 2022.

Since both these events require extensive coordination and communication with entrepreneurs/exhibitors and other supporting organisations, the Advertising & Event Management Agency is expected to plan and design a detailed communication map covering all promotional activities to promote participation, design and publish all promotional materials online and offline, execute all event collaterals for the events, design and execute event onsite, set up the exhibition, manage it from build-up, on-going and breakdown, liaise with exhibitors and speakers, manage logistics especially given SIAL India is being held in New Delhi and prepare event report etc.

**The validity of the empanelment is for 24 months from the date of appointment.**

## TERMS OF REFERENCE

The detailed terms of reference are enclosed at **Annexure-I**

## QUALIFICATION CRITERIA

1. The Bidder shall be Agencies/ Firm/ Company/ Partnership/ Limited Liability Partnership (LLP) /Proprietorship/ Govt. Undertaking registered under the Indian Companies Act, 1956/ Indian Partnership Act, 1932 (whichever is applicable). All subsidiary/ holding/associate/ affiliates in India shall be treated as one entity
2. The Bidder must have its registered office in Meghalaya
3. The Bidder must have experience in executing similar Events of similar scale in the last 3 years
4. The Bidder shall have a minimum Average Annual Turnover of INR. 2 crore (Rupees two crore) in the past three financial years preceding the EOI submission date from similar activities as sought in this EOI
5. The Bidder should not have been blacklisted or Barred by any State Government, Central Government or any other Public Sector Undertaking or a Corporation or any other Autonomous organization of Central or State Government as on Bid submission date

## CRITERIA AND SELECTION METHOD

1. The screening of all EOIs received shall be as per eligibility conditions mentioned in this document and based on verification of certificates / attachments submitted
2. A Selection Committee has been constituted to evaluate all EOIs based on their past experience of handling similar projects and the firm's financial strength. The Selection Committee's decision will be final
3. Firms will be shortlisted based on the following scores: -
  - i. Financial Strength of the Firm: 50%
  - ii. Past Experience of handling Similar type of Project: 50%
4. Empanelled agency /agencies will be awarded work based on their capabilities and specialisation
5. Closer to the events the short listed agency /agencies will be briefed and be required to make a presentation to a Selection Committee showcasing their proposals with their concept plan, execution plan, estimated budget and post-event analytics
6. Presentation will be evaluated on concept, execution plan and price proposal
7. The selected **Agency** will be issued Work Order based on an agreed upon price proposal

8. Once again, the Selection Committee's decision will be final

## **INSTRUCTIONS**

The Expression of Interest (EOI) is to be submitted in the manner prescribed below: -

The Agency shall submit an envelope clearly labelled: "Empanelment of Advertising & Event Management Agency for SIAL India and NEFS for DOFP, Government of Meghalaya" and containing:

1. Applicant Cover Letter – Format 1
2. Applicant's Technical Submission – Format 2
3. Applicant's Financial Strength – Format 3
4. Applicant's experience in similar projects – Format 4
5. All supporting documentations as specified in Format 2 of this document
6. A self – declaration on a non-judicial stamp paper – Format 5

The signature of the applicant, along with his/her stamp must be present on every printed page of the submitted EOI

**Format 1 – Cover Letter**

[Date]

To,

**The Officer on Special Duty,**  
Directorate Of Food Processing,  
Cleve Colony,  
Shillong-793003,  
Meghalaya

Subject: EOI for Empanelment of Advertising & Event Management Agency for SIAL India and NEFS for DOFP, Government of Meghalaya

Sir/Madam,

With reference to your EOI Document dated \_\_\_\_\_. We have examined the published documents and understood their contents. We hereby submit our Proposal for Empanelment of Advertising & Event Management Agency for SIAL India and NEFS as required.

Our correspondence details with regard to this EOI are:

1. Name of the Contact Person
2. Address of the Contact Person
3. Name, designation and contact, address of the person to whom, all references shall be made, regarding this EOI
4. Mobile number of the Contact Person
5. Email ID of the Contact Person

We certify that all information provided in the proposal and those attached are true and correct and that nothing has been omitted which renders such information misleading. All documents accompanying this proposal are true copies of their respective originals. We shall make available any additional information that may be deemed necessary or required for supplementing or authenticating the EOI. We understand that neither submitting this proposal nor getting short-listed means a Work Order and agree and undertake to abide by the terms and conditions as set in the EOI document.

Yours faithfully,

(On Behalf of Company Name)

(Signature, name and designation of the authorized signatory)

**Format 2 – Bid Technical Submission**

1. Legal Name of the Agency
2. Registered Office Address
3. Agency is blacklisted by Government
4. Agency registered under Act
5. Registration Number and Date of Registration
6. Working Experience in total
7. Similar Experience in Advertising & Events w.r.t Government Agencies/ PSUs and Private Firms - \_\_\_\_\_Years (Format 4 with Work Orders / Completion Certificates as Proof)
8. Annual Turnover Certificate for three years (FY 2018-19, FY 2019-20, FY 2020-21) - Format 3 with Turnover CA Certificate as Proof to be attached

**Format 3 – Financial Strength**

S. No	Financial Year	Whether profitable Yes/No	Annual Net Profit (INR)	Overall Annual Turnover (INR)
1.	2018-2019			
2.	2019-2020			
3.	2020-2021			

**Format 4 – Experience in Similar Projects**

Sl. No.	Project Name and Client Name	Project Details	Contract Dates (Start Date – End Date)	Contract values (INR)
1.				
2.				
3.				

(Add more records if needed)

**Format 4 – Self-Declaration****Self - Declaration Form**

I / We the undersigned do hereby declare that I / we have never been blacklisted and / or there was no debarring actions against us for any default or misdeed by any State Government, Central Government or any other Public Sector



Undertaking or a Corporation or any other Autonomous organization of Central or State Government as on EOI submission date.

In the event of any such information pertaining to the aforesaid matter found at any given point of time prior or during the course of the timeline of work my Empanelment and / or Work Order may be immediately terminated / cancelled without any notice and action as deemed suitable may be taken.

Date:

Yours faithfully,

Place:

## Annexure 1

The Advertising & Event Management Agency shall be responsible for effective management of Meghalaya Stall at SIAL India and / or hosting the NEFS, should it be selected for one or both.

The **Scope of Work** will be detailed closer to date but will broadly include -

Conceptualize in coordination with DOFP the event and deliverables based on the scale and venue

Design the venue layout including exhibition area and all surrounding areas including stage, conference hall, parking etc.

Create the Event PERT plans

Map a comprehensive publicity and promotion plan, especially for NEFS

Maintain a website exclusively for the occasion for promotions and online registrations

Liaise with exhibitors and other participants of the show for execution requirements

Content creation and design all brand collaterals related to the events

Create Audio Visual content to be used for promotions

Organise on-ground promotional activities

Design in coordination with DOFP the details of inauguration ceremony, panel discussions, seminars & conferences, exhibitions, etc.

Organizing PR activities

Design and print event collaterals

Propose and arrange for appropriate mementos/souvenirs

Arrangement for all necessary permissions and clearances from respective authorities for venue set-up including blocking of venue, power/water supply, fire-fighting arrangements, traffic authority, security, placement of billboards, hoardings, road maps and flags at the venue, etc.

Local transportation and logistical support for participants & officials for the events (local and otherwise)

Overall development of venue design as per plans approved by DOFP

Registration desk and coordination with adequate support

Arrangement for security protocols for VIP Attendance

Engage all Vendors / Sub Vendors required for carrying out all the above said services

Cleanliness and maintenance of the venue pre, during and post event

High resolution photographs and filming of the event

Arrangement for Live Broadcast of event on multiple platforms

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Post event report (may or may not require publishing)

**Important to note that these are the broadly listed scope of work. However, prior to each event a more detailed scope of work will be shared with the empanelled Advertising & Event Management Agency so that they can base their concept and cost on the same.**