



**Ministry of Industry and Entrepreneurship Development
Sri Lanka Export Development Board**

**REQUEST FOR PROPOSALS (RFP) on Two Envelope
System**

Section VI (Supplementary)

**Terms of Reference (TOR) and Appendices
for**

**Procurement of Selection and Engagement of a
Professional Public Relations and Promotional
Services Firm for Sri Lanka Expo 2026 – Export
Development Board (EDB)**

Contract Number EDB/PU/NCB/2025/05

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Volume 02

Volume 2 of this Request for Proposals (RFP) for the **Procurement of Selection and Engagement of a Professional Public Relations and Promotional Services Firm for Sri Lanka Expo 2026 – Export Development Board (EDB)** consists of Section VI, which includes two components:

1. Terms of Reference (TOR)
2. Compliance Sheets

The Compliance Sheet must be duly completed by the Service Provider and submitted along with the Technical Proposal, in the envelope marked 'Envelope 1'.

Section VI

1. Terms of Reference (Schedule of Requirement) (TOR)

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Description of Services

1. Background

- 1.1. Sri Lanka Export Development Board (SLEDB) is Sri Lanka's premier organization for the development and promotion of exports, established in 1979 under the Sri Lanka Export Development Act No. 40, under the influence and guidance of the International Trade Center (ITC) and the United Nations Conference on Development of Trade & Tariffs (UNCTAD).
- 1.2. Established as the executive body of the Export Development Council of Ministers headed by the President of Sri Lanka, SLEDB is the organization responsible for the development and promotion of exports of Sri Lanka.
- 1.3. According to official external trade statistics, Sri Lanka's total export value in 2024 was USD 16.2 Bn. while imports amounted to USD 18.8 Bn, resulting in a trade deficit. Persistent trade deficits adversely impact foreign reserve stability and broader macroeconomic indicators, including employment, economic growth, inflation, and social welfare.
- 1.4. The EDB actively implements measures to promote Sri Lanka's exports, including organizing exhibitions such as Sri Lanka Expo 2026, aimed at showcasing Sri Lankan products to international buyers and trade organizations, thereby expanding the country's global market presences.
- 1.5. Sri Lanka Expo 2026 is being organized after a 14 years' interval, due to circumstances such as the COVID-19 pandemic, social challenges, and the national economic crisis. The Sri Lankan economy is now gradually recovering, and proactive steps are required to stimulate sustainable economic growth.
- 1.6. In this context, the Government of Sri Lanka is taking strategic initiatives to expand the export market. A key component of this strategy is organizing **internationally recognized Sri Lanka Expo 2026**, which will provide a platform for international buyers, investors, and global stakeholders to experience Sri Lankan products firsthand, fostering positive perceptions and stimulating international demand.
- 1.7. There will be 750+ exhibitors including 100+ new/potential exporters, international technology pavilion and 1500+ buyers/investors and journalists representing important markets all over the world
- 1.8. To achieve these objectives, the Export Development Board (EDB) is issuing this Terms of Reference (TOR) to invite interested and qualified professional public relations &

Promotion firms to gain a clear understanding of the assignment related to promoting the Sri Lanka Expo 2026 event. This includes enhancing public relations activities and providing comprehensive responses to the Request for Proposals (RFP) for the procurement of Selection and Engagement of a Professional Public Relations and Promotional Services Firm for Sri Lanka Expo 2026 – Export Development Board (EDB).

2. The Planned date of Sri Lanka Expo 2026

The event is scheduled to be held **from June 18th to 21st, 2026, at the Bandaranaike Memorial International Conference Hall (BMICH), Colombo**

3. Overall Objective

The overall objective of this assignment is;

To select and engage a highly professional and experienced Public Relations and Promotional Services firm to design, manage, and execute an integrated communications and promotional services for Sri Lanka Expo 2026. The firm will be responsible for enhancing the international visibility of the event, strengthening Sri Lanka's brand as a competitive trade and investment destination, and ensuring active participation from targeted global markets.

4. Specific Objectives

The specific objectives are outlined below

- i. To conceptualize and implement a strategic public relations and marketing plan for Sri Lanka Expo 2026.
- ii. To develop and manage comprehensive digital and print promotional content ensuring consistent brand identity.
- iii. To establish and operate a multilingual event web portal as a central hub for global outreach and engagement.
- iv. To automate attendee registration and check-in processes in line with international standards.
- v. To execute targeted international and local publicity campaigns across multiple media channels.
- vi. To manage press conferences, media relations, and high-profile launch events.

- vii. To monitor, evaluate, and report on the effectiveness of promotional and communication activities.

5. Scope

The selected Public Relations and Promotional Services firm shall be responsible for planning, coordinating, and executing all activities related to the national and international promotion and public communication of Sri Lanka Expo 2026, organized by the Export Development Board (EDB).

The scope of this assignment covers the following key areas:

a) Development of Public Relations and Promotional Strategy

- i. Formulate a comprehensive PR and promotional strategy for Sri Lanka Expo 2026 in consultation with EDB.
- ii. Identify key target markets, audiences, and media channels (local and international).
- iii. Establish a clear timeline and activity plan covering the pre-event, event, and post-event phases.

b) Media Relations and Communication Management

- i. Coordinate press conferences, media briefings, and interviews in collaboration with EDB.
- ii. Prepare and disseminate press releases, feature stories, and promotional articles to local and international media outlets.
- iii. Develop and maintain strong relationships with media institutions, trade journalists, influencers, and public figures
- iv. Manage the media accreditation process and facilitate coverage during the event.

c) Implementation of Local and International Promotional Campaigns

- i. Execute targeted marketing and promotional campaigns across multiple channels (print, digital, broadcast, outdoor).
- ii. Plan and manage country-specific promotional activities in collaboration with Sri Lankan Missions overseas and international trade partners.

- iii. Coordinate with relevant industry associations, chambers of commerce, and tourism bodies to maximize global visibility.
- iv. Ensure brand consistency and alignment with the official Sri Lanka Expo 2026 communication framework.

d) Event Promotion and Launch Activities

- i. Plan and organize curtain raisers, launch events, and stakeholder engagement sessions to generate awareness and excitement.
- ii. Support branding and visibility activities at key locations such as airports, hotels, and partner venues.
- iii. Ensure consistent coordination with the EDB and event management team during all promotional phases.
- iv. Maintain a professional on-site management office throughout the event period
- v. Ensure on-site internet connectivity, security, cleaning, and maintenance throughout the event.
- vi. Provide professional launch ceremony management, including protocol arrangements, guest registration, and event documentation.

e) Publicity Material Utilization and Coordination

- i. Utilize and deploy existing creative and media materials developed by the EDB's appointed design firm.
- ii. Adapt, translate, and localize content for specific audiences or markets when necessary.
- iii. Ensure proper integration of creative content across all promotional and communication platforms.

f) Monitoring, Reporting, and Post-Event Evaluation

- i. Continuously monitor the effectiveness of PR and promotional campaigns using measurable performance indicators.
- ii. Provide weekly and monthly progress reports highlighting achievements, media coverage, and challenges.
- iii. Submit a comprehensive post-event report including analysis of media exposure, campaign impact, audience engagement, and recommendations for future events.

6. Tasks of the Assignment

The selected firm shall perform, but not be limited to, the following key tasks:

Task 01: Content Development and Branding

- i. Produce promotional materials including videos, brochures, catalogues, and digital media.
- ii. Design and manage outdoor, print, and online advertising campaigns.

Guideline for content Development.

- **Promotional Videos and Multimedia Production**

- Include scripting, filming, animation, voiceover, and background music.
- Purpose: Promotion via embassies, social media, and trade channels.
- Produce Event introduction videos (with subtitles)

- **Press briefing**

Curtain raiser video introducing the logo 30 sec. for the press briefing

Event introduction video of 01 minute

- **Launch**

Launch event videos for event launch & inauguration (2 minutes)

- **Promotional videos**

- Main event promotional videos (2 minutes) & short teaser videos (30 & 60 seconds)
- Video interviews/Testimonial with key stakeholders, industry leaders, exporters & celebrities) (20 nos. of 30 second videos)
- TVCs (02 of 30 seconds)
- Sector-specific videos (30 second video per each sector)

- **Industrial**

- Apparel & Fashion
- Rubber & Rubber Based Products
- Gem & Jewellery
- Automobile & Engineering/Electricals
- Boats & Ship Building
- Packaging

- **Agricultural**

- Spices & Essential Oils
- Tea
- Coconut & Coconut based products
- Food & Beverages
- Ayurveda & Beauty care

- **Export Services**

- ICT/BPM
- Marine & Offshore
- Logistics
- Wellness & Healthcare
- Construction & Renewable Energy
- Video Coverage during event days (04 days)
 - Cover all key activities (inauguration, main exhibition)
 - Cover all parallel events
 - Cover key event locations (registrations, stalls, cultural shows)
 - Produce 05-minute video per each day
- Post-Event Video (Overall event summary)
 - 01 video (Max. 5 minutes)
- **Printed Promotional Material**
 - Materials to be printed on high-quality paper with vibrant graphics.
 - Printed versions of brochures, catalogues, exhibitor and buyer packages, and hall plans & Dockets
 - Promotional packages/folders
 - Invitation cards with envelopes and letterheads
 - X-pennants and pull-up banners for airport, hotels, partner locations
 - Posters (for local and international placement (Embassies))
- **Outdoor and Onsite Branding**
 - Put-up Hoardings/billboards (for strategic locations locally)
 - Venue backdrops, include directional signage across the venue.
- **Design and Produce Promotional Items**
 - Event branding items/corporate gifts
 - Corporate gift wrappings
 - Branded notepads, pens, pen holders
 - Bags, t-shirts, with branding.

Task 2: Content Creation (for the Web Portal)

Create a comprehensive suite of web content & promotional content in English, and translation of the content to Sinhala, Tamil, and other international languages (Chinese, Arabic, Spanish, French, German, Russian, Japanese).

i. Guideline for content creation

- **Creative writings/Writeups for web portal on**
 - Products/Services Categories
 - For Buyers section
 - For Exhibitors section
 - For Media section
 - About the Exhibition

- **Graphic content creation**
 - Design Color Schemes – Consistent with brand guidelines
 - UI/UX Design Elements, Custom Icons & Buttons
 - Hero Banners & Sliders – High-impact visuals for homepage headers
 - Banner videos
 - Custom Illustrations – Unique artwork tailored to the event & event activities
 - Product Images – for each product sector
 - Infographics – Data visualizations
- **Event Calendars/Agendas for**
 - Exhibition days
 - Parallel sessions
 - B2B meetings
 - Symposiums
- Social media posts.
- Infographics (on export growth, trade data).
- Digital banners/site promotion kits for partner websites.
- Digital versions of exhibition brochures/catalogues, exhibitor and buyer packages, and hall plans.

Task 03: Implementation of Web Portal (multilingual)

i. Guideline for Implementation of Web Portal

- **Content/Information Portal**
 - Products/Services Categories
 - Event & parallel events Agenda/Calendars
 - Information: for Buyers, for Exhibitors (local, international), for Media
 - Media Gallery: News, Announcements, Press Releases, live updates
 - Photo & Video Gallery
 - Parallel event details (B2B meetings, Symposiums, cultural, fashion shows, ...)
 - Sponsors (Multiple categories), Partners/Stakeholders (with logos and links)
 - Downloadable sponsor/partner kits
 - Catalogues
 - a) Event Catalogue (online with filtrations & downloadable)
 - b) Exhibitor Manual (online with filtrations & downloadable)
 - About the Exhibition & organizers
- **Support Services Section**
 - Visa Guidelines, Foreign Missions Contact List
 - Travel Guides (city, transportation, emergency contacts)
 - Hotels to event venue travel arrangements
 - Airline Partnerships/Discounts, Airport pickup arrangements

- Hotels (partner hotels with booking links/Discount packages)
- Local Banks and Currency Exchange Info
- Venue Details with Maps
- FAQ Section
- Accessibility Support
- **Engagement Tools**
 - Exhibitor Catalogue/Business Directory
 - Buyer-Exhibitor Engagements (opt-in listing with matchmaking)
 - Online feedback forms & survey forms
 - Help Desk (AI assisted FAQ, chatbot/live agent, email, phone, WhatsApp, ...)
 - Social Media Integrations & Share Buttons
 - Automated event day check-in solutions
 - a) QR scan for Event days attendance
 - b) Parallel events attendance
 - c) stall visits
 - Feedback Systems (exhibitors, buyers, visitors)
 - a) Live updates, QR scan for Event day check-ins, events attendance, stall visits
 - b) Online feedback forms
 - Post-event survey with automated analytics
- **Registration Portal**
 - **Online Registrations:**
 - a) International Buyers
 - b) Local Exhibitors
 - c) Foreign Exhibitors
 - d) Trade Delegates
 - e) Media
 - **Parallel Event Registration System for:**
 - a) B2B Meetings
 - b) Symposiums
 - c) Investment Forum
 - d) Cultural Events
 - e) Culinary Show
 - f) Fashion Show
 - **Logistic Services:**
 - a) Logistic Services Registration for Buyers
 - b) Hotel Reservations
 - c) Transport arrangements (Airport pickup, shuttle service, etc)
- **Backend CMS (Content Management System)**
 - Multilingual support CMS
 - User Management & Authentication with Role-Based Access Control (RBAC)

- **Content Management**
 - a) Content Creation, Editing, posting with WYSIWYG editor
 - b) Media Management
- **Full functional backend services for the event registrations management**
 - a) Registration Approvals, disapprovals, deletions
 - b) Payment management and reconciliation
 - c) B2B engagements management
- **Email and SMS alerting**
 - a) Customer alerting of each key activities
 - b) Staff/admin alerting on each pending task
- **Admin Dashboards:**
 - Real-Time Dashboards:
 - a) Registration Stats
 - b) Attendance Tracking
 - c) Stall Visit Logs (QR-based)
 - Feedback Systems (exhibitors, buyers, visitors)
 - QR scan for Exhibition attendance, parallel events attendance & stall visits
 - Online feedback forms
 - Post-event survey with automated analytics
 - Database & API Integration
 - Performance & Security monitoring
 - Analytics & Reporting
- **Hosting and Maintenance of the web portal (02-years)**
 - ii. **Guidelines hosting and maintenance of the web portal**
 - Server Setup & Configuration
 - DBMS setup and configuration
 - APIs (RESTful) for remote data access for client
 - Maintenance & Support
 - a) 24/7 Uptime Monitoring
 - b) Performance Tracking (CPU, RAM, Disk I/O, Response Time)
 - c) Security Monitoring (Malware, DDoS, Brute Force Attacks)
 - d) Regular Backups & Disaster Recovery
 - a) Automated Daily/Weekly Backups with Disaster Recovery Plan
 - e) Software & Security Updates
 - f) SSL Certificate management
 - g) Daily/weekly/monthly performance, security logs, reporting, analytics
 - h) Bug Fixes & Troubleshooting, Emergency Support
 - i) Performance Optimization

Task 04: Provision of Automation of Attendee Check-in Process

Development and deployment of an attendee registration and check-in software platform capable of managing multiple attendee categories. Total expected attendees would be 3000 to 3500 attendees.

i. Guidelines

- Integration with the Sri Lanka Expo's official registration databases for pre-registered participants.
- Deliverables
 - Functional and tested check-in automation system deployed at the venue.
 - Training for event staff and helpdesk support during the event.
 - Comprehensive post-event performance and data report.
- Standards and Requirements:
 - System must comply with international event technology standards for speed, reliability, and usability to cater to proposed event with expected attendee volume.
 - Ensure smooth handling of large attendee volumes with minimal waiting time. (less than 01 minute per attendee)
 - The interface must be user-friendly, and compatible with mobile devices.
- Duration:
 - The assignment will cover the pre-event preparation, event-days operations, and immediate post-event reporting period, as defined in the event schedule.
- Technical Support:
 - The service provider shall provide on-site and remote technical support throughout the event, ensuring uninterrupted system functionality.

Task 05: Conduct Digital Marketing Campaigns

i. Guidelines

- Execute the digital marketing strategy developed for Sri Lanka Expo - 2026
- Content translation services into Chinese, Arabic, Spanish, French, German, Russian & Japanese & Tamil
- Social Media Integration, publish posts, conduct campaigns
- Conduct automated and scheduled campaigns
- Search Engine Marketing (SEM), digital ad campaigns (Google, Meta, LinkedIn Ads, etc.)
- Digital survey distributions
- Analytics, exportable reports with charts, insights

- International Campaign
 - Targeted Social Media Campaigns for selected markets (Facebook, LinkedIn, X, YouTube, TikTok)
- Local Campaign
 - Social Media Campaign (Facebook, LinkedIn, YouTube, TikTok)
 - TV/Radio Commercials
 - Print Media (newspapers, trade magazines)
 - Press Conferences & Media Briefings

Task 06: Pre-Event Launch Ceremony

i. Guidelines

- Planning and organize a high-profile launch event locally to introduce the exhibition.
- Manage venue, invitation of dignitaries, media coverage, catering, audio-visual setup, photography/videography, and media presence.

Task 07: Project Management and Communication.

i. Guidelines

- Deploy a dedicated project management team with single-point-of-contact.
- Maintain timeline tracking, milestone reporting, and coordination with organizing committee.

Task 08: Monitoring, Reporting, and Handover

- i. Provide periodic progress reports on campaign performance and web analytics.
- ii. Submit comprehensive post-event reports including media outcomes, participation analysis, and recommendations.
- iii. Hand over all intellectual property, raw materials, and technical documentation to EDB after project completion.

7. Appointing Deployment Team

EDB will arrange the deployment team including a team leader and Service Provider to assist the contract management with the Service Providing Firm of Public Relations and Promotional Services Firm for Sri Lanka Expo 2026. The selected firm will be facilitated to coordinate functions and communication with the deployment team.

8. Source of Funding

LKR 66.5 million will be allocated from GOSL funds for Procurement of Selection and Employment of a “Professional Public Relations and Promotional Services Firm” for the Planning, and Implementation of Sri Lanka Expo 2026 and for the Export Development Board (EDB)

9. Method of Procurement

According to the Procurement Guidelines 2024 for Goods Works Non-Consultancy Services and Information Systems, published by the National Procurement Commission Sri Lanka. . The procurement process shall be carried out using the National Competitive Bidding Method through two envelope bidding procedure.

10. Submission of Cost Breakdown

Service provider is required to submit detailed cost breakdowns for each process defined in the Key Processes of the consultancy section, and other processes that will be identified after the requirement analysis and system design. This breakdown should be designed to prevent the submission of proprietary modules without the necessary customizations required by the client. Each cost element should be clearly itemized, providing transparency and ensuring that the proposed solutions meet the specific requirements outlined in this TOR.

11. Confidentiality of Data

The selected Service Provider shall sign a **Non-Disclosure Agreement** with the Chairman & CEO of EDB to maintain the confidentiality of the specific information, findings and data used by the Service Providers during the engagement of the Project Assignment.

Note: This TOR is subject to adjustments and refinements as necessary to ensure clarity, comprehensiveness, and alignment with EDB’s strategic objectives.

Schedule of Payments and Reporting Requirements

12. Terms of Payment

Payment	Amount	Payment Release on
Mobilization Advance	Mobilization Advance	After signing the contract and submitting an on-demand, irrevocable bank guarantee issued by a commercial bank registered in Sri Lanka, an advance payment of 20% will be made. This advance will be proportionately deducted from each progress payment.
Payment on work done	Amount of each task/deliverables based on the price schedule	Upon completion of the corresponding assignment described in TOR, the items will undergo inspection by the Review Committee of EDB appointed by the Chairman EDB. Once confirmed by the Review Committee, upon completion of this process, the consignment will be accepted. 90% of the corresponding amount shall be paid and rest 10% shall be paid within one month after the event will be finished

13. Expected Key Deliverables and Timelines

The deliverables are outlined in two assignments: one for general performance of the contract and the next for quantifying expected output under each scope. The Event Management Firm shall submit the following deliverables in accordance with the approved work plan and timeline. All deliverables shall be submitted in both hard copy and digital formats, and each output shall be subject to review and approval by the Export Development Board (EDB) prior to proceeding to the next phase.

1. Deliverable Part 1 General Contract administration			
No.	Deliverable	Description / Key Contents	Timeline
D1	Inception Report	A comprehensive inception report including: <ul style="list-style-type: none"> Understanding of the assignment and work methodology Detailed work plan, staffing plan, and implementation schedule 	Within 1 week of contract signing

		<ul style="list-style-type: none"> • Risk management and communication plan • Draft coordination structure and meeting schedule 	
D2	Public Relations and Promotional Strategy	A detailed PR and communication strategy outlining: <ul style="list-style-type: none"> • Key objectives, target audiences, and communication channels • Proposed domestic and international promotional approach • Integration plan with EDB's overall Expo communication framework • Media engagement plan and campaign timeline 	Within 1 week from inception report approval
D3	Pre-Event Launch and Press Engagement Plan	Comprehensive plan for pre-event publicity and launch activities: <ul style="list-style-type: none"> • Press conference, media briefing, and stakeholder engagement plans • Coordination framework with EDB and event organizers • Media partnership proposals and promotional event calendar 	Within 1 week from strategy approval
D4	Implementation of PR and Promotional Campaigns	Execution of local and international promotional campaigns including: <ul style="list-style-type: none"> • Media releases, interviews, and feature stories • Social media campaign management using existing creative materials • Country-level promotional collaborations via Missions and trade partners • Continuous progress monitoring and reporting 	Ongoing from strategy approval to June 2026
D5	Event-Time Publicity and Media Coordination	Effective media engagement and coverage during Expo 2026: <ul style="list-style-type: none"> • Management of on-site press operations and media representatives • Facilitation of live coverage, interviews, and special features • Daily media monitoring and event-related updates 	During Expo period (June 18–21, 2026)
D6	Post-Event Report and Impact Analysis	A comprehensive post-event report including: <ul style="list-style-type: none"> • Summary of all PR and promotional activities • Quantitative and qualitative analysis of media exposure and audience reach • Summary of lessons learned and recommendations for future events 	Within 4 weeks after event conclusion

2. Deliverable Part 2 Expected Quantify Output				
No	Item	Description	Quantity	Time Line
01	Printing of Brochures	Printing of Brochures - Event brochure 1 (for circulation) Size: 19.5 x 19.5 cm, 4 Colour, Matt, 8 pages, Gauge 160 Art Board	3000	1 Week after contract signing
		Printing of Brochure - Event brochure 2 (for launch event) Size 19.5 x 19.5 cm, 4 colour, Matt, 4 pages, Gauge 160 Art Board	400	1 Week after contract signing
		Printing of Brochure - Event brochure 3 (for event day) Size 19.5 x 19.5 cm, 4 colour, Matt, 8 pages, Gauge 160 Art Board	3000	3 months after contract signing
		Flyers – Exhibitor Flyer 1 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	1000	1 Week after contract signing
		Flyers – Exhibitor Flyer 2 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	500	1 Week after contract signing
		Flyers – Buyer Flyer 1 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	2000	2 Weeks after contract signing
		Flyers – Buyer Flyer 2 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	500	1 month after contract signing
		Flyers – Buyer Flyer 3 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	250	2 months after contract signing
02	Printing of Outdoor Banners	Printing & Fixing of still banners (for selected locations within colombo eg: Hotels), in flex material with iron frame. 4 Colour, Size 8 ft X 4 ft	6	2 Weeks after contract signing
03	X-Pennants	Print 6 ft X 3 ft X Pennants in flex material with portable X stands with bag for embassies (In English 200, Chinese. 10, Arabic 15, German 05, French 12, Russian 03, Japanese 05)	250	1 Week after contract signing
04	Pull- ups	Custom Printable Easy Pull-up Banners Printed on Flex with Metal Roller Stand & casing for easy mobility Size: 6 ft X 3 ft	75	1 Month after contract signing

05	Hoardings	Printing and Fixing at given locations: for 6 months	NA	2 Weeks after contract signing
		Location 1 – Katunayake near Air Port	1	
		Location 2 – Airport Highway	1	
		Location 3 – Ayurveda Junction	1	
		Location 4 - Jaffna	1	
		Location 5 – Galle	1	
06	Display at Digital Boards (for 6 months)	Location 1 – Galle Road, Colombo 6	1	2 Weeks after contract signing
		Location 2 - Inside BIA	1	
		Location 3 - Kandy	1	
07	Fair Catalogue	Printing of a fair catalogue of the event Page size : 19.5cm x 19.5 cm No. of pages : 400, 4 Colour Cover page Matt Art Board, Gauge 160 Inner pages Gloss, Art paper, Gauge 70	1600	2 Months after contract signing
		Comment : (Indicate the price for additional 10-page blocks)	10pg	
08	Product Catalogue	Printing of a Product catalogue of the event Page size : 19.5cm x 19.5 cm No. of pages : 150, 4 Colour Cover page Matt Art Board, Gauge 120 Inner pages Gloss, Art paper, Gauge 100	500	2 Months after contract signing
		Comment : (Indicate the price for additional 10-page blocks)	10pg	
09	Exhibitor Manual	Printing of Exhibitor Catalogue Page size : 19.5cm x 19.5 cm No. of pages : 10, 4 Colour Cover page Matt Art Board, Gauge 120 Inner pages Gloss art paper, Gauge 70	200	1 Week after contract signing
10	Letter Heads & Envelopes	Letter heads & Envelopes: Printing the letter heads & envelopes incorporate Expo 2026 logo, theme and tagline • Letter heads (A4 size), Gauge 80 gsm, Bank paper • Envelopes – Small, Large and A4 Size (1000 from each)	3000	2 Weeks after contract signing
11	Invitations	Printing of Invitations and envelopes for the Soft Launch Invitation Card Size : 19.5 x 19.5 cm, Paper : 280 GSM Matt Art Board 4 color and Gold color print with both sides printed incorporating Expo Logo, EDB Logo and Government Emblem) Envelope	350	1 Week after contract signing

16		Colour – (based on theme), with collar, raglan sleeve and with event logo		
		Promotional Bags Gray Cloth bag with handle, (Dimensions : W : 17.5 “, H : 14” , G : 4”) Design printed as per the Expo theme in 4 colour with relevant logos (Expo logos, Your Vital Island Logo, EDB logo)	3000	3 Months after contract signing
		Sri Lanka Flag to be pinned to attire, Metal non corrosive. Size 3.5cm x 2.5 cm	200	3 Months after contract signing
		Souvenir – A Coaster with Logo lazer-cut, in light weight wooden material	2500	3 Months after contract signing
		Notebook: Branded with Expo logs and Printing • Spiral bind Page size : 14.8 cm X 21.0 cm No. of pages : 120 Paper type: Cover page : Matt Art Board, Gauge 200 GSM in 4 Colour with Expo Logo, EDB Logo Inner pages: Gauge : 80 GSM normal paper	2500	3 Months after contract signing
		• Branded Plastic Quality Pen with Expo Logo	2500	3 Months after contract signing
	Promotional Videos Production	Press briefing: • Curtain raiser video introducing the logo – 30 sec.	01	1 Week after contract signing
		• Event introduction video – 01 min.	01	1 Week after contract signing
		Main Event launch (June 2026): • Launch event videos – 02 min.	01	3 Months after contract signing
		Other Promotional videos: • Main event promotional videos - 2 minutes	02	1 Month after contract signing
		• Short teaser videos 30 & 60 seconds	02	1 Month after contract signing
		• Video interviews/Testimonial with key stakeholders, industry leaders, exporters & celebrities) - 30 sec.	20	1 Month after contract signing

		<ul style="list-style-type: none"> TVCs - 30 sec. 	02	1 Month after contract signing
		<ul style="list-style-type: none"> Sector-specific videos - 30 second video per each sector 	16	1 Month after contract signing
		Video Coverage during event days (04 days): <ul style="list-style-type: none"> Cover all key activities (inauguration, main exhibition) Cover all parallel events (symposiums, cultural shows, etc) Cover key event locations (registrations, stalls, etc) 	04 set	Event Days
		<ul style="list-style-type: none"> Produce 05-minute video per each day 	04	1 Week after the event
		Post-Event Video (Overall event summary): <ul style="list-style-type: none"> 01 video (Max. 5 minutes) 	01	2 Weeks after the event
17	Provision of Technical support for Attendee Check-in Process	<ul style="list-style-type: none"> Development and deployment of an attendee registration and check-in software platform capable of managing multiple attendee categories. Total expected attendees would be 3000 to 3500 attendees. Integration with the Sri Lanka Expo's official registration database for pre-registered participants. 	Item	2 Week Prior to the Event
		<ul style="list-style-type: none"> Provide on-site technical support throughout the event (04 days), ensuring uninterrupted system functionality 	Item	Event Days
18	Design, Development of the Event Web portal, Hosting & Maintenance	<ul style="list-style-type: none"> Develop the www.srilankaexpo.lk official web portal of the Sri Lanka Expo - 2025, according to client requirements. See SOR for the requirements. 	01	Minimum Viable Project (MVP) within 2 weeks and continuous feature additions / enhancements upto July, 2026
		<ul style="list-style-type: none"> Hosting and Maintenance of the web portal (02-years) <ul style="list-style-type: none"> Server Setup & Configuration DBMS setup and configuration APIs (RESTful) for remote data access for client Maintenance & Support 24/7 Uptime Monitoring 	01	Host website from the first MVP and up to Two years period

		<ul style="list-style-type: none"> – Performance Tracking (CPU, RAM, Disk I/O, Response Time) – Security Monitoring (Malware, DDoS, Brute Force Attacks) – Regular Backups & Disaster Recovery – Automated Daily/Weekly Backups with Disaster Recovery Plan – Software & Security Updates – SSL Certificate management – Daily/weekly/monthly performance, security logs, reporting, analytics – Bug Fixes & Troubleshooting, Emergency Support – Performance Optimization 		
19	Conduct Digital Marketing Campaigns	Content translation services into Chinese, Arabic, Spanish, French, German, Russian & Japanese & Tamil		Develop Strategy and initiate the campaign within 1 week of signing the contract and continue upto July 2026
		International Campaign <ul style="list-style-type: none"> • Targeted Social Media Campaigns for selected 60 markets focusing the business community (International Trade). Target markets attached. • Search Engine Marketing (SEM), digital ad campaigns (Google, Meta, LinkedIn Ads, etc.) Provide detailed campaign information.	60 countries	
		Local Campaign <ul style="list-style-type: none"> • Social Media Campaign (Facebook, YouTube, TikTok, Instagram) 	Targeting 9 provinces	
		<ul style="list-style-type: none"> • TV Commercials 		
		Publishing in Rupavahini (30 Sec, Prime Time),	7 Occurrences	
		Publishing in ITN (30 Sec, Prime Time)	7 Occurrences	
		<ul style="list-style-type: none"> • Print Media (newspapers, trade magazines) Daily FT – Quarter page, Full Colour, Business Page Lankadeepa – Quarter page, Full Colour, Inner Pages Thinakaran - Quarter page, Full Colour, Inner pages	2 Occurrences each	

Key Personnel & Qualification Criteria

To be eligible for consideration, the prospective Firm (hereinafter referred to as the “Service Provider”) shall meet the following qualification criteria. The Service Provider may be a single entity, joint venture (JV), or consortium. In the case of a JV/Consortium, all members shall be jointly and severally responsible for the execution of the assignment.

a) Contractual and Legal Requirement

- i. The Service Provider must be a legally registered entity in Sri Lanka or a foreign entity lawfully permitted to operate in Sri Lanka.
- ii. In the case of a Joint Venture (JV) or Consortium, a legally valid Power of Attorney (PoA) must be provided authorizing the lead partner to represent the JV/Consortium in all contractual matters.
- iii. The JV/Consortium Agreement must clearly define the roles, responsibilities, and financial shares of each partner.
- iv. The Service Provider must confirm that they are not blacklisted or debarred by any government, semi-government, or international organization.
- v. The Service Provider should be compliant with all applicable labor laws, safety regulations, and environmental standards.
- vi. The firm must have the legal right to submit a proposal and should not have been subject to any legal penalties or sanctions by any court in the past five years.

b) Financial Capacity

- i. The Service Provider shall demonstrate sound financial standing, supported by audited financial statements for the last **three consecutive financial years (2021/2022, 2022/2023 and 2023/2024)**.
- ii. the Service Provider (or lead partner in case of a JV/Consortium) shall have an annual average turnover of at least LKR 100 million (or equivalent in foreign currency) during the past three years.
- iii. The Service Provider must demonstrate access to or availability of financial resources, such as liquid assets, lines of credit, or other financial means, to meet the cash flow

requirement of not less than LKR 20 million, net of the Bidder's other commitments for this project.

c) Experience and Technical Capacity

- i. The Service Provider must have at least 10 years of proven experience in Public Relations and promotional services on large-scale international or national exhibitions, trade fairs, conferences, or promotional events.
- ii. The Service Provider should have successfully completed at least three (02) large-scale Public Relations and promotional campaign (each exceeding 10,000 participants or equivalent international exposure). The minimum value of each contract must not be less than Sri Lankan Rupees (LKR) 40 million, and the contract must have been completed or operational within last eight (08) years prior to the bid submission deadline.
- iii. The Service Provider must demonstrate experience in at least two (02) contracts of events in digital content creation, social media campaigns, and online promotional activities associated with international events.
- iv. Demonstrated experience in coordination with government agencies, private sector sponsors, hotels, media, and foreign embassies will be an added advantage.
- v. The Service Provider must have the necessary technical expertise and logistical capacity, including design, stage setup, booth construction, IT and AV systems, and on-site operational teams.
- vi. The Service Provider should possess in-house or outsourced professional capabilities in:
 - Content creation (videography, photography)
 - Pre-Event Launch Ceremony
 - Conduct Digital Marketing Campaigns
 - Website design, development, hosting and maintenance

Key Personnel

d) Key Personnel Requirements

The Service Provider shall propose a professional team with qualifications and experience suitable for the assignment, including but not limited to:

Key Professional Staff	Minimum Academic and professional qualifications Qualification	Minimum Experiences	Key Roles and Responsibilities
Team Leader / Project Director	Postgraduate qualification in Marketing, Mass Communication, or Business Management	<ul style="list-style-type: none"> • Minimum 15 years of experience in managing large-scale international PR and event promotion projects. • Proven leadership in delivering projects above LKR 100 million in value 	Overall leadership, liaison with EDB, approval of key deliverables, and project oversight
Project Manager	Bachelor's degree in Management, Marketing, or IT.	<ul style="list-style-type: none"> • Minimum 10 years of project coordination experience • Strong reporting and communication skills 	Coordinate daily project activities, ensure timelines, manage resources, and serve as the main contact with EDB.
Creative Director	Degree in Fine Arts, Multimedia, or Design.	Minimum 10 years of experience in creative campaign management and branding.	Develop creative concepts, oversee visual and multimedia productions, and ensure brand consistency

Digital Marketing Specialist	Degree in Digital Marketing or related field.	Minimum 8 years of experience in online campaign management, SEO, and SEM	Design and implement digital marketing campaigns and monitor analytics
Web Development Lead	Degree in IT, Computer Science, or Software Engineering.	Minimum 8 years of experience in web portal development and management	Develop, maintain, and secure the Expo web portal and digital infrastructure
Public Relations & Media Officer	Degree in Journalism, Mass Communication, or PR	Minimum 7 years of experience in media coordination and international PR	Manage media engagement, press releases, and public communications
Technical Support Engineer (Event Automation)	Diploma or Degree in IT or Electronic Engineering.	At least 5 years' experience in event automation systems.	Manage attendee registration and check-in systems, and provide on-site support
Finance & Compliance Officer	Bachelor's degree in Accounting or Finance.	Minimum 5 years of experience in financial monitoring and contract compliance	Monitor project expenditures and ensure financial accountability and transparency.

Services and Facilities Provided by the Employer

14. Facilities provided by the EDB

The Export Development Board (EDB) will provide the following facilities and support to the selected Service Provider to ensure the effective and timely implementation of the assignment:

i. Designs and Creative Materials

- All approved designs of printed materials such as brochures, catalogues, invitations, and signage.
- The official Expo 2026 promotional theme, logo, and branding guidelines to ensure uniformity across all promotional activities.

ii. Digital Content and Scripts

- Approved scripts and storyboards for digital and social media promotions developed under the digital platform assignment.
- Access to official multimedia content, including promotional videos, animations, and digital artworks produced by EDB's designated media design firm.

iii. Deployment and Coordination Support

- Continuous coordination and technical support from the EDB's Deployment and Event Management Team for implementation of approved PR and promotional activities.
- Facilitation of communication with other service providers engaged in web design, event logistics, and media production to ensure alignment and synergy.

iv. Administrative and Logistical Support

- Office space and meeting facilities at EDB premises for coordination meetings when required.
- Access to relevant EDB data, background materials, and contact networks for media and stakeholder engagement.

v. Necessary equipment to automate check-in counters at the venue

- The required hardware equipment (Laptops, tablets, printers, pouches & lanyards) will be provided by the client.
- The service provider shall list out all the necessary hardware equipment along with the proposed attendee check-in solution, specifying the equipment and services required from the client to automate the check-in process at the venue.

vi. Approvals and Oversight

- Timely review and approval of all key outputs, including PR plans, media releases, and campaign schedules.
- Guidance and oversight from the Expo 2026 Organizing Committee to ensure strategic alignment with the overall event objectives

Section VI

2. Compliance Sheet

The 4th column (Yes/No) of this Compliance Sheet must be duly completed by the Service Provider and submitted along with the Technical Proposal, in the envelope marked 'Envelope 1'.'

1. Compliance Sheet

Line Item	Area/key milestone	Expected Deliverables	Yes/No
1	Understanding of the Assignment	Submission of a detailed inception report including understanding of the assignment, work methodology, staffing plan, implementation schedule, and risk management plan.	
2	Public Relations and Promotional Strategy	Preparation of a comprehensive PR and communication strategy including key objectives, target audiences, media engagement plan, and activity timeline.	
3	Pre-Event Launch and Press Engagement	Planning and execution of pre-event promotional activities such as press conferences, media briefings, and launch events in coordination with EDB.	
4	Content Development and Branding <ul style="list-style-type: none"> • Promotional Videos and Multimedia Production • Printed Promotional Material • Outdoor and Onsite Branding • Produce Promotional Items 	Produce promotional materials including videos, brochures, catalogues, and digital media. Design and manage outdoor, print, and online advertising campaigns. Promotional Videos and Multimedia Production. Printed Promotional Material Outdoor and Onsite Branding. Produce Promotional Items.	
5	Implementation of Web Portal (multilingual) <ul style="list-style-type: none"> • Content/Information Portal • Registration Portals • Backend CMS • Admin Dashboards 	Implement a dynamic, interactive, and comprehensive multilingual web portal to act as a central hub for disseminating information, facilitating engagement, and offering support services to international buyers, exhibitors, delegates, media personnel.	

	<ul style="list-style-type: none"> • Hosting and Maintenance of the web portal (02-years) 		
6	Provision of Automation of Attendee Check-in Process	Design, supply, and implement a comprehensive automated check-in system to efficiently manage the registration and entry of international buyers, delegates, media representatives, invitees, and local exhibitors participating in Sri Lanka Expo.	
7	International and Local Promotional Campaigns	Implementation of multi-channel promotional campaigns (digital, print, outdoor, broadcast) targeting both local and international markets.	
8	Coordination with Other Service Providers	Effective coordination with EDB's appointed firms handling web design, digital content creation, and event logistics to ensure consistency and alignment.	
9	Event-Time Media Management	Management of on-site media relations, facilitation of live coverage, interviews, and daily media briefings during Sri Lanka Expo 2026.	
10	Post-Event Reporting and Impact Analysis	Submission of a comprehensive post-event report summarizing all PR and promotional activities, media reach, and recommendations.	
11	Qualified and Experienced Key Personnel	Deployment of key professionals as per TOR requirements (Project Director, PR Manager, Marketing Specialist, etc.) with relevant qualifications and experience.	
12	Compliance with EDB Branding Guidelines	Use of official Expo 2026 promotional theme, logo, and materials provided by the EDB.	
13	Reporting and Coordination	Regular submission of progress reports, analytics, and updates to the EDB and active participation in coordination meetings.	
14	Timely Delivery of Outputs	Completion of all deliverables within the approved schedule and as per agreed milestones.	

EoD.