



**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 Printing Services  
Firm for Sri Lanka Expo 2026 – Sri Lanka Export  
Development Board (EDB)**

**Contract Number EDB/PU/NCB/2026/01**

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***EDB - RFP Expo 2026 VOL 2 TOR***

## **Volume 02**

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

1. Terms of Reference (TORs)
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

## Terms of Reference (TOR)

### (Schedule of Requirement)

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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 2025 exceeds USD 17 Bn. while imports amounted to USD 19.3 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 an **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 References (TOR) to invite interested and qualified professional firms in the following disciplines

- i. Printing,
- ii. Public Relation Campaign (Promotional Services & Marketing)

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 **Printing and Public Relations (Promotion & Marketing) Firm(s)** 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 18<sup>th</sup> to 21<sup>st</sup>, 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 firms(s) to get the (i)Printing services, (ii) Public Relations and Promotional Services firms to design, manage, and execute an integrated communications and promotional services, for Sri Lanka Expo 2026. The firm(s) will be responsible for providing a quality service 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.**

# **Terms of Reference (ToR) for Printing Services of Sri Lanka Expo 2026**

## **1. Specific Objectives**

### **Printing (All designs will be provided by the client)**

- To print brochures, flyers, dockets, Four Flap Folders, Outdoor banners, x-pennants, pull-up banners & Posters
- To print Fair Catalog, Exhibitor Manual, Products catalogs
- To print invitations with envelopes
- To print Promotional material as per the schedule of requirement

## **2. Scope**

The selected firms shall be responsible for executing all activities related to Printing, of the Sri Lanka Expo 2026, organized by the Export Development Board (EDB). The scope of this assignment covers the following key areas:

- Printing of all requested material
- Provision of Promotional material

## **3. Tasks of the Assignment**

### **Task 01 – 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
- X-pennants and pull-up banners for airport, overseas missions, hotels, partner locations etc.

### **Task 02 - Design and Produce Promotional Items**

- a. Event branding items/corporate gifts
- b. Gift Pack - Branded notebooks with pens
- c. Cloth Bags, T-shirts, with branding.

### **Task 03 -Project Management and Communication.**

#### **Guidelines**

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

### **Task 04 -Monitoring, Reporting, and Handover**

- Submit Printed material on the specified time lines
- Any errors on the side of the printing service provider should be re-done at his own cost
- Hand over all intellectual property, and technical documentation to EDB after event completion.

## **4. Appointing a Deployment Team**

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

## **5. Source of Funding**

LKR 24.5 million LKR will be allocated from GOSL funds for Procurement of Selection and Employment of a Professional Printing Firm for the Planning, and Implementation of Sri Lanka Expo 2026 and for the Export Development Board (EDB)

## **6. 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.

## **7. Submission of Cost Breakdown**

Service provider is required to submit detailed cost breakdowns for each item specified in under the key deliverables. Each cost element should be clearly itemized, providing transparency and ensuring that the proposed solution meet the specific requirements outlined in this TOR.



## **8. 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.

## 9. Schedule of Payments and Reporting Requirements

### 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, a 90% of the corresponding amount shall be paid and rest 10% shall be paid within one month after the event will be finished

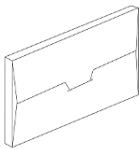



## 10. Key Deliverables and Timelines

The deliverables are outline hear in two assignments one for general for performing contract and next for quantify expected output under each scope he 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	Printed and Promotional Material	Delivery of Print and Promotional material within 2 weeks of informing	Throughout, from one week of contract signing till end June.

	ITEM	DESCRIPTION	# OF UNITS	Unit Price	Total Price	Time Line
*	<b>PRINTING</b>					
1	Printing of Brochures and Flyers	Printing of <b>Brochures</b> - 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 <b>Brochures</b> - Event brochure 2 (for event day) Size 19.5 x 19.5 cm, 4 colour, Matt, 8 pages, Gauge 160 Art Board	3000			4 Weeks after contract signing
		<b>Flyers</b> – Exhibitor Flyer 1 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	1000			1 Week after contract signing
		<b>Flyers</b> – Exhibitor Flyer 2 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	500			1 Week after contract signing
		<b>Flyers</b> – Buyer Flyer 1 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	2000			1 Week after contract signing
		<b>Flyers</b> – Buyer Flyer 2 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	500			1 Week after contract signing
		<b>Flyers</b> – Buyer Flyer 3 Size A5, 4 colour, Matt, 2 pages, Gauge 120 Art Paper	250			1 Week after contract signing
		<b>Expo Layout Plan (Map)</b> size 50cm x 75 cm 4 colour, Gloss Double side, 1 page Gauge 80 Art Paper	4000			4 Weeks after contract signing
2	X-Pennants	Print 6 ft X 3 ft X Pennants in flex material with portable X stands including casing for embassies in 4 Colour (In English 50, Chinese. 10, Arabic 15, German 05, French 12, Russian 03, Japanese 05)	100			1 Week after contract signing
3	Pull- ups	Custom Printable Easy Pull-up Banners Printed on Flex with Metal Roller Stand & casing for easy mobility. 4 Colour & Size: 6 ft X 3 ft	50			2 Weeks after contract signing

4	Fair Catalogue	Printing of a fair catalogue of the event Page size: 19.5cm x 19.5cm No. of pages : 400, 4 Colour Cover page Matt Art Board, Gauge 160 Inner pages Gloss, Art paper, Gauge 70	500			6 Weeks after contract signing
		Comment : (Indicate the unit price for additional 4-page blocks)			N/A	
5	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			6 Weeks after contract signing
		Comment : (Indicate the unit price for additional 4 page blocks)			N/A	
6	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
7	Invitations	Printing of Invitations and envelopes for the day one Inauguration. <b>Invitation Card</b> 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 <b>Envelope</b> Size : to be suited for the above invitation card, Paper : 120 GSM 4 color and gold color print	3000			6 Weeks after contract signing

8	Dockets	<b>Docket</b> Print docket for event promotion incorporating Expo Logo, EDB Logo and Government Emblem Size: A4 size (Dimensions : W : 9.5 “, H : 12.5”, G : 0.5”) Paper: Art Board, Matt, Gauge 200 GSM <i>(A4 papers should be easily put in to the folder)</i>	2500			8 Weeks after contract signing
		<b>Four Flap Folders</b> Print a four flap folder where 18 leaflets could be carried inside. Size: (Dimensions: W: 6.5” x H: 9.0” 4 Colour Paper Gauge: 200 GSM Matt Art Board	2500			8 Weeks after contract signing
9		<b>Leaflets</b> Size: W: 6” x H: 8.5” Paper: 160 GSM, Art Paper in 4 Colour, Matt	45000			8 Weeks after contract signing
10	Promotional Material	<b>A gift pack including a Notebook and a pen:</b> <b>Note Book</b> Branded with Expo logs and Printing • Spiral bind Size: A5 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 with lines <b>Branded Plastic Quality Pen with Expo Logo printed</b>	3000			8 Weeks after contract signing
	  	<b>T-shirts</b> Spec: Cotton material in different sizes, Colour – (based on theme), with collar, raglan sleeve and with event logo	500			8 Weeks after contract signing
		<b>Promotional Bags</b> Gray Cloth bag with handle, (Dimensions : W : 17.5 “, H : 14”, G : 4”) Design printed as per the Expo	3000			8 Weeks after contract signing

		theme in 4 colour with relevant logos (Expo logos, Your Vital Island & EDB logo)				
		<b>Sri Lanka Flag</b> to be pinned to attire, Metal non corrosive. Size 3.5cm x 2.5 cm, 4Colour	200			8 Weeks after contract signing
		<b>Expo Logo</b> to be pinned to attire, Metal non corrosive. Size 3.5cm x 3.5 cm, 4 Colour	1000			8 Weeks after contract signing
		<b>Souvenir</b> – A Coaster with Logo lazer-cut, in light weight wooden material	3000			8 Weeks after contract signing
<b>11</b>	Posters	Poster Size 45cm x 60 cm, 4 Colour 60 GSM	25000			8 Weeks after contract signing
	<b>Total Cost</b>					
	<b>VAT 18%</b>					
	<b>Total Cost with VAT</b>					

## 11.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 **two consecutive financial years (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 36 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 4 million, net of the Bidder’s other commitments for this project.

### c) Experience and Technical Capacity

- i. The Service Provider must have at least 5 years of proven experience in Providing Printing services.
- ii. The Service Provider should have successfully completed at least two (02) large-scale Printing jobs. Value of each contract must not be less than Sri Lankan Rupees (LKR) 10 million, and the contract must have been completed or operational within last five (05) years prior to the bid submission deadline.
- iii. Demonstrated experience in coordination with government agencies, private sector sponsors, hotels, media, and foreign embassies will be an added advantage.
- iv. The Service Provider must have the necessary technical expertise and logistical capacity, in Printing.

## Key Personnel

### d) Key Personnel Requirements

The Service Provider shall propose a Manager suitable for the assignment.

Key Professional Staff	Minimum Experiences	Key Roles and Responsibilities
Manager	<ul style="list-style-type: none"><li>• Minimum 05 years of project coordination experience</li><li>• Strong communication skills</li></ul>	Coordinate daily project activities, ensure timelines, manage resources, and serve as the main contact with EDB.



### **12.Services and Facilities Provided by the Employer**

#### **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:

All approved **designs** for printed materials such as brochures, catalogues, invitations, signages etc.

## **Terms of Reference (ToR) for Public Relation Services (Promotion & Marketing Services) of Sri Lanka Expo 2026**

### **1. Specific Objectives**

- To conceptualize and implement a strategic public relations and marketing plan for Sri Lanka Expo 2026.
- To execute targeted international and local publicity campaigns across multiple media channels.
- To monitor, evaluate, and report on the effectiveness of promotional and communication activities.

### **2. Scope**

The selected firms shall be responsible for executing all activities related to Promotional Campaign of Sri Lanka Expo 2026, organized by the Export Development Board (EDB).

#### **i. Development of a PR and a Promotional Strategy**

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

#### **ii. Media Relations and Communication Management**

- Assist media briefings, and interviews in collaboration with EDB.
- Disseminate press releases, feature stories, and promotional articles to local and international media outlets.
- Develop and maintain strong relationships with media institutions, trade journalists, influencers, and public figures
- Manage the media accreditation process and facilitate coverage during the event.
- Maintain a professional on-site management office throughout the event period

### **iii. Implementation of Local and International Promotional Campaigns**

- Execute targeted marketing and promotional campaigns across multiple channels (print, digital, broadcast, outdoor).
- Plan and manage country-specific promotional activities in collaboration with Sri Lankan Missions overseas and international trade partners.
- Coordinate with relevant industry associations, chambers of commerce, and tourism bodies to maximize global visibility.
- Ensure brand consistency and alignment with the official Sri Lanka Expo 2026 communication framework.

### **iv. Publicity Material Utilization and Coordination**

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

### **v. Monitoring, Reporting, and Post-Event Evaluation**

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

### 3. Tasks of the Assignment

#### Task 01: Content Development and Branding

- i. Produce promotional materials including videos, and digital media.
- ii. Design and manage outdoor, print, and online advertising campaigns. (includes Hoardings, Digital Boards, TV Commercial productions, Print Media)

#### Guideline for content Development.

##### i. 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)

##### ii. Press briefing

- Backdrop preparation

##### iii. 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

- a. Apparel & Fashion
- b. Rubber & Rubber Based Products
- c. Gem & Jewellery
- d. Automobile & Engineering/Electricals
- e. Boats & Ship Building
- f. Packaging

##### Agricultural

- a. Spices & Essential Oils
- b. Tea
- c. Coconut & Coconut based products
- d. Food & Beverages
- e. Ayurveda & Beauty care

##### Export Services

- a. ICT/BPM
- b. Marine & Offshore

- c. Logistics
- d. Wellness & Healthcare
- e. Construction & Renewable Energy

## **Task 02 - Outdoor and Onsite Branding**

- Printing and Fixing of outdoor banners

## **Task 03: Conduct Digital Marketing Campaigns**

### **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 04 -Project Management and Communication**

### **Guidelines**

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

## **Task 05 - Monitoring, Reporting, and Handover**

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

#### **4. Appointing a Deployment Team**

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

#### **5. Source of Funding**

LKR 29 million LKR will be allocated from GOSL funds for Procurement of Selection and Employment of a Professional PR Firm for the Planning, and Implementation of Sri Lanka Expo 2026 and for the Export Development Board (EDB)

#### **6. 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 (NCB) Method through two envelope bidding procedure.

#### **7. Submission of Cost Breakdown**

Service provider is required to submit detailed cost breakdowns for each item specified in under the key deliverables. Each cost element should be clearly itemized, providing transparency and ensuring that the proposed solution meet the specific requirements outlined in this TOR.

#### **8. 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

### 9. 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/deliverable based on the price schedule	Upon completion of the corresponding assignment described in TOR, 90% of the corresponding amount shall be paid and rest 10% shall be paid within one month after the event will be finished

### 10. Expected Key Deliverables and Timelines

The deliverables are outline hear in two assignments one for general for performing contract and next for quantify expected output under each scope he 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"> <li>• Understanding of the assignment and work methodology</li> <li>• Detailed work plan, staffing plan, and implementation schedule</li> <li>• Risk management and communication plan</li> <li>• Draft coordination structure and meeting schedule</li> </ul>	Within <b>1 week</b> of contract signing
D2	Implementation of PR and	Execution of local and international promotional campaigns including:	Within <b>2 week</b> of contract signing

	<b>Promotional Campaigns</b>	<ul style="list-style-type: none"> <li>Media releases, interviews, and feature stories</li> <li>Social media campaign management using existing creative materials</li> <li>Country-level promotional collaborations via Missions and trade partners</li> <li>Continuous progress monitoring and reporting</li> </ul>	till end of the event in June 2026
<b>D3</b>	<b>Event-Time Publicity and Media Coordination</b>	Effective media engagement and coverage during Expo 2026: <ul style="list-style-type: none"> <li>Management of on-site press operations and media representatives</li> <li>Facilitation of live coverage, interviews, and special features</li> <li>Daily media monitoring and event-related updates</li> </ul>	<b>During Expo period (June 18–21, 2026)</b>
<b>D4</b>	<b>Post-Event Report and Impact Analysis</b>	A comprehensive post-event report including: <ul style="list-style-type: none"> <li>Summary of all PR and promotional activities</li> <li>Quantitative and qualitative analysis of media exposure and audience reach</li> <li>Summary of lessons learned and recommendations for future events</li> </ul>	<b>Within 4 weeks</b> after event conclusion

## PR Campaign (Promotional & Marketing Campaign)

	ITEM	DESCRIPTION	# OF UNITS	Unit Price	Total Price (Rs.)	Timeline
<b>1</b>	Press Conference	Backdrop Print in flex and fix with Frame, Size 12 ft x 9 ft (Design will be provided), 4 Colour, Matt	2			1 Week after contract signing 4 Weeks after contract signing
<b>2</b>	Videos Production & Videography	Main Event launch (June 2026): · Launch event videos – 02 min.	1			8 Weeks after contract signing
		Promotional videos: · Main event promotional videos - 2 minutes	2			3 Weeks after contract signing
		Promotional videos: · Short teaser videos - 2 nos (30 & 60 seconds)	4			3 Weeks after contract signing



		Promotional videos: · Video interviews/ Testimonial with key stakeholders, industry leaders, exporters & celebrities - 45 sec.	10			3 Weeks after contract signing
		Promotional videos: · Sector-specific videos - 30 second videos	16			3 Weeks after contract signing
	3	Printing of Outdoor Banners	6			3 Weeks after contract signing
4	Conduct Digital Marketing Campaigns	<b>Content translation</b> services into Chinese, Arabic, Spanish, French, German, Russian & Japanese (Posts and Ads) - 5 of each	Item			3 Weeks after contract signing
		<b>International Campaign.</b> Targeted Social Media Campaigns for selected 45 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.	Item			1 Week after contract signing
		<b>Local Campaign</b> · Social Media Campaign (Facebook, YouTube, TikTok, Instagram) Targeting 9 provinces	Item			6 Weeks after contract signing
		Publicity and Media Coordination during the event days. <ul style="list-style-type: none"> <li>• Management of on-site press operations and media representatives</li> <li>• Facilitation of live coverage,</li> </ul>	Item			

		interviews, and special features • Daily media monitoring and event-related updates				
		• TV Commercials Publishing in Rupavahini (30 Sec, Prime Time)	7			1 Week after contract signing
		TV Commercials *Publishing in ITN (30 Sec, Prime Time)	7			1 Week after contract signing
		• Print Media (newspapers, trade magazines) Daily FT – Quarter page, Full Colour, Business Page	2			From 8, & 10 weeks after contract signing
		Print Media (newspapers, trade magazines) *Lankadeepa – Quarter page, Full Colour, Inner Pages	2			8 Weeks after contract signing
		Print Media (newspapers, trade magazines) *Thinakaran - Quarter page, Full Colour, Inner pages	2			8 Weeks after contract signing
5	Hoardings	Printing and Fixing at given locations: <b>for 4 months</b>	NA			
		Location 1 – Katunayake near Air Port	1			2 Weeks after contract signing
		Location 2 – Airport Highway	1			2 Weeks after contract signing
		Location 4 - Jaffna	1			2 Weeks after contract signing
		Location 5 – Galle	1			2 Weeks after contract signing
6	Display at Digital Boards (for 4 months)	Location 1 – Galle Road, Colombo 6 10 Seconds ad, 25 times per day	Item			2 Weeks after contract signing
		Location 2 - Inside BIA 10 Seconds ad, 25 times per day	Item			2 Weeks after contract signing

		Location 3 - Kandy 10 Seconds ad, 25 times per day	Item			2 Weeks after contract signing
		Poster Dissemination (Pasting on prominent advertising slots- Printed posters will be provided)	Item			8 Weeks after contract signing
	<b>Total Cost</b>					
	<b>VAT 18%</b>					
	<b>Total Cost with VAT</b>					

## **11. 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 58 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 6 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 two (02) large-scale Public Relations and promotional campaign similar to this project. The minimum value of each contract must not be less than Sri Lankan Rupees (LKR) 19 million, and the contract must have been completed or operational within last five (05) 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, IT and AV systems.
- VI. The Service Provider should possess in-house or outsourced professional capabilities in:
- a. Content creation (videography, photography)
  - b. Conduct Digital Marketing Campaigns

## Key Personnel Requirements

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

<b>Key Professional Staff</b>	<b>Minimum Academic and professional qualifications Qualification</b>	<b>Minimum Experiences</b>	<b>Key Roles and Responsibilities</b>
<b>Team Leader / Project Director</b>	Degree in Marketing, Mass Communication, or Business Management or in a Related field	<ul style="list-style-type: none"> <li>Minimum 5 years of experience in managing large-scale international PR and event promotion projects.</li> <li>Proven leadership in delivering projects above LKR 15 million in value</li> </ul>	Overall leadership, liaison with EDB, approval of key deliverables, and project oversight
<b>Project Manager</b>	Bachelor's degree in Management, Marketing, IT or in a Related field	<ul style="list-style-type: none"> <li>Minimum 5 years of project coordination experience</li> <li>Strong reporting and communication skills</li> </ul>	Coordinate daily project activities, ensure timelines, manage resources, and serve as the main contact with EDB.
<b>Creative Director</b>	Degree in Fine Arts, Multimedia, Design in a Related field.	Minimum 5 years of experience in creative campaign management and branding.	Develop creative concepts, oversee visual and multimedia productions, and ensure brand consistency
<b>Digital Marketing Specialist</b>	Degree/Diploma in Digital Marketing or related field.	Minimum 3 years of experience in online campaign management, SEO, and SEM	Design and implement digital marketing campaigns and monitor analytics
<b>Public Relations &amp; Media Officer</b>	Degree/ Diploma in Journalism, Mass Communication, or PR	Minimum 3 years of experience in media coordination and international PR	Manage media engagement, press releases, and public communications

### Services and Facilities Provided by the Employer

#### 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:

#### 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.

#### 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 the event logistics, and media production to ensure alignment and synergy.

#### Administrative and Logistical Support

- Facilitate meeting at EDB for coordination when required.
- Access to relevant EDB data, background materials, and contact networks for media and stakeholder engagement.

#### 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 4<sup>th</sup> 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 - Printing

Line Item	Area/key milestone	Expected Deliverables	Yes/No
1	<b>Understanding of the Assignment</b>	Understanding the timely delivery of the assignment, and risk management plan.	
2	<b>Coordination with Other Service Providers</b>	Effective coordination with EDB's appointed firms handling, digital content creation, and event logistics to ensure consistency and alignment.	
3	<b>Qualified and Experienced Key Personnel</b>	Deployment of key professionals to coordinate with EDB	
4	<b>Compliance with EDB Branding Guidelines</b>	Use of official Expo 2026 promotional theme, logo, and materials provided by the EDB.	
5	<b>Reporting and Coordination</b>	Updates to the EDB and active participation in coordination meetings.	
6	<b>Timely Delivery of Outputs</b>	Completion of all deliverables within the approved schedule and as per agreed milestones.	



## 2. Compliance Sheet - Public Relation

Line Item	Area/key milestone	Expected Deliverables	Yes/No
1	<b>Understanding of the Assignment</b>	Submission of a detailed inception report including understanding of the assignment, work methodology, staffing plan, implementation schedule, and risk management plan.	
2	<b>Public Relations and Promotional Plan</b>	Preparation of a comprehensive PR and communication plan, including key objectives, target audiences, media engagement plan, and activity timeline.	
3	<b>Pre-Event Promotion &amp; Press Engagement</b>	Planning and execution of pre-event promotional activities such as press conferences, media briefings, and launch events in coordination with EDB.	
4	<b>Content Development and Branding</b> <ul style="list-style-type: none"> <li>• Promotional Videos and Multimedia Production</li> <li>• Printed Promotional Material (Outdoor and Onsite Branding)</li> <li>• Produce Promotional Items</li> </ul>	Produce promotional materials including videos, 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	<b>International and Local Promotional Campaigns</b>	Implementation of multi-channel promotional campaigns (digital, print, outdoor, broadcast) targeting both local and international markets.	
6	<b>Coordination with Other Service Providers</b>	Effective coordination with EDB's appointed firms handling web design, printing, digital content creation, and event logistics to ensure consistency and alignment.	
7	<b>Event-Time Media Management</b>	Management of on-site media relations, facilitation of live coverage, interviews, and daily media briefings during Sri Lanka Expo 2026.	
8	<b>Post-Event Reporting and Impact Analysis</b>	Submission of a comprehensive post-event report summarizing all PR and promotional activities, media reach, and recommendations.	

9	<b>Qualified and Experienced Key Personnel</b>	Deployment of key professionals as per TOR requirements (Project Director, PR Manager, Marketing Specialist, etc.) with relevant qualifications and experience.	
10	<b>Compliance with EDB Branding Guidelines</b>	Use of official Expo 2026 promotional theme, logo, and materials provided by the EDB.	
11	<b>Reporting and Coordination</b>	Regular submission of progress reports, analytics, and updates to the EDB and active participation in coordination meetings.	
12	<b>Timely Delivery of Outputs</b>	Completion of all deliverables within the approved schedule and as per agreed milestones.	

EoD.