



Ref : Ongwediva Trade Fair Society
Enquiries : Ms. R. Hidulika
E-Mail : rhidulika@otc.com.na

INVITATION TO BID

BID NO: OTFS: 03/2025

DESCRIPTION: **Graphic Design Services for Ongwediva Annual Trade Fair for a period of two (2) years. (March 2025 – February 2027)**

CLOSING DATE AND TIME: 18 February 2025 at 14H30 at Ongwediva Trade Fair Centre

ENQUIRIES: Rebekka Hidulika at email: rhidulika@oct.com.na

Name of Bidder	
Postal Address	
E-mail Address	
Contact No	
Contact Person	
VAT Registration No	

PART I

1. INFORMATION TO THE BIDDER

The original document, fully completed, initialled and signed, shall be placed in a sealed envelope, marked, **“PROVISION OF GRAPHIC DESIGN SERVICES”** and must be delivered unopened and deposited in the **Bid Box**, at Ongwediva Trade Fair Centre in Ongwediva not later than the closing date and time. Bids will be opened and read out to the public in the Conference Hall as from **14H30** on the closing date.

CHAIRPERSON: ONGWEDIVA TRADE FAIR SOCIETY

2 OTFS PROCUREMENT POLICY

- 2.1 These conditions of the bids are issued by the Ongwediva Trade Fair Society under Policy and Procedures Manual 2021(OTFS).
- 2.2 In terms of the Policy and Procedure 2 (2.3) all administrative work for this project in connection with the exercise of the powers and the performance of the functions of the OTFS shall be performed by the Preparatory Committees of the OTFS events. Administrative work shall include the technical and contractual administration of this contract.
- 2.3 A copy of the said Policy and Procedures manual may be obtained from the OTFS upon written request.

3 BID DOCUMENTS

- 3.1 Bid Documents, shall be made available against a non-refundable levy as advertised and further subject to bid procedures of the OTFS.
- 3.2 It is the bidder's responsibility to check completeness of documents including number of pages, bid drawings etc.

4 COST OF BIDDING

- 4.1 The cost of bidding is the bidder's responsibility.

5 LODGING AND OPENING OF BIDS

- 5.1 The entire set of bid documents shall be sealed in an envelope marked with the bid number and title and handed in at the time, place and date as advertised including strict compliance with the following:
 - 5.1.1 the original bid shall be duly completed and priced in an undeletable medium with all alterations initialled next to it (erasing fluid is prohibited).
 - 5.1.2 each page and bid drawing shall be initialled.
- 5.2 Bids not completed in **all respects** may be disqualified at the sole discretion of the OTFS. Bidders' attention is drawn in particular to the detailed completion of the bid's data sheets as part of this bid submission.
- 5.3 Telegraphic and facsimile bids are not acceptable and will be disqualified.
- 5.4 Bids will be opened and read out in public.

6 COMPLIANCE AND ALTERNATIVES

- 6.1 Bids submitted must comply strictly with the requirements of these documents.
- 6.2 Alternative offers may be submitted, but only **in addition** to the Bids requirements.

7 VALIDITY AND ACCEPTANCE

- 7.1 Bids to remain valid for acceptance after date of bid closure period (100 days).
- 7.2 OTFS does not bind itself to accept the lowest or any other bid amount, bids shall be awarded on basis of merit, meeting criteria, qualification – and based on market related price offered.

8 CONFIDENTIALITY & COPYRIGHT

- 8.1 Bid documents issued by or on behalf of the Ongwediva Trade Fair Society shall remain copy right of OTFS.
- 8.2 Bidders shall treat all aspects pertaining to this Bid as confidential and shall not disclose details to third parties except for bona fide bidding purposes.

9 COMPULSORY PRE-BID BRIEFING MEETING

- 9.1 N/A

10 ADDITIONAL CONDITIONS OF BID

If additional conditions of bid are applicable, these are set out in the **Appendix to the Conditions of bid.**

11 ENQUIRIES

- 11.1 All enquiries in connection with this bid shall be directed in writing to the contact person(s) as advertised with a cut-off date of seven calendar days before date of closing of bid.
- 11.2 Replies to enquiries will be issued to all bidders in the form of addenda to be initialled and submitted by bidders as part of the bid document.
- 11.3 Any verbal information given or perceived to have been given shall not be binding on the OTFS or its consultants.

12. AMENDMENTS OF DOCUMENTS

- 12.1 Before the deadline for submission of bids, OTFS may modify the bidding documents by issuing addenda.
- 12.2 Any addendum thus issued shall be part of the bidding documents and shall be communicated in writing to those who obtain the bidding documents directly from OTFS. Prospective bidders shall acknowledge receipt of each addendum in writing to OTFS.

12.3 To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, OTFS shall extend the deadline for submission of bids.

13. LANGUAGE OF BIDS

13.1 All bids, proposals and contract documents relating to the bid shall be in “English”.

13.2 Notwithstanding the above, documents in languages other than English may be accepted with translation.

14. BID PRICES

14.1 The Contract shall be for the services or part thereof, as described in the terms of reference based on priced activity schedules submitted by the Bidder.

14.2 Bidders shall fill in prices for the items of the services described in the Activity Schedule.

14.3 Prices shall be fixed and inclusive of all taxes, end-of –the year bonus and gratuities as well as any increase that may be awarded by government during the contract period.

15. CONTRACT PRICE

15.1 The total amount contained in the Activity Schedule shall be brought forward in the Financial Bid Form as a lump sum in Namibian Dollars.

15.2 Bidders may be required by OTFS to substantiate that the amounts included in the Lump Sum are reasonable and responsive.

16. BID VALIDITY

16.1 Bids shall remain valid for the period of 180 days after the closing date for submission of bids.

16.2 In exceptional circumstances, OTFS may request that the Bidders extend the period of validity for a specified additional period. The request and the Bidders’ responses shall be made in writing.

17. PAYMENT TERMS

17.1 The bid shall not be qualified by the bidder’s own condition of payment.

18. ELIGIBILITY AND QUALIFICATION CRITERIA

Bidders are required to adhere to the following criteria, failure to adhere shall result in automatic disqualification.

Compulsory Documents to be attached:

No	Description	Documents Inclusive	
		Yes	No
1	Certified copy of company registration		
2	Certified copy of Social Security Commission registration		
3	Certified copy of Inland Revenue registration		
4	Company profile		
5	Initial every page of the bid document		

NOTE: Failure to submit the any of the above compulsory documents, shall render the bid invalid.

Signature: **Date:**

Company seal / stamp

19. CONCLUSION OF NEGOTIATIONS

19.1 Negotiations will conclude with a review of the draft Contract. To complete negotiations the Bidders and OTFS will initial the Contract. If negotiations fail, OTFS will invite the next bidder whose Proposal received the second highest score to negotiate a Contract.

20. AWARD OF CONTRACT

20.1 The Bidder whose bid attains the highest score, in accordance with the criteria and selection method set forth, or the one with the least cost in the case of the Least Cost method of selection, shall be selected for award, subject to satisfactory conclusion of negotiation.

21. CONFIDENTIALITY

21.1 Information relating to evaluation of bids and recommendations concerning awards shall not be disclosed to the bidder who submitted the Proposals or to other persons not officially concerned with the process until the publication of the award. The undue use by any Bidder of confidential information related to the process may result in the rejection of its bid.

22. SUBMISSION OF BIDS

22.1 Bidders must submit the ORIGINAL COPY of the bid document and all supporting documents together in a sealed envelope addressed as follows: **Graphic Design Services for Ongwediva Annual Trade Fair for a period of two (2) years 2025 – 2027.**

22.2 Bids must be hand delivered before the due date to Ongwediva Trade Fair Society
C46 Main Road

- 22.3 Proposals must be submitted not later than the following date and time:
18 February 2025 at 14H30

23. TECHNICAL PROPOSAL INFORMATION

- 23.1 Ongwediva Trade Fair Society and Ongwediva Trade Fair Society is inviting bidders to submit quotations for the provisions of Graphic design.
- 23.2 **The contract period starts in March 2025 until February 2027, and meeting.**

PART II - TERMS OF REFERENCE: SCOPE OF SERVICE AND PERFORMANCE SPECIFICATIONS

Terms of Reference (ToR) for Graphic Design Services for Ongwediva Annual Trade Fair for a period of two (2) years.

1. Background

The Ongwediva Annual Trade Fair is a major event, and there is a need for professional graphic design services to support the fair's promotional activities, branding, and design materials. The selected graphic designer(s) will work on a range of design projects to ensure a consistent and engaging visual identity over the next two years.

2. Objective

The objective of this assignment is to:

- Provide graphic design services for the Ongwediva Annual Trade Fair's branding, promotional materials, and any other design requirements over the next two years.
- Ensure that all designs align with the trade fair's vision, themes, and target audience.

3. Scope of Work

The selected graphic designer(s) will undertake the following tasks:

A. Branding and Visual Identity

- Design and develop branding materials for the Ongwediva Annual Trade Fair, including but not limited to:
 - I. Logos, banners, flyers, and posters.
 - II. Event signage and promotional materials.
 - III. Digital designs for social media, website, and online marketing.
 - IV. Event-specific design work (e.g., invitations, exhibitor packs, merchandise).

B. Ongoing Design Support

- Provide continuous design support for all materials required over the two years leading up to each annual trade fair, including updates, seasonal promotions, and special campaigns.

C. Creative Consultation

- Provide advice on design trends, visual styles, and creative concepts for the trade fair.
- Offer input into marketing and promotional strategies to enhance the visual presentation.

D. Production-Ready Files

- Deliver final design files in appropriate formats for print, digital media, and other uses.
- Ensure all designs are suitable for production and adhere to quality standards.

4. Deliverables

- Designs for all promotional materials, both print and digital.
- Final design files in high-resolution formats (e.g., JPEG, PSD, PDF, PNG, etc.).
- A branding guideline document for consistent use of design elements over the two-year period.

5. Qualifications

a) **Education:**

A degree or diploma in Graphic Design, Visual Communication, Fine Arts, or a related field from a recognized institution.

b) **Professional Experience:**

At least 3-5 years of experience in graphic design, preferably within event branding, trade fairs, or exhibitions.

Experience in designing materials for large-scale events.

c) **Technical Skills:**

Proficiency in industry-standard design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign, etc.).

Knowledge of printing processes and file preparation for both digital and print media.

Familiarity with website design (basic HTML, CSS, or WordPress) may be beneficial for any online branding requirements.

d) **Portfolio:**

A strong portfolio showcasing previous work, especially event-related designs such as posters, flyers, banners, signage, and other promotional materials.

Samples of design work related to trade fairs, exhibitions, or corporate branding.

e) **Creativity and Innovation:**

Demonstrated ability to create visually appealing and innovative designs that align with event themes and branding guidelines.

Strong understanding of color theory, typography, and layout design.

f) **Communication Skills:**

Ability to communicate ideas clearly with stakeholders, and incorporate feedback effectively into design revisions.

Strong written and verbal communication skills.

g) **Time Management and Project Management:**

Ability to manage multiple design projects and meet deadlines, especially when working on time-sensitive materials leading up to the trade fair.

Previous experience working with clients on long-term projects or contracts.

h) Knowledge of Branding:

Understanding of branding and how to apply brand guidelines across various media and formats.

i) Client Relations:

Experience in working closely with clients or event organizers to understand their needs and deliver designs that meet expectations.

6. Duration

The assignment is for a period of **two years**, with the possibility of extension based on the performance and the needs of the Ongwediva Annual Trade Fair.

7. Reporting and Coordination

The graphic designer(s) will report to the [Trade Fair Manager/Project Coordinator], collaborating closely with the marketing and event management teams to ensure that designs are aligned with the trade fair’s goals and branding strategy.

PART III: PAYMENT SCHEDULE

1. Payment Structure

The payment structure for the graphic design services can be proposed as follows:

a) Monthly Retainer:

- A fixed monthly retainer fee will be paid for the two-year period. This guarantees on-going design support and availability for a predetermined number of design hours per month.
- Amount: -----(Specify the monthly amount) per month.
- Payment Schedule: Payments will be made on a monthly basis.

b) Per Project Payment:

- For specific design projects that may require more extensive work (e.g., creating a new logo, a major event design), a separate fee will be agreed upon for each project.
- Amount: -----(Specify the amount or range for per-project fees).
- Payment Schedule: Payments will be made upon the completion and approval of the design project.

c) Payment Terms:

- Payments will be made within 30 days of receiving an invoice.
- Invoices must include a description of the work completed and be submitted monthly or upon completion of each project.

2. Price Schedule

- Complete the unit and total prices for each item listed below. Authorise the prices quoted in the signature block below.

Item No	Description	Qty*	Unit of Measure	Rate N\$	Amount without VAT – NAD	VAT NAD	Total
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1	<p>Monthly</p> <p>A fixed monthly retainer fee will be paid for ongoing services of designs that may be required.</p> <p>Payment Schedule: Payments will be made monthly.</p>	24						
	Total							
2	<p>Per Project</p> <p>For specific design projects that may require more extensive work (e.g., creating a new logo, a major event design), a separate fee will be agreed upon for each project.</p> <p>Payment Schedule: Payments will be made upon the completion and approval of the design project.</p>	1						
Note this additional cost upon request it is not fixed								

Price Activity Schedule Authorized by:

Name		Signature	
Position		Date	
Authorized for and on behalf of:		Company name	
		Company seal/stamp	

PART IV

1. EVALUATION CRITERIA

1.1 Technical evaluation

ITEM	NON-PRICE ATTRIBUTES TECHNICAL CAPACITY	WEIGHTING	MARKS
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1.	<p>Relevant Competence: Bidders must have experience in event or trade fair design, technical proficiency in graphic design software (Adobe Creative Suite, CorelDRAW, etc.), and knowledge of print processes), a design process understanding, including a detailed outline of the designer's approach to client feedback and revisions.</p>	<p>Provision of</p> <ul style="list-style-type: none"> ▪ 3 year of experience =10 ▪ 5 years of experience =15 ▪ 7 years/more experience =20 	20
3.	<p>Qualification</p> <ul style="list-style-type: none"> ▪ Provide copies of educational qualifications in A degree, diploma / certificate in Graphic Design, Visual Communication, Fine Arts, or a related field from a recognized. ▪ Certifications: Any relevant certifications such as Adobe Certified Expert (ACE) or other design-related professional development programs. 	<p>Provision of</p> <ul style="list-style-type: none"> ▪ Certificate =15 ▪ Diploma =20 ▪ Degree = 25 	25
4.	<p>Company profile</p> <ul style="list-style-type: none"> ▪ A brief description of the company, including its history, mission, and core services offered (focus on design services). ▪ Details about the team that will be working on the project, including their roles, qualifications, and relevant experience. ▪ A summary of the company's experience working with similar clients, particularly in event branding or trade fair graphic design. 	<p>Provision of</p> <ul style="list-style-type: none"> ▪ No Profile submitted = 0 ▪ Profile submitted , but no team structure = 5 ▪ Profile submitted with team structure = 10 	10
5.	<p>References Proof of reference for corporate companies catering</p>	<p>Provision of</p> <ul style="list-style-type: none"> ▪ 1 reference letter =15 ▪ 2 reference letters =20 ▪ 3 reference letters =30 	30
6.	<p>Previous work done Attachment of Attachment of previous work done in colour</p>	<ul style="list-style-type: none"> ▪ Not satisfactory = 0 ▪ Satisfactory = 10 ▪ Excellent = 15 	15
Score			100

The minimum pass mark for the Technical Evaluation shall be **70** and only those bids having scored at least the pass marks shall be retained for Financial evaluation. Bids having scored less than the pass marks shall be declared not responsive and will not be retained for further evaluation.

PART IV

1. COMPLIANCE FOR BIDDING

Bid Ref. No.:

To:

The ONGWEDIVA TRADE FAIR SOCIETY hereby invites you to submit your quotation for the goods listed hereunder. Your offer should be made on this form, with any annex which you may wish to enclose, and should be deposited in a bid box and addressed **PROVISION OF GRAPHIC DESIGN SERVICES**

Ongwediva Trade Fair society, Private Bag 5549, Ongwediva Trade Fair Centre, C46 main Road, Ongwediva in a sealed envelope marked Bid Reference No: Your quotation should reach the Ongwediva Trade Fair Centre on or before the 18 FEBRUARY 2025 by 14h30 at latest.

Date:

Signature

3. FORM OF BIDDER

Having examined the complete invitation for technical and financial proposals, I/we offer _____ in conformity with all the specified requirements, conditions of contract and specification attached hereto; for the sum of:

Prices per items as reflected on the pricing schedule which is 15% VAT inclusive

In the event of there being any errors of extension or addition in the priced Schedule of Quantities, we agree to their being corrected, the rates begin taken as correct.

I/we understand that you are not bound to accept the lowest of any bid you may receive.

This bid shall remain valid for ninety two years from closing date for the submission of offers.

Signed on behalf of Contractor:

Name of Signatory:

Name of Contractor (Firm)

Company seal / stamp:

**5. FORM OF AGREEMENT: MEMORANDUM OF AGREEMENT
(To be completed by the successful BIDDER)**

Made and entered into by and between

ONGWEDIVA TRADE FAIR SOCIETY
(Herein represented by and duly authorized thereto by)

.....
(Herein after referred to as "OTFS")

-AND-

.....
(Herein represented by and duly authorized thereto)

.....
(Herein after referred to as "the CONTRACTOR")

WHEREAS
the Trade fair Society has been established under the Companies Act, 1973 (Act No. 61 of 1973)

AND WHEREAS the Trade Fair Society is deemed to be a Section 21 Company,

AND WHEREAS the Trade Fair Society wishes to enter into an agreement in terms of which the Contractor shall perform certain of the duties, functions and obligations of the Trade Fair Society as herein after set out in respect of the _____.

NOW THEREFORE THE PARTIES AGREE AS FOLLOWS:

The preamble to this agreement shall be an integral part hereof.

DOMICILIUM CITANDI ET EXECUTANDI

The Contractor chooses as *domicilium citandi et executandi* for all purposes in terms of this agreement the following address:

.....

.....

The Contractor shall be entitled from time to time by written notice to OTFS to vary its *domicilium citandi et executandi* to any other address in Namibia, which is not a post office box or *poste restante*. Any notice given by Ongwediva Trade Fair Society to the Contractor which is posted by prepaid registered post from a post office shall be deemed to have been received by the Contractor on the fourth business day after the day of posting.

ALTERATIONS

No variation, alteration, addition to consensual cancellation, substitution of and/or amendment of this agreement, including the provisions of this clause, and/or any waiver by Ongwediva Trade Fair Society of its rights of whatsoever nature, shall be of any force or effect unless reduced to writing and signed by all parties hereto in one document in the presence of competent signing witnesses.

ENTIRE AGREEMENT WITH THE ANNEXURES

This document with the Annexures' constitutes the entire agreement between the parties and the parties acknowledge that there are no understandings, representations, conditions and/or terms which are not recorded herein whether made by or on behalf of any party hereto and if so, that the same shall be of no force and/or effect whatsoever.

DATED AT

..... on this day of..... 20.....

.....
FOR/ON BEHALF OF ONGWEDIVA TRADE FAIR SOCIETY

.....
WITNESS No. 1

.....
WITNESS No. 2

DATED AT

..... on this day of..... 20.....

.....
FOR/ON BEHALF OF THE CONTRACTOR

.....
WITNESS No. 1

.....
WITNESS No. 2