

Design and Construction of Aqaba's Stand at the Arabian Travel Market, Dubai

Terms of Reference

Overview

Aqaba is the Jordanian resort that is emerging as a destination of choice on the Red Sea. Huge, mega projects are currently being implemented that will reshape the horizon of the city for times to come; and will create a showground for experiencing the amazing life of the Red Sea and the vast wonders of the desert. Experience seekers from the region and the world will be attracted to Aqaba and Wadi Rum for relaxation, adventure and the interaction with the local culture.

The products on offer include the pristine shores of the Red Sea, the miraculous desert of Wadi Rum and the majestic monuments of Petra. A diversity of natural and cultural products that are unparalleled elsewhere in the world.

Wadi Rum is simply a vast soundless place, timeless and starkly beautiful. The uniquely shaped massive mountains rise out of the rose – red desert sand in a magnificent desert scenery of strange beauty. Who better than Lawrence of Arabia to describe this place when he wrote ... “Rum the magnificent ... vast, echoing and Godlike ... a processional way greater than imagination ... the crimson sunset burned on its stupendous cliffs and slanted ladders of hazy fire down its walled avenue ...”

Aqaba, Jordan's window to the sea, bring refreshing release from the rose coloured desert to the north. Indigo coloured deep water brings kaleidoscopic marine life within easy reach. Aqaba's reef is adorned with endless variety of coral and fish and boasts some of the best scuba diving.

Aqaba has been chosen by the Arab Ministers of Tourism as the Arabian Capital of Tourism for the year 2011, and as such, this new destination will be launched exceptionally in the Middle Eastern Region through Media and Public Relations.

Methodology

The Aqaba Special Economic Zone Authority (ASEZA) is soliciting the knowledge and capability of an experienced stand designer and constructor to plan, design and construct the Aqaba stand in the Arabian Travel Market. Experienced service providers should be able to indicate, through design, the identifiable criterion of the Aqaba product and manifest it through an eye-catching stand that will capture the attention of the trade and the public.

The contracting firm should take the following into consideration when preparing the design, the technical and financial proposals:

- The area of the stand is xxx sq. m. and is xxx shaped (mm X nn).
- The design should not use expensive material for construction. It should be a simple and an effective model reflecting sun, beach, relaxation, desert, adventure and culture.
- The design should be open and inviting.
- The design should reflect the celebrating mood of the 2011 Event.
- It is encouraged to use visuals as much as possible, but with a WOW factor.
- The design should give participants (X members) the freedom of movement and interaction.
- The stand should include a small storage space with shelves.
- The stand should include a small kitchenette with small fridge, coffee maker and supplies for the duration of the trade.
- The stand should include a sitting area for visiting VIPs.
- The stand should include a list of participants and areas for around six members of the private sector and a counter for ASEZA. Ideally a small counter on the isle side together with a meeting table for four people and wire connections.
- The design should take into consideration the display of project models by 2 – 3 participants.
- The stand should include an LCD monitor to show films and pictures.
- The Aqaba tourism logo should be fixed above the stand area where it can be seen from distance.

Technical and Financial Proposal

The contracting firm should send to ASEZA within one month of receiving the above Terms of reference, a detailed technical and financial proposal as follows:

- Previous achievements and a clients list.
- The design of the Aqaba stand with details of material used and other supplies.
- Pictures and 3 Ds of the stand from different views.
- Sizes of counters and tables; and also of storage room and kitchenette.
- A financial proposal as follows:
 - A detailed / itemized total price for the proposed design
 - A price proposal for storage and re use in 2012.
 - The possibility and price of using such a model elsewhere in the Arab world i.e. Beirut.