



## **Terms of Reference (ToR)**

### **Branding & marketing services for ARE Energy Access Investment Forum in Uganda**

|                                                             |                                                                               |
|-------------------------------------------------------------|-------------------------------------------------------------------------------|
| Commodity/Service Required:                                 | Branding & marketing services for organising a three day corporate conference |
| Project:                                                    | ARE Energy Access Investment Forum 2025                                       |
| Type of Procurement                                         | One-off Procurement                                                           |
| Type of Contract                                            | Contract for External Services                                                |
| Date of Issue                                               | 9 December 2024                                                               |
| Date Questions from Vendor Due:                             | 16 December 2024                                                              |
| Deadline to Submit Proposals:                               | 31 December 2024                                                              |
| Approximate Date Purchase Order Issued to Successful Vendor | 13 January 2025                                                               |
| Solicitation Number                                         | ARE-EAIF-25-003                                                               |

This document serves as a formal Request for Proposals and provides comprehensive terms of reference for the branding and marketing services for the upcoming "ARE Energy Access Investment Forum." The forum, organised by the Alliance for Rural Electrification (ARE), is scheduled to take place on 8-10 April 2025 in Kampala (Uganda).

#### **Attachments to this document:**

1. Attachment A: Context and Scope of Work
2. Attachment B: Instructions to Vendors
3. ARE's Code of Conduct for Vendors is available on ARE Website: <https://www.ruralelec.org/wp-content/uploads/2024/06/ARE-Code-of-Conduct-for-Vendors.pdf>. Vendor's delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Vendor's agreement to the ARE's Code of Conduct for Vendors. All vendors are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.



## Background information

The Alliance for Rural Electrification (ARE) is a global business association representing 200 members along the distributed renewable energy value chain, working to expand sustainable electricity access, create jobs and respond to climate change in Africa, Asia-Pacific, and Latin America.

As part of its UN Energy Compact, ARE strives to enable the private sector to:

- deliver sustainable electricity services to at least 500 million additional people in Sub-Saharan Africa, Asia-Pacific and Latin America & the Caribbean
- catalyse the creation of at least 5 million green jobs
- avoid at least 1 billion tonnes of CO2 emissions by 2030

More information: [www.ruralelec.org](http://www.ruralelec.org)

## Attachment A

### Context and Scope of Work

The ARE Energy Access Investment Forum (EAIF) is the top annual investment event, fostering partnerships for the purpose of energy access, renewable electrification and the green energy transition.

With a track-record since 2016, ARE aims to mobilise 500 people in-person and over 1,000 people virtually for a total of more than 1,500 participants.

- Website: <https://www.eaif.energy>
- Date: 8-10 April 2025
- Location: Speke Resort Munyonyo
- No. of Expected Participants: 1,500 (500 on-site + 1,000 virtual)
- Organised by: ARE
- Supported by: GET.invest (GET.transform, European Union (Global Gateway))
- Under the patronage of: Ministry of Energy of host country (tbc.)

#### Event Programme:

| Date                           | Activity                                                           |
|--------------------------------|--------------------------------------------------------------------|
| <b>Day 0:</b><br>7 April 2025  | Investment Academy; VIP meeting/dinner; Exhibition and event setup |
| <b>Day 1:</b><br>8 April 2025  | ARE Energy Access Investment Forum                                 |
| <b>Day 2:</b><br>9 April 2025  | ARE Energy Access Investment Forum                                 |
| <b>Day 3:</b><br>10 April 2025 | ARE Energy Access Investment Forum (workshops)                     |

To support the organisation of EAIF 2025, **ARE seeks the services of an independent vendor to carry out the following tasks:**

- Print and placement of event branding products,
- Coordination of press conference logistics including arrangement of journalists and local media coverage for press conference,
- Compilation and dissemination of a post-event media report.



### Working Approach:

The selected firm will report to designated ARE staff throughout the assignment. All deliverables will be reviewed by ARE before the final acceptance. All communication will be conducted in English.

**Deliverables:** All deliverables are intended for the duration of a 3-day event by default, unless specified otherwise. Graphic designs will be produced and shared by ARE.

| Deliverables                                                             | Unit | Price<br>in EUR |
|--------------------------------------------------------------------------|------|-----------------|
|                                                                          | 1    |                 |
| <b>Track 1</b>                                                           |      |                 |
| Background stage banner                                                  | 1    |                 |
| Stage skirting + carpet                                                  | 1    |                 |
| Branded side tables for panelists on stage                               | 4    |                 |
| Branded lectern                                                          | 1    |                 |
| <b>Track 2</b>                                                           |      |                 |
| Background stage banner                                                  | 1    |                 |
| Stage skirting + carpet                                                  | 1    |                 |
| Branded side tables for panelists on stage                               | 4    |                 |
| Branded lectern                                                          | 1    |                 |
| <b>General event branding</b>                                            |      |                 |
| Event initials cutout (#EAIF2025)                                        | 1    |                 |
| Exhibition plan backdrop                                                 | 2    |                 |
| Event directory backdrop                                                 | 1    |                 |
| Photo booth backdrop                                                     | 1    |                 |
| General event backdrop                                                   | 1    |                 |
| Press conference backdrop                                                | 1    |                 |
| Registration backdrop                                                    | 1    |                 |
| Floor standing signs                                                     | 10   |                 |
| Roll-ups (venue + airport)                                               | 6    |                 |
| Feather flags                                                            | 4    |                 |
| A4 certificates 300mg                                                    | 20   |                 |
| A4 folder 300mg                                                          | 400  |                 |
| A4 programme, 8 pages, recto-verso, booklet format, recycled paper 150mg | 400  |                 |
| A4 flyer, 2 pages, recto-verso, recycled paper 150mg                     | 400  |                 |
| Badge & lanyards                                                         | 500  |                 |
| Cotton bags                                                              | 400  |                 |
| A5 notebooks                                                             | 400  |                 |
| Pens                                                                     | 400  |                 |
| <b>Communications</b>                                                    |      |                 |



|                                                |   |  |
|------------------------------------------------|---|--|
| Photo coverage                                 | 1 |  |
| 1-min after-movie video (general & exhibition) | 2 |  |
| Press conference                               | 1 |  |
| Media relations, plan and report               | 1 |  |
| TOTAL                                          |   |  |
| VAT, taxes and other fees (if applicable)      |   |  |
| TOTAL (all VAT, taxes and fees included)       |   |  |

By signing this attachment, the vendor confirms they have a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

**Name, surname**

**Title**

**Company**

**Signature**

**Date**

**Stamp**



## Attachment B

### Instructions to Vendors

1. The Buyer (ARE) intends to purchase commodities and/or services identified in Attachment A. The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offer or unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” vendor based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one vendor. If an Ordering Agreement is established as a result of this ToR, vendor understands that quantities indicated in the specifications (Attachment A) are an estimate only and ARE does not guarantee the purchase quantity of any item listed.
2. This procurement will be made by the Alliance for Rural Electrification (ARE) located at Rue d’Arlon 63-67, 1040 Brussels, Belgium.
3. **Technical criteria:** The firms with a proven track record in successfully planning, coordinating, and executing services indicated in the Attachment A at large-scale business events are eligible to submit their proposals for this ToR. All applying firms must be duly registered and in compliance with the legal and regulatory requirements of the host country.
4. **Proposal Requirements:** All Vendors will submit a quote/proposal which contains offers for all items and options included in this ToR. All information presented in the Vendors quote/proposal will be considered during ARE’s evaluation. Failure to submit the information required in this ToR may result in Vendor’s offer being deemed non-responsive. Vendors are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach ARE’s office designated in the ToR by the time and date specified in the ToR. Any offer, modification, revision, or withdrawal of an offer received at the ARE office designated in the ToR after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the ARE Staff.
5. **Evaluation & Award Process:** ARE will award a contract under this solicitation to the responsible vendor whose proposal best meets the Terms of Reference (ToR) and offers the best value to ARE, considering price and other factors. The award will be made to the Vendor representing the best value to the project and to ARE. For the purpose of this ToR, price, delivery, technical and past performance are of equal importance for the purposes of evaluating and selecting the “best value” awardee.



ARE intends to evaluate offers and award an Agreement without discussions with Vendors. Therefore, the Vendor's initial offer should contain the Vendor's best terms from a price and technical standpoint. However, ARE reserves the right to conduct discussions after the company has been selected, if deemed necessary by ARE.

The candidates must present a technical proposal of the deliverables, specifying the details of each item mentioned in the ToR and supporting it with photos if required.

The candidates must also present a detailed financial proposal according to the following points:

1. Individual prices of each item
2. Total price without and with tax or other charges expressed in Euros or US Dollars.
3. Payment methods according to point 10.
4. It is required to attach a Bank Information Statement (BIS) document (person's identity and bank details.)

Both proposals will be evaluated by an internal selection committee who will ensure the principle of economic efficiency and cost-effectiveness.

The evaluation factors will be comprised of the following criteria:

- a) PRICE: Lowest evaluated ceiling price (inclusive of option quantities).
- b) DELIVERY: Vendor provides the most advantageous delivery schedule.
- c) TECHNICAL: Items/Services shall satisfy or exceed the specifications described in ToR Attachment A.
- d) PAST PERFORMANCE: Vendor can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.

## **6. Deadline**

The deadline to receive offers is **31 December 2024** to Okan Ozkan, Communications & Marketing Officer, ARE at [o.ozkan@ruralelec.org](mailto:o.ozkan@ruralelec.org).

## **7. Fees**

The selected Vendor will be contracted by ARE. **The prices quoted** in the proposal **are not subject to change**. The Vendor sets the fixed price for the services, and ARE will pay accordingly.



**8. Support staff meals**

The awarded company shall be solely responsible for providing meals and refreshments for all support staff engaged in the project. All costs associated with the provision of food for support staff shall be borne by the awarded company and should be factored into their project budget and bid.

**9. Payment schedule and details**

Payments to the selected Vendor will be made along the following schedule:

- **50% of contract value upon contract signature by 31 January 2025** and submission of a valid and approved invoice by the Vendor to ARE.
- **50% of contract value** upon the full delivery of all services for the event, as well as submission of a valid and approved invoice by the Vendor to ARE.

The selected Vendor will be contracted by ARE and paid a service fee inclusive of VAT and any other government taxes, fees, duties, levies or similar.

Payment for services will be made via a valid invoice (VAT number included if applicable) that complies with the deliverables indicated in the payment schedule. Every invoice must have a unique invoice number and must include the date of service delivery.

Invoices must be sent in Euros or U.S. dollars and the vendor must have a valid account in Euros or U.S. dollars .

**Invoices should clearly indicate which service lines/deliverables are covered by each invoice (i.e. they should not be an overall % of the total amount).**

The Bank Information Statement (BIS) of the bank account of the recipient is requested in the financial proposal as stated in point 5, the information of which must also be included on the invoice. Invoices should be addressed to:

Alliance for Rural Electrification AISBL  
Rue d'Arlon 63-67, 1040 Brussels, Belgium  
VAT: BE 0883.277.545

Bank fees and Bank exchange rate costs are entirely at the expense of the Vendor. ARE only considers official National Bank exchange rates and not intermediary banks.



Payments will be payable within 60 days upon receipt and acceptance of deliverables and the correct approved invoice (electronic version) indicating the contract number and instalment requested.