



**INVITATION TO APPLY  
SERVICE PROVIDER: SIAL 2024 TRADE SHOW  
TFO CANADA BOOTH DESIGN – AFRICA PAVILION**

TFO Canada (Trade Facilitation Office Canada), a non-government non-profit organization, is implementing the project **Women in Trade for Sustainable and Inclusive Growth**, funded by Global Affairs Canada, and is seeking a service provider located in Canada to support the design, furniture rental, supply, installation, and dismantling of a country pavilion at the SIAL 2024 trade show.

Detailed Terms of Reference for this service, as well as background information on the initiative, is enclosed in Annex 1.

**EXPERIENCE AND QUALIFICATIONS:**

- Demonstrated experience in booth and pavilion design at trade shows in Canada and/or the US.
- Capacity to provide a full service from exhibit design, through to fabrication, furniture rental, electrical, graphic production, installation, and dismantling.

Interested service providers should submit the following documents to email: [tfocrc@tfoCanada.ca](mailto:tfocrc@tfoCanada.ca) no later than **January 12<sup>th</sup>, 2023**:

- Letter of interest outlining the experience of the service provider in similar assignments.
- Technical and financial proposal, including a draft design.
- Two samples of recent designs done for Booths at Trade missions

Please include 'SIAL 2024 Design Service Provider - Africa' in the subject line. Letters and related documentation will be reviewed at the end of the receiving period.

*Many thanks for your interest in this assignment.*



**Annex 1**  
**TERMS OF REFERENCE FOR SERVICE PROVIDER**  
**TO SUPPORT SIAL 2024 TRADE SHOW**  
**TFO CANADA BOOTH DESIGN – AFRICA PAVILION**

TFO Canada is implementing the project ***Women in Trade for Inclusive and Sustainable Growth (WIT)*** in 24 developing countries in Africa, Asia, the Middle East, Latin America, and the Caribbean. Funded by Global Affairs Canada and working in partnership with TSIs in the beneficiary developing and Least Developed Countries, the project aims to increase the number of women from developing countries involved in international trade as exporters as well as the share of exports generated by women-led Small and Medium Enterprises (SMEs). WIT will focus on a limited number of sectors, including fresh fruits and vegetables, processed foods, and niche market artisan products and services, which present opportunities for employment creation particularly favorable to women.

To increase access to Canadian and other international markets for women-led SMEs and men-led SMEs, the project is improving their ability to identify and respond to Canadian and other export market demands by organizing market access activities. Thus, in partnership with the Trade Support Institutions from our African partner countries, TFO Canada is organizing an exporter mission to attend SIAL Montreal 2024 (May 15-17, 2024) for a delegation of 10 African SME exporters. The purpose of the trade mission is to support selected SMEs to establish commercial linkages with prospective Canadian and international buyers and to have optimal access to the Canadian agri-food market. Additionally, TFO Canada will have its own corporate booth at the SIAL trade Show to present its services to potential importers and exporters exhibiting at the show.

To this end, TFO Canada is hiring a Service Provider to assist TFO Canada with the design, decoration, graphic design, installation, and dismantling of one exhibition area at the show: a regional pavilion.

**The Booths at SIAL Montreal 2024**

- Booth 2104: 50 x 10 (regional pavilion)

**The Service**

TFO Canada is looking for a Service Provider that offers from exhibit design to fabrication, booth structure, furniture rental, graphic design and production, basic services, installation, and dismantling, for a 10 companies' pavilion.

The Service Provider will be selected based on the offered services and proposed design that they will send along with their letter of confirmation of interest, and financial proposal (best value).

Draft Design

The Service Provider will need to keep in mind that the products and the project should be the focus of attention in their design. TFO Canada is looking for an eye-catching booth and furniture display with graphics, that acknowledge the contribution of the donor (Global Affairs Canada), the implementation agency (TFO Canada), the African support institution, and the gender approach of the project. It should also be representative of the regional delegation from Africa.

- **Country Pavilion**



- The drafted design should offer exhibition space for 10 companies equally divided between them (10 individual booths within the pavilion).
- The proposed furniture should be functional, appealing, and modern to attract visitors to the pavilion exhibition.
- The pavilion should have an effective setting for casual and comfortable connections. The Service Provider can propose in its draft design either a common area that ensures the run of 10 meetings simultaneously or make the individual booths suitable for meetings. The placement of the furniture pieces to support business meetings should preserve distancing to ensure privacy for each company.
- Each of the 10 individual booths should have its own graphics, showcasing the name and logo of the company.
- There should be an overarching graphic for the pavilion (back wall, header, banner or anything similar) that encompasses the 10 individual booths, that mention the region (Africa), the project title, and the logos and acknowledgments of the project's institutions. This overarching graphic should be eye-catching and be representative of the project's scope (women empowerment in trade) and of the African delegation.
- Each individual exhibitors' should have access to i) power outlet with enough power to charge a laptop and mobile phones, ii) storage space, iii) proper lighting, iv) carpet, v) small trash cans
- Cleaning services and material handling
- Graphics (designed and printed): based on images supplied by TFO Canada (including logos and acknowledgments), to be arranged and displayed in a way to increase the visual impact of the exhibition.
- Furniture rental
- Installation and dismantling
- The proposal should include the cost of labor and electricity

SIAL Canada 2024  
15 au 17 mai 2024 / May 15-17, 2024  
Palais des Congrès de Montréal  
Level 2 Niv



[SIAL Canada 2024 floor plan \(expoplanner.com\)](https://expoplanner.com)

## Financial Proposal

The Service Provider should send a financial proposal along with the draft design. ***The financial proposal range: CAD \$15,000.00 up to CAD \$20,000.00 (including taxes).***