



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

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, services, installation, and dismantling of a corporate booth at the SIAL 2024 trade show.

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

**EXPERIENCE AND QUALIFICATIONS:**

- Demonstrated experience in booth design at trade shows in Canada and/or the US.
- Capacity to provide a full service from exhibit design, through to fabrication, furniture rental, graphic design and production, basic services, installation, and dismantling.
- Experience working with TFO Canada in past projects is desirable.

Interested service providers should submit the following documents to email: [tfocrc@tfocanada.ca](mailto:tfocrc@tfocanada.ca) no later than **January 19<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 a corporate booth at a trade show.

Please include 'SIAL 2024 Design Service Provider-TFO Canada' 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 BOOTHS DESIGN**

TFO Canada is implementing the project ***Women in Trade for Inclusive and Sustainable Growth (WIT)*** in 24 developing countries in Africa, Asia, 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, 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. As part of the outreach efforts with stakeholders and partners during the market access activities, TFO Canada will have its corporate booth at the SIAL trade Show to present its services to potential importers and exporters exhibiting at the show, and support the participation of the African and Indonesian delegations supported by the project.

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

**The Booth at SIAL Montreal 2024**

Booth 1901: 10 x 10 (see attached map).

**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 one institutional booth for TFO Canada.

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**

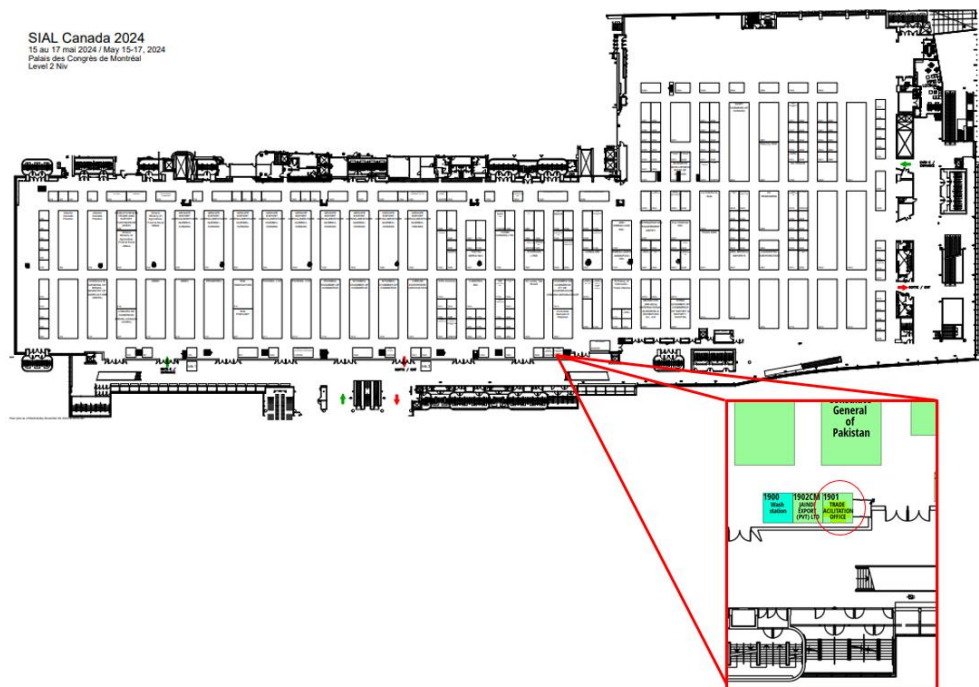
TFO Canada is looking for an eye-catching booth and furniture display with graphics, that acknowledge our services and projects. It should also be representative of the regional delegation from Africa and Indonesia that we will be supporting.

- **Design**
  - The drafted design should offer a main section for the TFO Canada representative to provide information to visitors, a piece of furniture to allow the display of 1 laptop for registration of users, as well as a meeting area with enough privacy. It should include an innovative

solution for displaying promotional materials and showcasing samples of products the companies from the Africa and Indonesia delegations (20 companies) will bring.

- The drafted design should include a modern and practical storage solution for the belongings of TFO Canada staff (6 staff).
- The proposed furniture should be functional, appealing, and modern to attract visitors.
- **Graphic Design**
  - The booth should have a header with the name and logo of the company. This overarching graphic should be eye-catching and be representative of TFO Canada's mission.
  - The booth's overall design should have a corporate and professional look.
  - Based on images supplied by TFO Canada (including logos and acknowledgments), create an artwork to increase the visual impact of the booth. The proposal should contain up to 3 changes free of charge and the cost of additional changes.
- **Services**
  - TFO Canada's booth should have access to i) a power outlet with enough power to charge a laptop and mobile phones, ii) storage space, iii) proper lighting, iv) carpet, v) small trash cans.
  - Electricity and cleaning services and material handling should be included in the proposal and coordinated by the Service Provider on behalf of TFO Canada.
  - Furniture rental
  - Installation and dismantling
  - The proposal should include the cost of labor.

## Floor Map – TFO Canada's booths



[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 should not exceed CAD \$10,500.00 (including taxes if applicable).**