



Afghanistan's Competitiveness of Export-Oriented Businesses Activity (ACEBA)

Request For Proposals (RFP)

No. KBL-023-DAI-ACEBA

Provision of Design, Supply, and Delivery of Customized Booth stands for Saffron Trade Shows at Alimentaria 2024 (Barcelona, Spain)

Issue Date: December 11, 2023

WARNING: Prospective Offerors who have received this document from a source other than www.afghanbids.com, www.DAI.com, or ProcurementACEBA@dai.com should immediately contact ProcurementACEBA@dai.com and provide their name and e-mail address in order that amendments to the RFP and other communications can be sent directly to them. Any prospective Offeror who fails to contact ProcurementACEBA@dai.com assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued through www.afghanbids.com or ProcurementACEBA@dai.com. Offerors are encouraged to check www.afghanbids.com and their inbox periodically.

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. DAI does not tolerate corruption, bribery, collusion or conflicts of interest. Any requests for payment or favors by DAI employees should be reported as soon as possible to ethics@dai.com or by visiting www.dai.ethicspoint.com. Further, any attempts by an offeror or subcontractor to offer inducements to a DAI employee to influence a decision will not be tolerated and will be grounds for disqualification, termination and possible debarment. See provision No. 9 for more details.

Table of Contents

1. Contents	
2. Introduction and Purpose	4
2.1 Purpose	4
2.2 Issuing Office	4
2.3 Type of Award Anticipated	4
3. General Instructions to Offerors	4
3.1 General Instructions	4
3.2 Proposal Cover Letter	4
3.3 Questions regarding the RFP	5
3.4 Pre-Proposal Bidders' Conference	5
3.5 Eligibility Requirements	5
4. Instructions for the Preparation of Technical Proposals	5
4.1 Services Specified	6
4.2 Technical Evaluation Criteria	6
5. Instructions for the Preparation of Cost/Price Proposals	7
5.1 Cost/Price Proposals	7
6. Basis of Award	7
6.1 Best Value Determination	7
6.2 Responsibility Determination	8
7. Anticipated post-award Deliverables	8
8. Inspection & Acceptance	8
9. Compliance with Terms and Conditions	8
9.1 General Terms and Conditions	8
9.2 Prohibited Technology	8
9.3 Source and Nationality	9
9.4 Unique Entity ID (SAM)	9
9.5 Government Withholding Tax for Afghan Based Companies	9
9.6 Vetting Procedure	10
10. Anti-Corruption and Anti-Bribery Policy and Reporting Responsibilities	10
11. Attachments	20
11.1 Attachment A: Scope of Work for Services	20
11.2 Attachment B: Proposal Cover Letter	24
11.3 Attachment D: Instructions for Obtaining an Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors & Grantees	27
11.4 Attachment E: Self Certification for Exemption from Unique Entity ID (SAM) Requirement [TO BE PROVIDED UPON REQUEST]	36
11.5 Attachment F: Past Performance Form	36
11.6 Attachment G: Representations and Certifications of Compliance	38
List of Optional Attachments	39
11.7 Attachment H: Branding and Marking Plan	39
11.8 Attachment J: Proposal Checklist	41

Synopsis of the RFP

RFP No.	RFP-KBL-023-DAI-ACEBA
Issue Date	December 11, 2023
Title	Provision of Design, Supply, and Delivery of Customized Booth stand for the Saffron Trade Show at Alimentaria 2024, (Barcelona, Spain)
Issuing Office & E-mail/Physical Address for Submission of Proposals	<p>DAI - Afghanistan Competitiveness of Export-Oriented Businesses Activity</p> <p>Offerors shall submit their proposals through www.afghanbids.com or via e-mail to ProcurementACEBA@dai.com before the closing date by mentioning the "RFP-KBL-023-DAI-ACEBA Provision of Design, Supply and Delivery of Customized Booth Stand for Saffron Trade Show at Alimentaria 2024, (Barcelona, Spain) in the subject line</p> <p>(Only electronic copies of the proposals will be accepted)</p>
Bidders' conference	Wednesday, December 13 @ 11:30 AM (AFT / UTC + 4:30)
Point of Contact & Deadline for Receipt of Questions	<p>Questions about the RFP should be submitted via e-mail to ProcurementACEBA@dai.com no later than December 21, 2023, 4:00 PM Kabul Time.</p> <p>The E-mail subject line must contain the solicitation number and title</p>
Deadline for Receipt of Proposals	December 30, 2023, 4:00 PM Kabul Time.
Anticipated Award Type	<p>DAI/ACEBA anticipates issuing a Firm Fixed Price Purchase Order.</p> <p>Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order, and offerors will not be reimbursed for any costs associated with the preparation of their bid.</p>
Basis for Award	An award will be made based on the Trade-Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors.

2. Introduction and Purpose

2.1 Purpose

DAI, the implementer of the USAID-funded Afghanistan Competitiveness of Export-Oriented Businesses Activity (ACEBA), invites qualified offerors to submit proposals to the **Provision of Design, Supply and Delivery of Customized Booth Stand for Saffron Trade Shows at Alimentaria 2024, Barcelona, Spain**, in support of program implementation. DAI/ACEBA intends to award a contract to a firm to provide the services as outlined in Attachment A Scope of Work.

2.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Accordingly, any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

2.3 Type of Award Anticipated

DAI anticipates awarding a Firm Fixed price Purchase Order. This subcontract type is subject to change during the course of negotiations.

3. General Instructions to Offerors

3.1 General Instructions

"Offeror", "Subcontractor", and/or "Bidder" means a firm proposing the work under this RFP. "Offer" and/or "Proposal" means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror's risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

Proposals are due no later than the date and time shown in the RFP synopsis. Proposals shall be submitted to the www.afghanbids.com or procurement e-mail address provided in the RFP synopsis. Offerors must state the RFP number and the name of the activity in the subject line of the e-mail. Cost and technical proposals, in separate files, shall be submitted in a single e-mail. Late offers will be rejected except under extraordinary circumstances at DAI's discretion.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

3.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- Project or Title: (from the front page of this RFP document)
- Bid Reference Number: (from the front page of this RFP document)
- Company Name

- Company Address
- Name of Company's authorized representative
- Telephone number, cellular phone number, e-mail address
- Company type of Registration and Registration Number
- The Offeror will certify a validity period of **(90) days** for the prices provided.
- Acknowledge the solicitation amendments received.
- Payment terms
- Acceptance of Tax Withholding Statement and TIN, and international firm subjected to VAT
- Signature, date and time

3.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted through the www.afghanbids.com discussion board or in writing via e-mail to the point of contact identified in the RFP Synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or ACEBA employee or other entity shall not be considered an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing by e-mail and through the www.afghanbids.com discussion board to all prospective bidders who are on record as having received this RFP from ProcurementACEBA@dai.com.

3.4 Pre-Proposal Bidders' Conference

All interested bidders must register their organizations by sending an email to ProcurementACEBA@dai.com by COB December 12, 2023, to attend the pre-proposal bidder conference.

Date and time of the conference: Wednesday, December 13 @ 11:30 AM (AFT / UTC + 4:30)

3.5 Eligibility Requirements

Proposals are being solicited from international and local firms capable of providing the requested services. The local Offerors must have a valid Afghan business license or registration to be eligible for award and international firms refer to their own country registration rules. refer to Section 8.4 for Unique Entity ID (SAM) requirements.

4. Instructions for the Preparation of Technical Proposals

Proposals must be organized into sections in accordance with the proposal submission instructions provided in Section 2.1. Please stay in the page limits given below. Only include the requested information and avoid submitting extra content. **Any pages exceeding the page limitation for each section of the proposal will not be evaluated.**

Technical proposals shall include the following contents:

1. **Technical Approach** - Description of the proposed services which meets or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
2. **Management approach** – Description of the Offeror's staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach.

3. **Past Performance** –Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment F.

4.1 Services Specified

For this RFP, DAI needs the services described in Attachment A.

4.2 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered significantly more important than, cost/price factors.

Evaluation Criteria	Evaluation Sub-criteria (if needed)	Maximum Points
Technical and Management Approach	<p>Extent to which proposed approach:</p> <ul style="list-style-type: none">– Is clear, logical, well-conceived, and technically sound.– Reflects appreciation for the likely problems to be encountered; and– Directly addresses the objectives identified in the Scope of Work.	40 points
Detailed Booth Design	<ul style="list-style-type: none">– The extent to which the design(s) meets the requirements of the RFP.– Creative, yet modern booth.– Details regarding the material application	30 points
Past Performance and References	<ul style="list-style-type: none">– The extent to which the Offeror has previously successfully constructed custom booths.– Extent to which the Offeror has previously successfully performed similar activities.– How lessons learned from previous activities can be	30 points

	applied to RFP activity. – Offeror's ability to deliver projects on time and within budget.	
Total Points		100 points

5. Instructions for the Preparation of Cost/Price Proposals

5.1 Cost/Price Proposals

Cost/Price proposals shall be submitted as a separate file from technical proposals and be labeled as "VOLUME II: PRICE PROPOSAL."

Provided in Attachment C is a template for the Detailed Budget and price Schedule for firm-fixed-price awards. Offerors shall complete the template, including as much detailed information as possible, and submit it in PDF and Excel formats. The cost proposal must be separated from the Technical Proposal.

Offerors must submit comprehensive budget narrative/budget notes that provide information on each of the line items in the budget and explain why these items are needed to implement the activity.

If indirect rates are charged, Offerors must provide supporting computations for the allocation for indirect/overhead costs. A copy of an audit report and balance sheet and a profit and loss (P&L)/income & expenditure/revenue & expenditure statement OR a copy of the current Negotiated Indirect Cost Rate Agreement (NICRA).

*Note to Offerors: **You may not propose a fee or profit that is a fixed percentage of total costs.** Cost plus percentage of cost type contracts are not permitted. A fixed completion fee of a set amount is acceptable, and may be split into payments across deliverables if desired. However, this must be a fixed cost item and not a percentage of costs.

***Note to Offerors: **Cost proposal must be presented in USD/EUR currency; no other currency calculations proposed by the Offeror will be accepted.** Also, once bids are received, ACEBA may request that offerors submit cost proposals in Excel format, including formulas if the cost structure is not clearly presented in the proposal budget. Please keep budget spreadsheets on file until after awards are announced. Subcontractors must include the supporting "budget notes" as an assumption narrative, and spreadsheets are required in sufficient detail to allow a complete analysis of each cost element.

6. Basis of Award

6.1 Best Value Determination

DAI will review all proposals, make an award based on the technical and cost evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. The cost will primarily be evaluated for **realism** and **reasonableness**. DAI may award to a higher-priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

6.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Local firm need to provide evidence of the required AISA licenses to operate in Afghanistan and international firm need to submit registration certificate of their own country.
2. Evidence of a UEI (SAM) number (explained below and instructions contained in Attachment D).
3. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary organization, experience, accounting and operational controls and technical skills.
9. Have the necessary production, construction and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

7. Anticipated post-award Deliverables.

Upon award of a subcontract, the payment will be made upon receipt of a properly executed tranche payment request, complete with milestone/ deliverables report and applicable documentation for each deliverable as listed under the scope of work part (Anticipated Deliverables).

The Offeror should detail the proposed prices per deliverable in the Price Schedule. Payment shall be made only in accordance with approved milestones/deliverables and payment schedule upon Technical Monitor approval of required documentation.

8. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Deputy Chief of Party as a result of such inspection.

9. Compliance with Terms and Conditions

9.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

9.2 Prohibited Technology

Bidders MUST NOT provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof, in compliance with FAR 52.204-25.

9.3 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

Geographic Code 935: Goods and services from any area or country including the cooperating country but excluding Prohibited Countries.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries, nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

9.4 Unique Entity ID (SAM)

There is a **mandatory** requirement for your organization to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a Unique Entity ID (SAM) to DAI. Offerors who fail to provide a Unique Entity ID (SAM) will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above **are required** to obtain a Unique Entity ID (SAM) prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a Unique Entity ID (SAM), see Attachment D - Instructions for Obtaining an Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors

For those not required to obtain a Unique Entity ID (SAM), see Attachment E: Self Certification for Exemption from Unique Entity ID Requirement.

9.5 Government Withholding Tax for Afghan Based Companies

Pursuant to Article 72 of the Afghanistan Income Tax Law, DAI is required to withhold taxes from the gross amounts payable to all Afghan for-profit subcontractors/vendors. In accordance with this requirement, DAI will withhold two percent (2%) tax from the entity's gross invoices if the entity is in possession of an active business license issued by any of the following entities -Afghanistan Investment Support Agency (AISA), the Ministry of Commerce and Industry (MoCI), Ministry of Information and Culture, Ministry of Education or Ministry of Public Health.

If the entity provides services contrary to approved by-laws or it does not possess a business license issued by any of the aforementioned public entities, but possesses licenses issued by other local or national government entities or municipalities, DAI shall withhold seven percent (7%) "Contractor" taxes on the gross amount payable. In either case, this tax is withheld by DAI from the gross amount payable

to the awarded entity and subsequently remitted to the Ministry of Finance. DAI will maintain records of all of such remittances.

Before the signing of this Agreement, the contractor/vendor will provide a copy of the organization's legal registration document (AISA or Ministry Registration) and TIN (Tax Identification Number). Amounts deducted from the invoices will be forwarded to the Ministry of Finance (MOF) Tax Division credited to the firm's TIN. Records of payments to the MOF shall be maintained on file with DAI/ACEBA.

9.6 Vetting Procedure

On December 05, 2012, USAID/Afghanistan notified that Recipients/Contractors receiving USAID funding must be vetted for any lower-tier contracts valued over \$25,000. This notice is effective January 1, 2013. Any Offeror receiving an award from ACEBA must submit vetting documentation and receive an eligibility notice before ACEBA can issue a final contract or purchase order. The vetting is not done by ACEBA but by the Vetting Support Unit of USAID and may take several weeks. DAI/ACEBA will assist awardees with the procedure once a winning proposal is selected.

In addition to vetting, ACEBA may carry out reference checks and due diligence on any information provided by Offeror. Providing false information on personnel qualifications and experience or in past performance references will result in the Offeror being disqualified from future bidding.

10. Anti-Corruption and Anti-Bribery Policy and Reporting Responsibilities

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. **DAI does not tolerate the following acts of corruption:**

- Any requests for a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by a DAI employee, Government official, or their representatives, to influence an award or approval decision.
- Any offer of a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by an offeror or subcontractor to influence an award or approval decision.
- Any fraud, such as misstating or withholding information to benefit the offeror or subcontractor.
- Any collusion or conflicts of interest in which a DAI employee, consultant, or representative has a business or personal relationship with a principal or owner of the offeror or subcontractor that may appear to unfairly favor the offeror or subcontractor. Subcontractors must also avoid collusion or conflicts of interest in their procurements from vendors. Any such relationship must be disclosed immediately to DAI management for review and appropriate action, including possible exclusion from award.

These acts of corruption are not tolerated and may result in serious consequences, including termination of the award and possible suspension and debarment by the U.S. Government, excluding the offeror or subcontractor from participating in future U.S. Government business.

Any attempted or actual corruption should be reported immediately by either the offeror, subcontractor or DAI staff to:

- Toll-free Ethics and Compliance Anonymous Hotline at (U.S.) +1-503-597-4328

- Hotline website – www.DAI.ethicspoint.com, or
- E-mail to Ethics@DAI.com
- USAID's Office of the Inspector General Hotline at hotline@usaid.gov.

By signing this proposal, the offeror confirms adherence to this standard and ensures that no attempts shall be made to influence DAI or Government staff through bribes, gratuities, facilitation payments, kickbacks or fraud. The offeror also acknowledges that violation of this policy may result in termination, repayment of funds disallowed by the corrupt actions and possible suspension and debarment by the US Government.

11. Attachments

11.1 Attachment A: Scope of Work for Services

Traceability System for Afghan Saffron Processors

SCOPE OF WORK

BACKGROUND

DAI is implementing the USAID Afghanistan Competitiveness of Export-Oriented Businesses Activity (ACEBA) project, which is designed to promote Afghanistan's sustainable, market-driven economic growth by enhancing the export competitiveness and market linkages of Afghan businesses in three target value chains including carpets, cashmere, and saffron. All value chains are recognized for their potential to deliver demonstrable results from downstream value-add, sales, exports, and job creation.

ACEBA will participate in the Alimentaria 2024 tradeshow on 18-24 March, 2024, in Barcelona, Spain where grantee De Mariana y Martinet, S.L. will promote Afghan saffron. For this purpose, ACEBA is soliciting a booth contractor who has adequate experience in building customized high-end booth stands, using the latest trending materials and finishes, to exhibit the saffron products. The booth contractor will provide a turn-key solution that includes all responsibilities and elements from completing any paperwork instructed to do so to the trade show organizers, electricity rental, use of heavy equipment during installation and dismantling (if required), booth design development of ideas provided, building the stand pre-fabricated (mockup), installing all materials, all furniture rentals, finally high-end finishes and materials, dismantling and transportation of booth.

SCOPE OF SERVICES

ACEBA is soliciting a booth contractor who has adequate experience in building a customized, high-end booth stand for the presentation of saffron product(s) at the Alimentaria 2024 tradeshow using the latest trending materials and finishes. The booth contractor will provide a turn-key solution that includes all responsibilities and elements from completing any paperwork instructed to do so to the trade show organizers, electricity rental, use of heavy equipment during installation and dismantling, pick up from and transportation to the trade show site, storage of stand in between trade shows, booth design development of ideas provided, building the stand pre-fabricated (mockup), installing all materials, all furniture rentals, finally high end finishes, and materials.

The bidder is expected to provide the following, detailed, goods and services:

1- Detailed Booth Design

Including Measurements of Materials, Stand Structure, Counter Details, and proposed layout for each show based on dimensions and open sides.

Submit 1-2 design options based on the ideas and sketch submitted in this RFP (Attachment A: Booth Vision) but with close attention to details, number of materials, and color/types. The design should include applicable following requirements:

- Perspective drawing.
- Elevations Drawings (front side and back) as well as 3D screenshot.
- Structural Material Details.
- Design and construction of three booths with the below dimensions. Materials should be reused if practical and cost-effective.

- 24sqm with 3 open sides
 - Note: This site has been proposed for the Alimentaria 2024 Show
- Showcasing materials that will be used for booth final finishes as well as colors.
- Adaptation of the branded theme, logos, selected name,
- Electric works and distribution for the stand including outlets distributed for:
 - four (4) display screens (approximately 30-40in),
 - one (1) display (approximately 125 in)
 - coffee machine and kettle,
 - places for charging phones and laptops.
- Saffron display counter details
- Proposed furniture to choose from including catalog stands, TV, coffee machines chairs, stools and tables, etc.
- Architectural Plan (Layout) Drawing
- Structural Connection Details
- Any Special Display Loading Allowance
- Height of Stand
- Ceiling / Roof (If yes, please provide structural details)
- Items of special risk

2- Paperwork submissions

Complete and submit to trade show organizers all necessary paperwork, forms, contractor security bond, and any other required papers to ensure smooth booth delivery.

- ACEBA will facilitate in passing along any information received from trade shows regarding requirements for customized booths and additional pricing. However, it will be the responsibility of the vendor to adhere to all regulations, complete the required paperwork, and cover additional costs for set-up and breakdown.

3- Must include in the offer pictures of previously implemented booths.

4- Must include in the offer pictures of materials that is proposed to be used for building the booth.

5- Build the Stand Structures

Building the stand structure per the approved design(s) and specifications for each trade show, including:

- Installing all counter, lighting, and furniture(s)
- Installation and set-up of display screen, as agreed in the design (s)

6- Booth Dismantling and Transportation

Transporting booth to the tradeshow and dismantling/disposal of booth stand at the end of the event.

Completing and submitting any forms required by organizers.

**Please note that the vendor's bid should not include booth space reservation costs. This is covered separately by ACEBA.

Note: The detailed technical specifications and organizer rules and regulations are contained in annexes 1 and 2 of the RFP.

Anticipated Deliverables:

Upon award of a subcontract, the deliverables and deadlines detailed in below table will be submitted to DAI. The Offeror should detail proposed costs per deliverable in the Price Schedule. All of the deliverables must be submitted to and approved by DAI before payment will be processed.

NO.	Description and proof of required documentation	Payment Amount (%)	Due Date
1	<p>Final Detailed Booth Design – Approved by ACEBA Including Measurements of Materials, Stand Structure, Counter Details, and proposed layout for trade show based on dimensions and open sides. Please refer to the details of the SOW (Attachment A)</p> <p>Required Document:</p> <p>Perspective drawing Elevations Drawings (front side and back) as well as 3D screenshots. Structural Material Details Design and construction of three booths with the below dimensions. 24sqm half island</p>	% (TBD)	20 days after the award
2	<p>Proof of Paperwork submissions for the Alimentaria 2024 trade show Complete and submit to trade show organizers all necessary paperwork, forms, contractor security bond, and any other required papers to ensure smooth booth delivery.</p> <p>Required Documents:</p> <p>A Copy of the submitted documents.</p> <p>Note: it will be the responsibility of the vendor to adhere to all regulations, complete required paperwork, and cover additional costs for set-up and breakdown.</p>	% (TBD)	February 1, 2024
3	<p>Booth Installation and Set-up at Alimentaria 2024 trade show Installing all counter, lighting, and furniture(s) Installation and set-up of display screen, as agreed in the design (s)</p> <p>Required Documents:</p> <p>A Short narrative (1-2 paragraph) report and Photos (3-5) of installed booth, ready for trade show</p>	% (TBD)	March 17, 2024

4	<p>Alimentaria 2024 Booth Dismantling</p> <p>Dismantling of the booth and proper disposal of materials as required by the trade show facilities.</p> <p>Required Documents:</p> <p>A short narrative (1-2 paragraph) report and Photos of (3-5) of booth space once cleared of materials</p>	% (TBD)	March 25, 2024
---	---	---------	----------------

Note: Offeror/s have the right to propose different deliverables than those included in the table above if they are deemed more suitable and provide better impact.

PERIOD OF PERFORMANCE

The period of performance will be 5 months.

TECHNICAL DIRECTION

The DAI/ACEBA Deputy Chief of Party- Technical will be responsible for the technical direction of this work.

[END OF ATTACHMENT A]

11.2 Attachment B: Proposal Cover Letter
[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.

DAI Global, LLC

We, the undersigned, provide the attached proposal in accordance with RFP-Click here to enter text.-Click here to enter text. issued on Click here to enter text.. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >.

I certify a validity period of Click here to enter text. days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

E-mail: Click here to enter text.

Company Seal/Stamp:

Attachment C: Budget Templates

Illustrative Budget Template

No.	Line Item	Unit	Quantity	Unit Price (USD)	Total Cost (USD)	Budget Notes
A	Labor					Must include budget notes for each line item
1	For example, Team Lead and project manager.					
2	For example, expert					
3	Other staff					
	Sub-Total					
B	Travel & Transportation					
1						
2						
	Sub-Total					
C	Communication					
1						
2						
	Sub-Total					
D	Other Direct Costs					
1						
2						
	Sub-Total					
Total Cost						
Fee						
G-Total						

Price Schedule:

No	Description	Unit Price USD	Total Price USD
1	Provision of Design, Supply and Delivery of Customized 24sqm Booth Stand for Alimentaria 2024 trade show in Barcelona Spain - 18 March to 21 March		

11.3 Attachment D: Instructions for Obtaining an Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors & Grantees

Note: The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing an Unique Entity ID (SAM)to DAI.

Note: There is a Mandatory Requirement for your Organization to Provide an Unique Entity ID (SAM) to DAI

I. SUBCONTRACTS/PURCHASE ORDERS: All domestic and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above are required to obtain an Unique Entity ID (SAM) prior to signing of the agreement. *Your organization is exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. Please see the self-certification form attached.*

II. MONETARY GRANTS: All foreign entities receiving first-tier monetary grants (standard, simplified and FAAs) with a value equal to or over \$25,000 and performing work outside the U.S. must obtain an Unique Entity ID (SAM) prior to signing of the grant. All U.S. organizations who are recipients of first-tier monetary grants of any value are required to obtain an Unique Entity ID (SAM); the exemption for under \$25,000 applies to foreign organizations only.

NO SUBCONTRACTS/POs (\$30,000 + above) or MONETARY GRANTS WILL BE SIGNED BY DAI WITHOUT PRIOR RECEIPT OF AN UNIQUE ENTITY ID (SAM).

Organizations who fail to provide an Unique Entity ID (SAM) will not receive an award and DAI will select an alternate vendor/subcontractor/grantee.

Background:
Summary of Current U.S. Government Requirements - Unique Entity ID (SAM)
Effective April 4, 2022, entities doing business with the federal

government will use the Unique Entity Identifier (SAM) created in SAM.gov. The Unique Entity ID (SAM) is a 12-character alphanumeric value managed, granted, and owned by the government. This allows the government to streamline the entity identification and validation process, making it easier and less burdensome for entities to do business with the federal government.

Entities are assigned an identifier during registration or one can be requested at SAM.gov without needing to register. Ernst and Young provides the validation services for the U.S. Government. The information required for getting an Unique Entity ID (SAM) without registration is minimal. It only validates your organization's legal business name and address. It is a verification that your organization is what you say it is.

The Unique Entity ID (SAM) does not expire.

Summary of Previous U.S. Government Requirements – DUNS

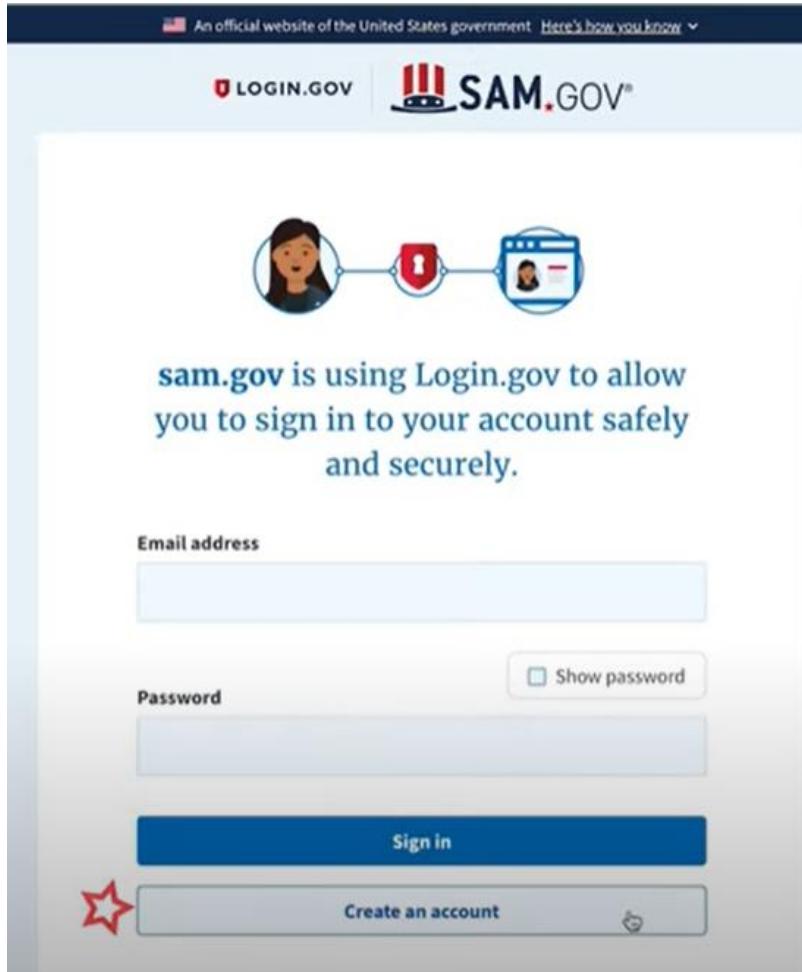
The Data Universal Numbering System (DUNS) is a system developed and managed by Dun and Bradstreet that assigns a unique nine-digit identifier to a business entity. It is a common standard world-wide and was previously used by the U.S. Government to assign unique entity

identifiers. This system was retired by the U.S. Government on April 4, 2022 and replaced with the Unique Entity Identifier (SAM). After April 4, 2022 the federal government will have no requirements for the DUNS number.

If the entity was registered in SAM.gov (active or inactive registration), an Unique Entity ID (SAM) was assigned and viewable in the entity registration record in SAM.gov prior to the April 4, 2022 transition. The Unique Entity ID (SAM) can be found by signing into SAM.gov and selecting the Entity Management widget in your Workspace or by signing in and searching entity information.

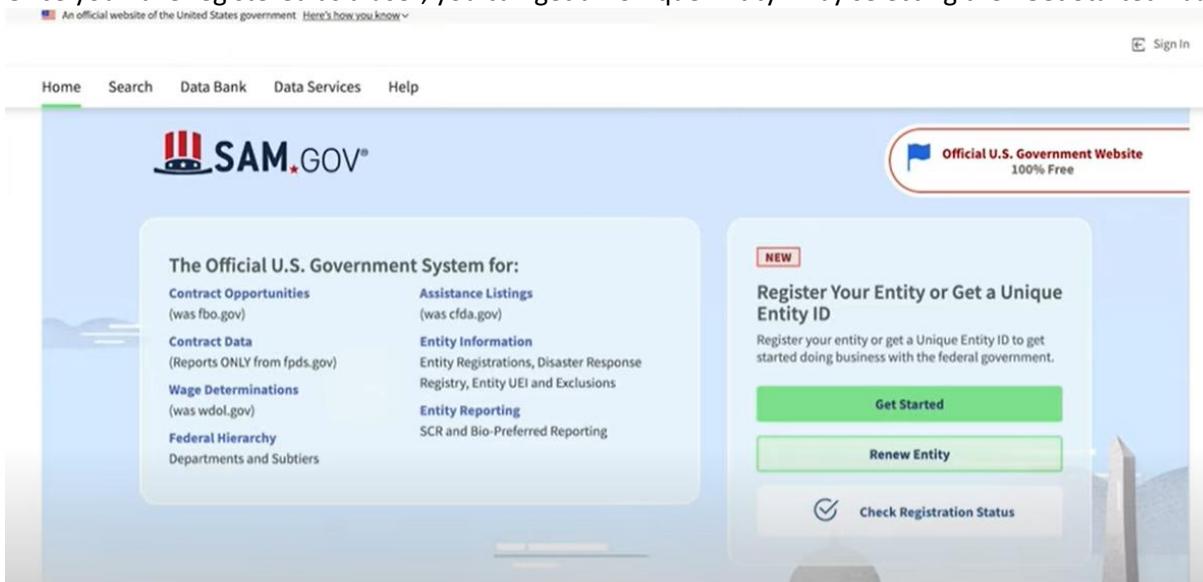
Instructions detailing the process to be followed in order to obtain an Unique Entity ID (SAM) for your organization begin on the next page. THE PROCESS FOR OBTAINING AN UNIQUE ENTITY ID IS OUTLINED BELOW:

1. Have the following information ready to request an Unique Entity ID (SAM)
 - a. Legal Business Name
 - b. Physical Address (including ZIP + 4)
 - c. SAM.gov account (this is a user account, not actual SAM.gov business registration).
 - i. **As a new user**, to get a SAM.gov account, go to www.sam.gov.
 1. Click "Sign In" on the upper right hand corner.
 2. Click on "Create a User Account"



3. Choose Account Type:
 - a. Create an Individual User Account to perform tasks such as register/update your entity, create and manage exclusion records or to view FOUO level data for entity records.
 - b. Create a System User Account if you need system-to-system communication or if performing data transfer from SAM to your government database system. Complete the requested information, and then click "Submit."

4. Click “DONE” on the confirmation page. You will receive an e-mail confirming you have created a user account in SAM.
 5. Click the validation link in the e-mail that contains the activation code within 48 hours to activate your user account. If the e-mail link is not hyperlinked (i.e., underlined or appearing in a different color), please copy the validation link and paste it into the browser address bar. You can now register an entity.
NOTE: Creating a user account does not create a registration in SAM, nor will it update/renew an existing registration in SAM.
2. Once you have registered as a user, you can get an Unique Entity ID by selecting the “Get Started” button on the SAM.gov home page.



3. Select “Get Started” on the Getting Started with Registration page.



Getting Started with Registration

This is the official U.S. government website for entity registration. Entity registration is FREE.

Before You Get Started

Before you start your registration, there are a few steps you must complete first. Review these steps to help ensure you set aside enough time to complete your registration.

- 1 Request a DUNS Number
- 2 Prepare Your Data
- 3 Get a Login.gov Account
- 4 Submit and Finish

1 Request a DUNS Number

All entities wishing to do business with the federal government must have a unique entity identifier (UEI). Currently, the DUNS number, which is a unique nine-character identification number provided by Dun & Bradstreet (D&B) free of charge, is the official UEI. D&B assigns UEI (DUNS) for each physical location of a business. Requesting a UEI (DUNS) takes about 10 minutes. Receiving a UEI (DUNS) takes 1–2 business days (under normal circumstances) when using the D&B web form.

[Go to D&B web form](#) 

Entity Information Home

NEW

Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get started doing business with the federal government.

[Get Started](#)

[Renew Entity](#)

 [Check Registration Status](#)

- 4 Select “Get Unique Entity ID” on the Get Started page.

Get Started

Register Entity

An entity registration allows you to bid on government contracts and apply for federal assistance. As part of entity registration, we will assign you a Unique Entity ID (SAM).

Comprehensive and current entity information is an essential part of the federal award process. It is important to prepare your information and allow sufficient time to understand and accurately complete your registration. You only need to complete and manage it here to remain eligible for federal awards.

You must renew your registration every 365 days for it to remain active.

[Register Entity](#)

Get Unique Entity ID (SAM)

If you only conduct certain types of transactions, such as reporting as a sub-awardee, you may not need to complete an entity registration. Your entity may only need a Unique Entity Identifier.

You can get a Unique Entity ID (SAM) for your organization without having to complete a full entity registration.



[Get Unique Entity ID](#)

5. Enter Entity Information.



- a. If you previously had a DUN Number, make sure your Legal Business Name and Physical Address are accurate and match the Entity Information, down to capitalization and punctuation, used for DUNS registration.

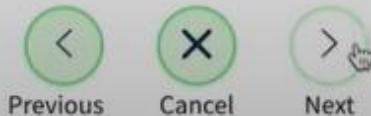
6. When you are ready, select "Next"
7. Confirm your company's information.



- a. On this page you will have the option to restrict the public search of this information. "Allow the selected record to be a public display record." If you uncheck this box, only you and the federal government users will be able to search and view the entity information and entities like DAI will not be able to independently verify that you have an Unique Entity Identifier (SAM).

Allow the selected record to be a public display record.

If you feel displaying non-sensitive information like your registration status, legal business name and physical address in the search engine results poses a security threat or danger to you or your organization, you can restrict the public viewing of your record in SAM's search engine. However, your non-sensitive registration information remains available under the Freedom of Information Act to those who download the SAM public data file. Learn more about SAM public search results [↗](#).



8. When you are ready, select "Next"
9. Once validation is completed, select "Request UEI" to be assigned an Unique Entity ID (SAM). Before requesting your UEI (SAM), you must certify that you are authorized to conduct transactions under penalty of law to reduce the likelihood of unauthorized transactions conducted for the entity.



Request UEI

You have completed validation. Select **Request UEI** to be assigned a Unique Entity ID.

VERIFIED MATCH:

US TEST COMPANY 999 • Public

DUNS UNIQUE ENTITY ID:
362267515

PHYSICAL ADDRESS
3501 CORPORATE PKWY
CENTER VALLEY, PA 18034
US

Before requesting your UEI, please certify that you are authorized to conduct transactions under penalty of law to reduce the likelihood of unauthorized transactions conducted for my entity. Then select **Request UEI**.

I certify that I am authorized to conduct transactions on behalf of the entity.

Request UEI

10. The Unique Entity ID will be shown on the next page. SAM.gov will send an e-mail confirmation with your Unique Entity ID.



Receive UEI

Congratulations! You have been assigned the following Unique Entity ID.

EH4HG9MLR7Q6

VERIFIED MATCH:

US TEST COMPANY 999 • Public

DUNS UNIQUE ENTITY ID:
362267515

SAM UNIQUE ENTITY ID:
EH4HG9MLR7Q6

PHYSICAL ADDRESS
3501 CORPORATE PKWY
CENTER VALLEY, PA 18034
US

You have finished getting your Unique Entity ID, select **Done** to return to your workspace.

To continue with registration, select **Continue Registration**.

[Continue Registration](#)

[Done](#)

11. If you need to view the Unique Entity ID from SAM in the future or update the organization's information, sign into SAM.gov and go to "Entity Management" widget.

The screenshot shows the SAM.gov workspace interface. At the top, there is a navigation bar with links for Home, Search, Data Bank, Data Services, and Help. On the right side of the header are links for Requests, Notifications, Workspace (which is underlined), and Sign Out. Below the header, there is a "Profile" section featuring a user icon, a download icon, a magnifying glass icon, and a binoculars icon. Under "Pending Requests", it says "No pending requests" and has a "See All" link. Under "Notifications", it says "No available notifications" and has a "See All" link. On the left side, there is a large "Entity Management" card with sections for "Entity Registration" (0 Active, 0 Draft, 0 Work in Progress, 0 Submitted) and "Unique Entity ID" (1 Active, 0 Draft). Below these are "System Accounts" (1 Active, 0 Draft, 0 Change Request, 0 Pending, 0 Deactivated). To the right of the Entity Management card, there is a "Add A New Role" section with a dropdown menu labeled "Select a Role".

11.4 Attachment E: Self Certification for Exemption from Unique Entity ID (SAM) Requirement [TO BE PROVIDED UPON REQUEST]

11.5 Attachment F: Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

11.6 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. RESERVED.
8. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
9. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
10. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
11. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
12. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

List of Optional Attachments

11.7 Attachment H: Branding and Marking Plan

Note: This is not required as part of the proposal. It is included as information for the Offeror. Upon subcontract award, this will be the first deliverable due.

Appendix N: Marking Plan

Sub Project Number and Name: _____

Name of Implementing Partner: _____

Name and Title of Partner's Agent: _____

Name and Title of DAI Project Manager: _____

Instructions: This form has been created to provide implementing partners (subcontractors and grantees) and DAI Project Managers with a summary of marking requirements found in the Project's Branding Implementation Plan (BIP). This form must be completed by the DAI Project Manager in conjunction with the agent of the implementing partner. Once completed, the Project Manager must upload the form to TAMIS.

Subproject Activities

Provide a short summary of the activities to be completed including the project location. For example, what materials or equipment will be purchased? What events will take place?

Include 2-3 sentence summary here:

Please place an "X" below for each activity that will take place as part of this Sub project. The implementing partner will be responsible for ensuring the Marking noted in the table below is implemented according to standards and templates provided.

Mark "X"	Activity/Documents	Required Marking
Activities		

Mark "X"	Activity/Documents	Required Marking
Documents		
	Reports	
	Certificates (training or other)	
	Invitations	
	Other (please describe)	

Co- Branding and Co-Marking:

DAI logo must not appear on any USAID funded programmatic material.

Requests for Exceptions or Waivers of Marking Requirements – If you do not feel it is possible to mark one or more of the items or events listed above, please describe below (1) what marking you want to be exempt from (2) how the activity or item meets the requirement for an exception or waiver.

Include full detailed justification here:

11.8 Attachment J: Proposal Checklist

Offeror: _____

Does your proposal include the following?

- Submitted Electronical
- Signed Cover Letter (*use template in Attachment B*)
- Separate Technical and Cost proposals separated by a blank page when PDF'ed or saved as two files.
- Proposal of the Product or Service that meets the technical requirements as per Attachment A
- Include documents used to determine *Responsibility* (Afghanistan Investment Support Agency (AISA), the Ministry of Commerce and Industry (MoCI), Ministry of Information and Culture, Ministry of Education or Ministry of Public Health)/**international firm need to submit registration certificate of their own country.**
- Response to each of the evaluation criteria
- Evidence of a Unique Entity ID (SAM) OR Self Certification for Exemption from Unique Entity ID (SAM) Requirement
- Past Performance (*use template in Attachment F*)

Annex 01

Booth Technical Information

The bidder is expected to provide following, detailed, goods and services:

1. Detailed Booth Design including Measurements of Materials, Stand Structure, Counter Details and proposed layout for each show based on dimensions and open sides.

Submit 1-2 design options based on the ideas and sketch submitted in this RFP (Attachment A: Booth Vision), but with close attention to details, number of materials and color/types. The design should include applicable following requirements:

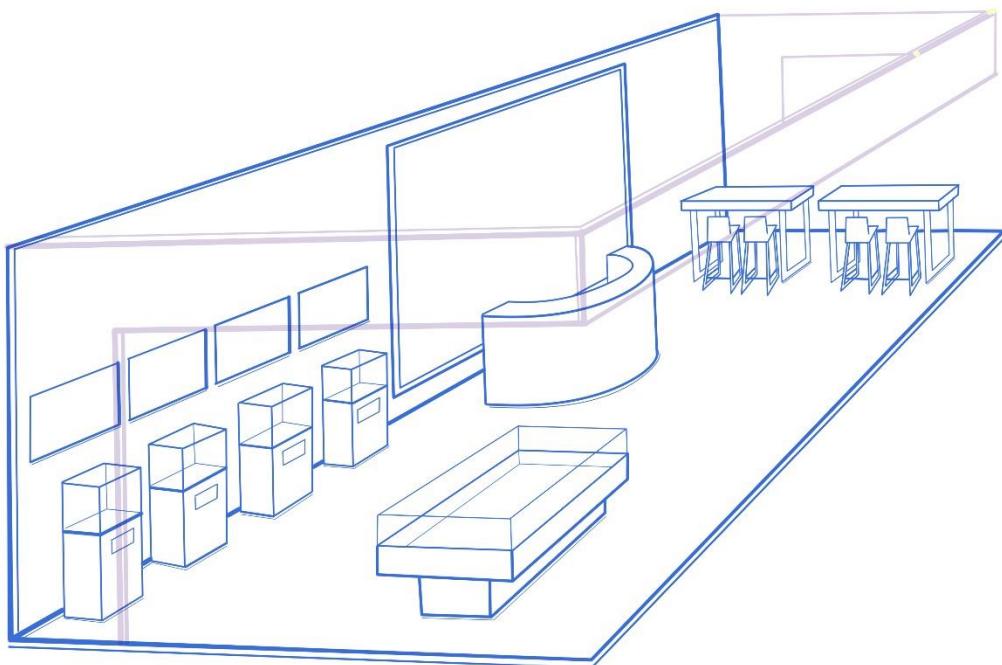
- Perspective drawing
 - Elevations Drawings (front side and back) as well as 3D screen shot
 - Structural Material Details
 - Design and construction of three booths with the below dimensions. Materials should be reused if practical and cost effective.
 - 24sqm with 3 open sides
 - *Note: This size has been proposed for the Alimentaria 2024 Show*
 - Showcasing materials that will be used for booth final finishes as well as colors
 - Adaptation of the branded theme, logos, selected name,
 - Electric works and distribution for the stand including outlets distributed for:
 - four (4) display screens (approximately 30-40in),
 - one (1) display (approximately 125 in)
 - coffee machine and kettle,
 - places for charging phones and laptops
 - Saffron display counter details
 - Proposed furniture to choose from including catalog stands, TV, coffee machines chairs, stools and tables, etc.
 - Architectural Plan (Layout) Drawing
 - Structural Connection Details
 - Any Special Display Loading Allowance
 - Height of Stand
 - Ceiling / Roof (If yes, please provide structural details)
 - Items of special risk
- 2. Paperwork submissions**
Complete and submit to trade show organizers all necessary paperwork, forms, contractor security bond and any other required papers to ensure smooth booth delivery. (Refer to Attachments for additional information for each trade show regarding requirements and potential costs for booth set-up and break down)
- 3. Must include in the offer pictures of previously implemented booths**
- 4. Must include in the offer pictures of materials that is proposed to be used for building the booth**
- 5. Build the Stand Structures**
Building the stand structure per the approved design(s) and specifications for each trade show, including:
- Installing all counter, lighting, and furniture(s)
 - Installation and set-up of display screen, as agreed in the design (s)

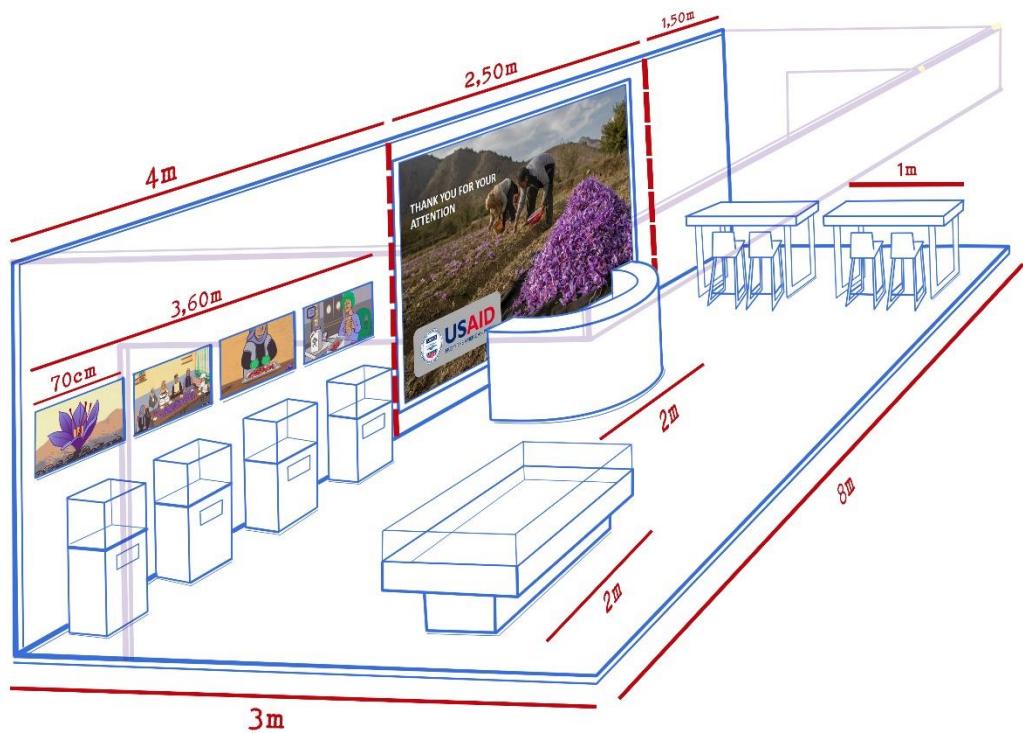
6. Booth Dismantling and Transportation

- Transportation of booth to event.
- Dismantling the booth stand and disposal after event.
- Completing and submitting any forms required by organizers.

Section 1.1 Booth Sketch Design and Ideas

Below is a sketch and vision for the booths to get started on the proposed designs, and to get an idea of material distribution the stand. This is only a base and basic information to get started to build creative design options.





Annex 02

Alimentaria k Information

Alimentaria

Ficha Técnica de Stand

Empresa: DAI GLOBAL LLC. - ACEBA

Ubicación: Recinto Gran Via | Pabellón P5 | Nivel 0

Fecha de Creació2023-11-29

Stand: C 350

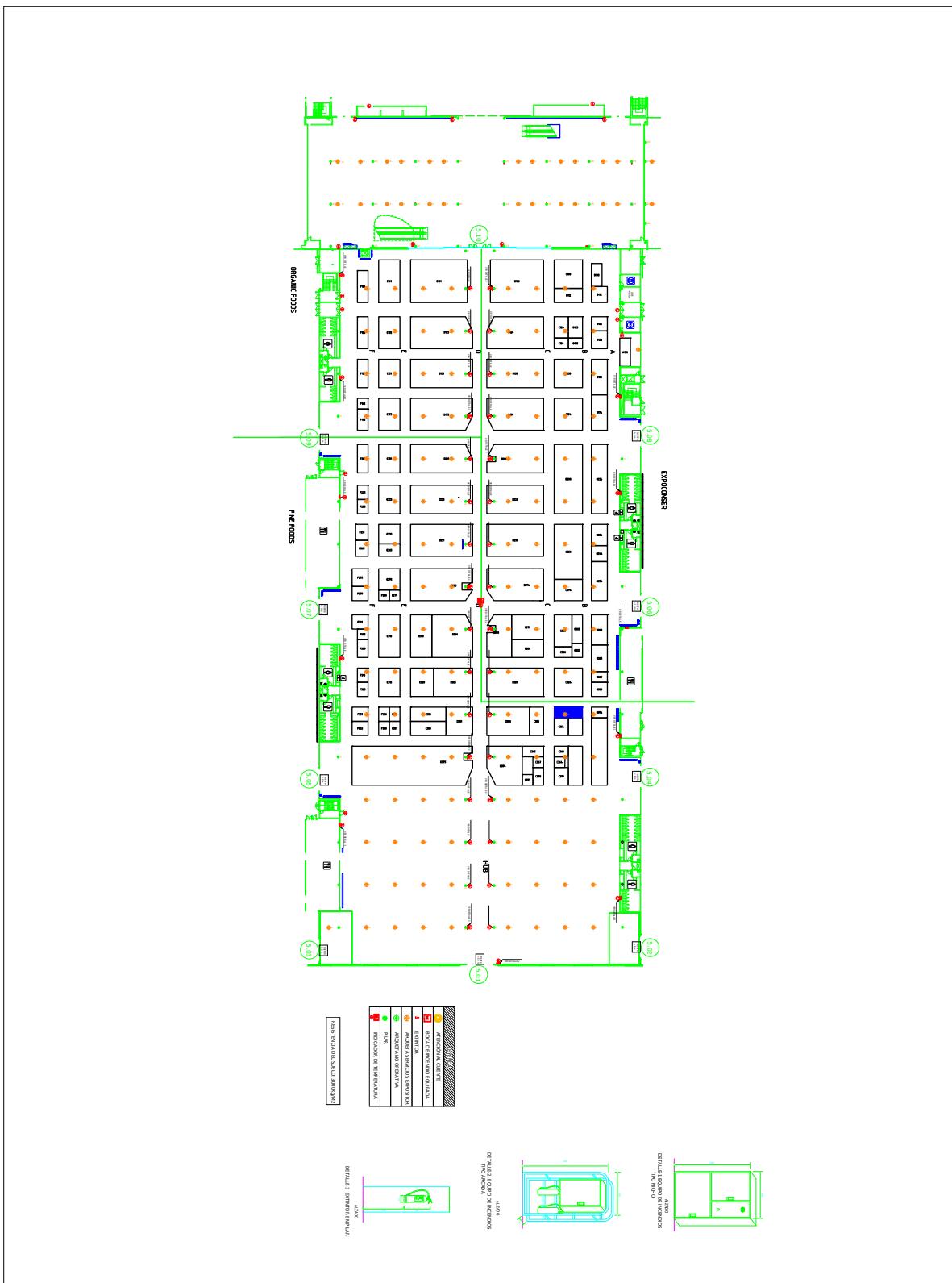
Medidas: 3 m x 8 m

Superficie: 24 m²





Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA



Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA



Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA



Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA



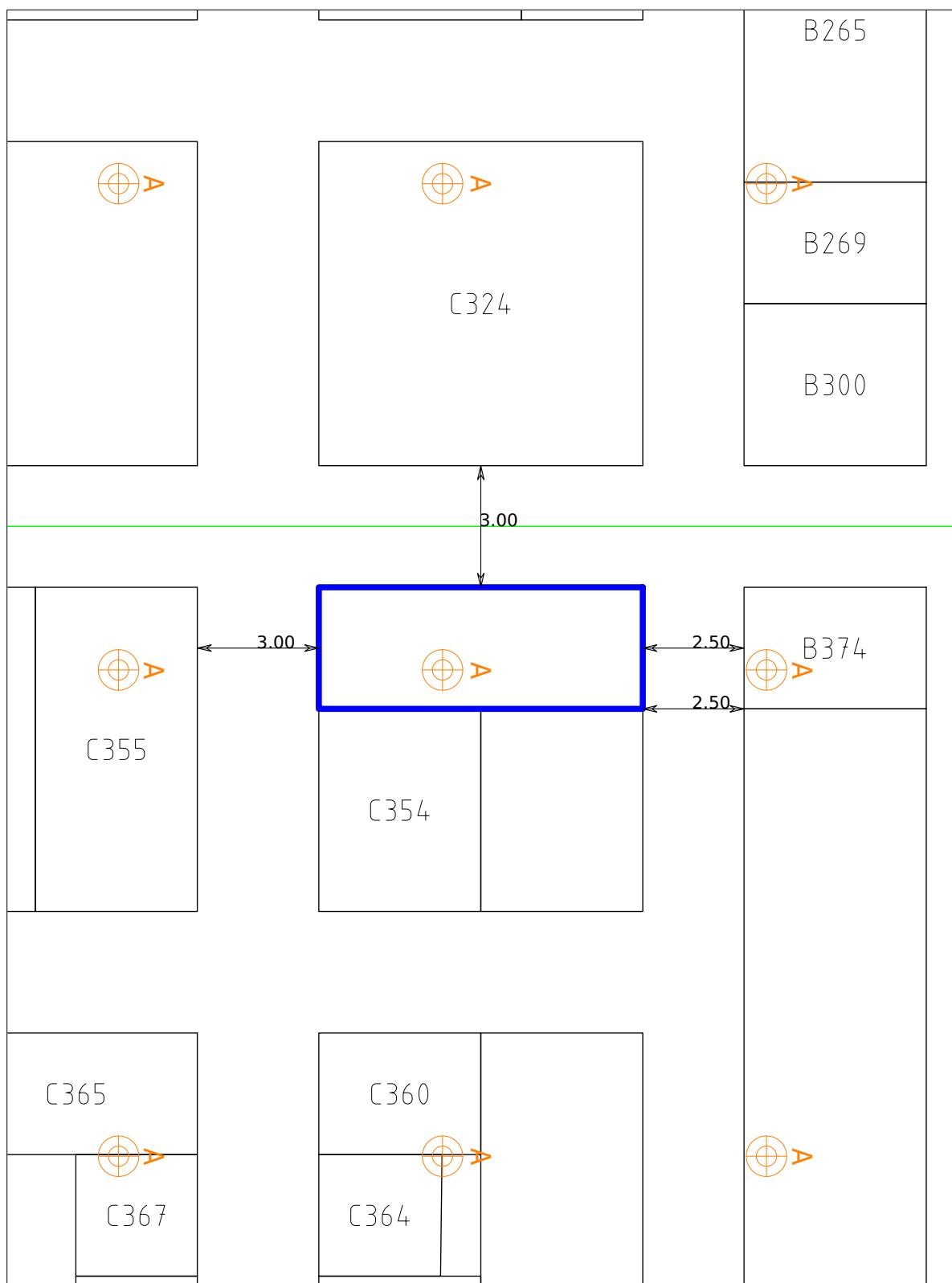
Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA

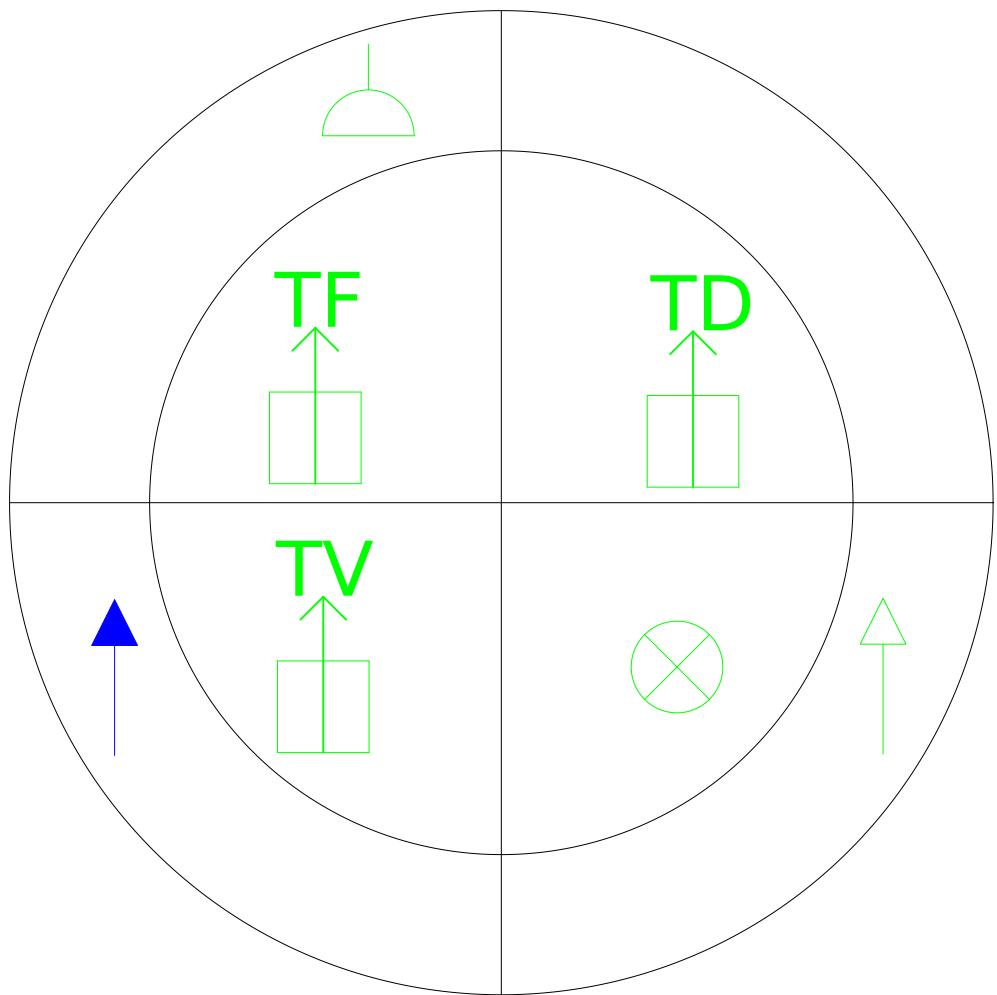


Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA



Recinto Gran Vía | Pabellón 5 | Nivel 0
ALIMENTARIA





SERVICIOS EXISTENTES EN LA ARQUETA	
	Punto de conexión telefónica
	Punto de conexión de electricidad
	Punto de conexión de datos
	Conexión red de agua
	Punto de desagüe
	Toma de aire comprimido
	Punto de conexión TV/FM

DETALLE ARQUETA A



Cancelation policy

Assembly, celebration and dismantling

Agenda of deadlines

Space allocation dates and stand projects submission deadlines

iNEW!

Commitment to sustainability

Alimentaria

International Food, Drinks & Food Service Exhibition

A unique
Food, Drinks and
Gastronomy
Experience

Co-located event



BARCELONA
18-21 Marzo 2024
Recinto Gran Vía
www.alimentaria.com

Alimentaria Exhibitions

○ Cancelation Policy

Cancelation requests by the exhibiting company must be notified to the organization in writing.

- If cancellation occurs **before October 26, 2023** (135 days before assembly) **the organization will return to the exhibiting company all the amounts satisfied so far**, aside from the amounts for services rendered prior to the date of cancellation.
- If cancellation occurs **between 27 October 2023 (134 days before assembly) and 24 January 2024** (45 days before assembly), **the exhibiting company will be obliged to pay 100% of the amounts invoiced and due** on the date on which it notifies its discharge.
- If cancellation occurs **from January 25, 2024** (44 days before assembly) **the penalty will be 100% of the total billing**.

The amount corresponding to the Registration Fees will not be refunded in any of the three cases.

Assembly

- Construction of stands: From Saturday 9 to Friday 15 March, from 7h to 20h.
- Decoration and product placement: Saturday 16 March, from 7h to 20h, and Sunday 17 March, from 7h to 23h.
- From 20h on Thursday 14 March,.A partir de las 20h del jueves 14 de marzo, **vehicles will not be allowed inside the pavilions.**
- From 20h on Wednesday 13 March, **construction works, which generate dust and waste inside the pavilions** (for example, cutting wood) **will not be allowed.**
- It is the responsibility of the exhibiting company to remove all waste generated by the construction of its stand. Fira de Barcelona offers the possibility of contracting this service through the FIRA STORE <https://store.firabarcelona.com/K037024/g/c/78>
- Remember that it is strictly forbidden to leave residues of your assembly or exhibition inside premises and/or palaces. Failure to comply with this obligation shall result in penalties.
- Under no circumstances are minors allowed.

○ Celebration

Exhibitors' timetable:

From Monday 18 to Wednesday 20 March, from 8.30h to 20h.

On Thursday 21 March, the last day of celebration, the schedule will be from 8.30h to 18.30h.

Visitors' timetable:

From Monday 18 to Wednesday 20 March, from 10h to 19h.

On Thursday, March 21, the last day of celebration, the schedule will be 10h a18h

The replacement of goods for days 19, 20 and 21 March, must be notified to the Hall Manager, by handling him the day before, the form "REPLACEMENT GOODS FORM", available in the EXHIBITOR'S AREA.

https://apps.firabcn.es/areaExpositor/PreLogin.action?salonEdicion=J037024&request_locale=es

Out of respect for visitors and other exhibitors, and to avoid damaging the image of the show, the last day of celebration is forbidden to leave the stand unattended or without product, before closing time (18h). Failure to comply with this rule will result in a penalty of €3.000.

○ Dismantling

- **From Friday 22 to Sunday 24 March**, from 8h to 20h.
- **Monday 25 March**, from 8h to 15h.
- On Thursday, March 21, once the show closed, **the removal of product by hand will be allowed**, until 22h.
- Vehicles will only be allowed inside the fairground, once confirmation by Security, of the visitors' evacuation from the Exhibition Centre.
- The entrance of vehicles to the compound will be organized in a planned manner through the logistics platform that the organization will enable for this purpose. Please be attentive to the information on this subject that will be published in the EXHIBITOR'S AREA near the celebration https://apps.firabcn.es/areaExpositor/PreLogin.action?salonEdicion=J037024&request_locale=es

IMPORTANT DEADLINES

Space contracting	2 February 2024 (*)
Hiring of stands and services (water, electricity, compressed air, etc.)	2 February 2024 Reduced rate with 30% discount until 19 January 2024
Rigging hiring (anchor points and suspensions)	12 January 2024 Reduced rate with 30% discount until 22 December 2023

(*) from 13/01/2024, all new contracts between 9 m² and 25 m², and those that have not informed the organization by that time the type of stand to be built, will be obliged to contract their STAND with Servifira.

Remember the importance of identifying in advance your needs in terms of electrical power, 24h permanence and water/drainage and contract services before January 20, in order to benefit from the reduced rate.

- Submission deadlines for stand projects

SPACE ALLOCATION DATES	STAND PROYECT SUBMISSION DEADLINES
June / July / September 2023	11 Octobre 2023
Octobre / Novembre / December 2023	10 January 2024
January 2024	2 February 2024

Submission of projects after the indicated deadline is subject to a €340 penalty.

The approval of your project will be linked to its conformity with the indications given in the Assembly Regulations and as a novelty in this edition, to the information requested regarding assembly managers and service needs from your stand on this [form](#)

Due to the volume of trade fair activity during the first quarter of the year and the reduction in the number of suppliers, we recommend organizing the contracting of your stand before **30 November 2023**.

○ Commitment to sustainability and improvement of the show's operating procedures iNew!

In our firm commitment to an ecological transformation that curbs climate change, reducing the use of polluting resources, and with the intention of improving the operating procedures of the show, we recommend all our exhibitors:

- The use of reusable and/or recyclable materials for the structures of your stand.
- The use of paints with acceptable concentrations of VOC.
- The use of LED bulbs.
- The use of recyclable carpet.
- Not to leave obstacles or waste in the corridors adjacent to your booth.
- Comply with the established schedules.
- Contract additional services to your participation well in advance.
- Plan logistics in time.

Alimentaria

International Food, Drinks & Food Service Exhibition

March 18th-21st, 2024
BARCELONA - Gran Via Venue
www.alimentaria.com

Stand Vision



AFGHAN ZAFARAN
CONSORTIUM
ART OF RAREST SAFFRON

AFGHAN
ZAFARAN
CONSORTIUM

CONTENTS:

1. The Art of Rarity: Afghan Saffron as a Culinary Masterpiece.
2. Strategic Impact: Luxury as a Driver for Market Penetration.
3. Stand Design: An Ode to Opulence, Minimalism, and Exotic Elegance.
4. Sketches and Materials

1. The Art of Rarity: Afghan Saffron as a Culinary Masterpiece.

Afghan saffron, renowned as the world's most expensive food product, possesses an inherent rarity that stems from its intricate cultivation process and labor-intensive harvest. The meticulous care and craftsmanship invested in producing Afghan saffron result in a product of unparalleled quality, characterized by a rich aroma, complex flavor profile, and vibrant color. These attributes position Afghan saffron not merely as a spice but as a culinary masterpiece—an exquisite jewel in the realm of gastronomy.

2. Strategic Impact: Luxury as a Driver for Market Penetration.

Positioning Afghan saffron as a luxury culinary product offers several strategic advantages in the European market. The connotations of luxury evoke a sense of exclusivity, sophistication, and rarity, which align perfectly with the attributes of Afghan saffron. In a market where consumers are increasingly seeking unique and premium experiences, branding Afghan saffron as a luxury item positions it as a must-have for culinary enthusiasts, gourmet chefs, and high-end retailers.

3. Stand Design: An Ode to Opulence, Minimalism, and Exotic Elegance.

The design of the exhibition stands for the Afghan Zafaran Consortium at Alimentaria, Cibus, and Sial is a meticulous fusion of opulence, minimalism, and exotic elegance, crafted to visually embody the rare and luxurious nature of Afghan saffron.

Opulent Aesthetic Palette: The color scheme draws inspiration from the deep, regal hues of saffron, utilizing rich tones and gold accents to convey opulence. Deep saffron, burgundy, and gold will dominate the visual landscape, instantly capturing attention and projecting an air of sophistication.

Luxurious Materials: To further accentuate the premium nature of the product, the stand will feature luxurious materials such as plush velvet and smooth silk. Gold-trimmed signage and ornate detailing will adorn key areas, creating a sumptuous environment that mirrors the rare quality of Afghan saffron.

Minimalistic Elegance: The overall design will embrace minimalism, ensuring that Afghan saffron remains the focal point. Clean lines, uncluttered spaces, and tastefully arranged displays will emphasize the purity and exclusivity of the product. Sleek, gold-trimmed display cases will showcase the delicate saffron threads as if they were precious gems.

Experiential Elements: Videos of saffron processing will add an interactive and educational dimension to the stand, allowing visitors to witness the intricate craftsmanship behind this culinary treasure. Additionally, strategically placed information panels with details about the cultivation process, Afghan heritage, and the product's unique characteristics will engage and immerse the audience in the story of Afghan saffron.

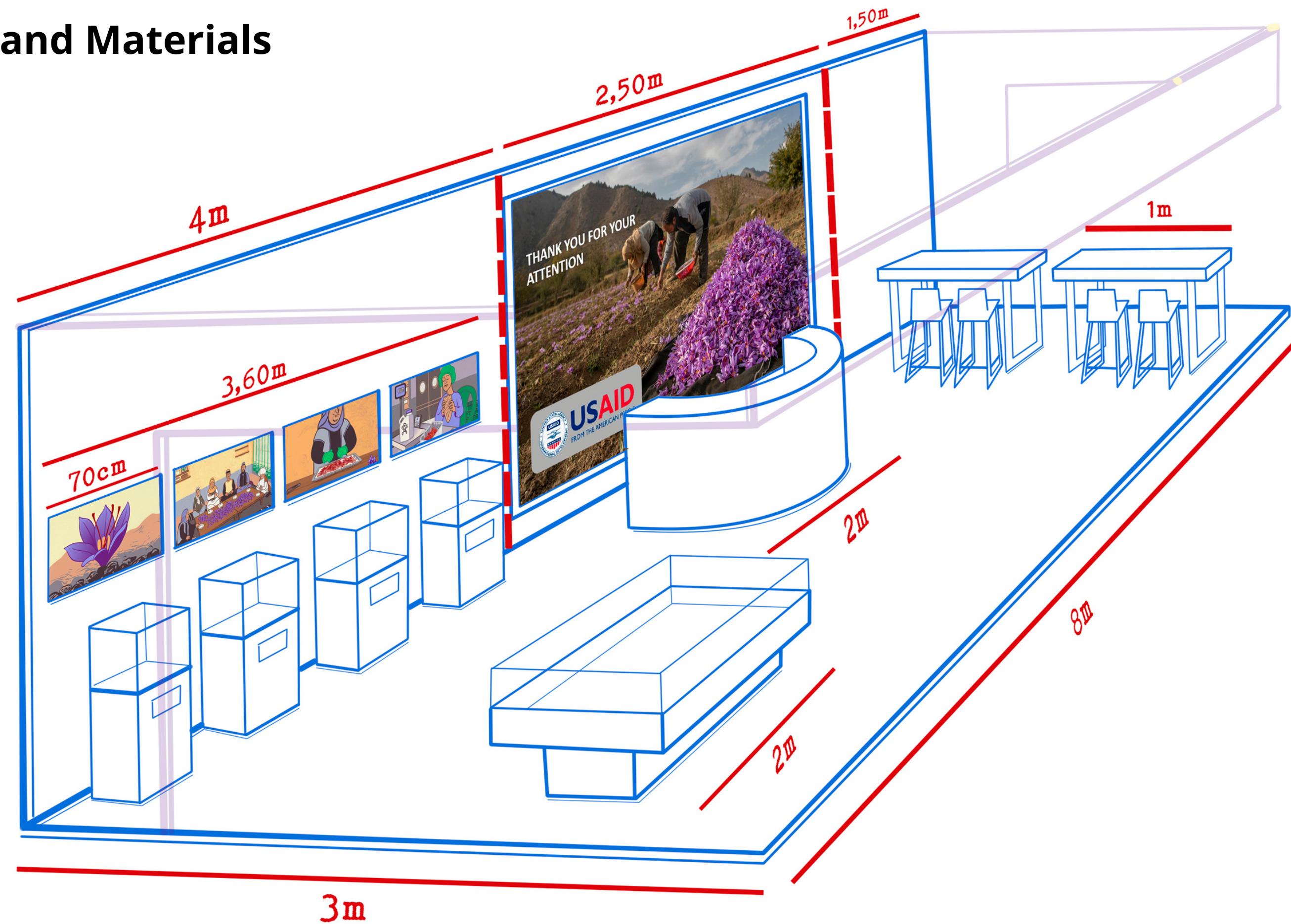
Exotic Touches: Cultural motifs and textures inspired by Afghan heritage will be integrated, adding an exotic touch to the stand. This infusion of cultural elements aims to transport visitors to the saffron fields of Afghanistan, creating a sensory experience that goes beyond the visual and resonates with the mystique of the product.

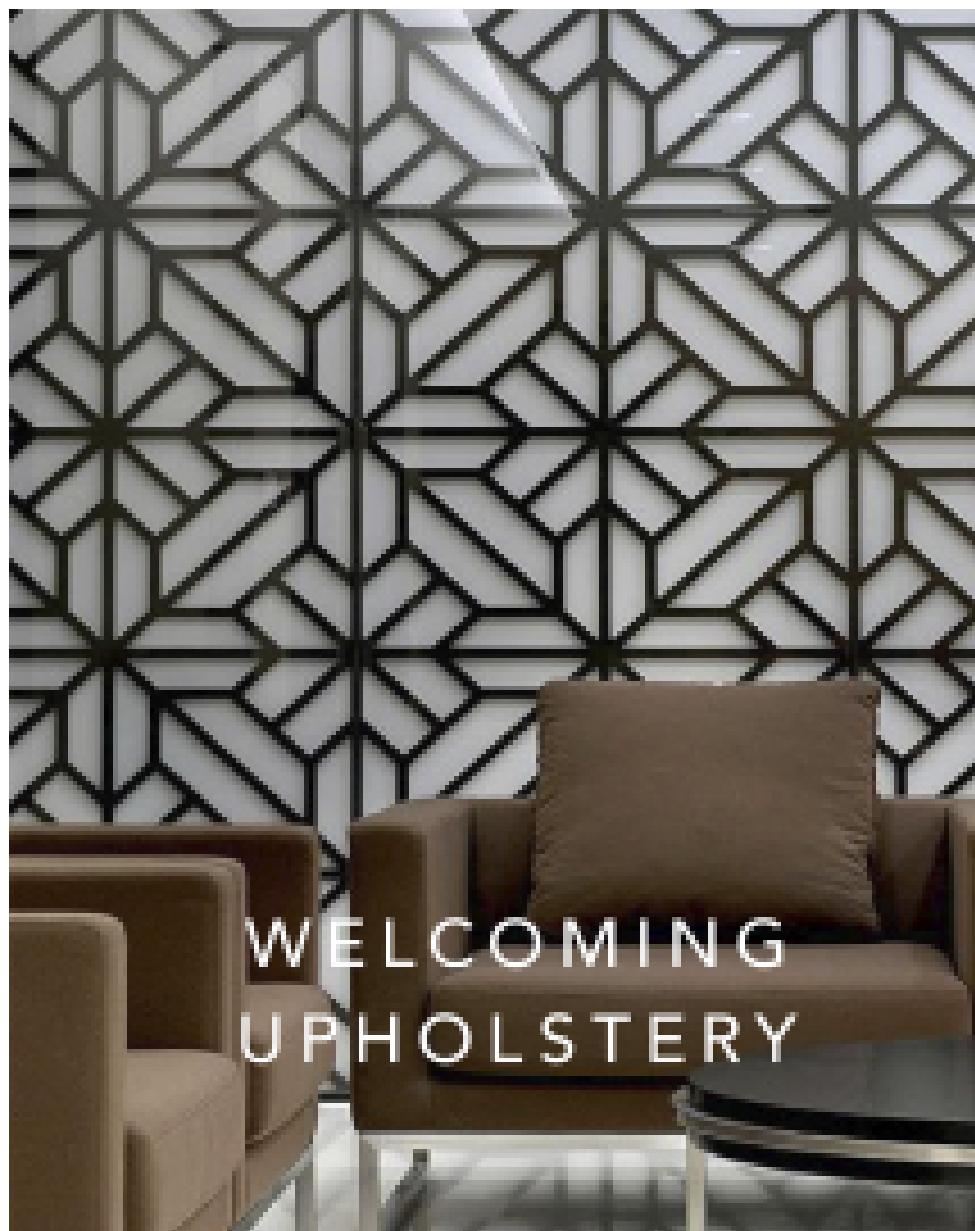
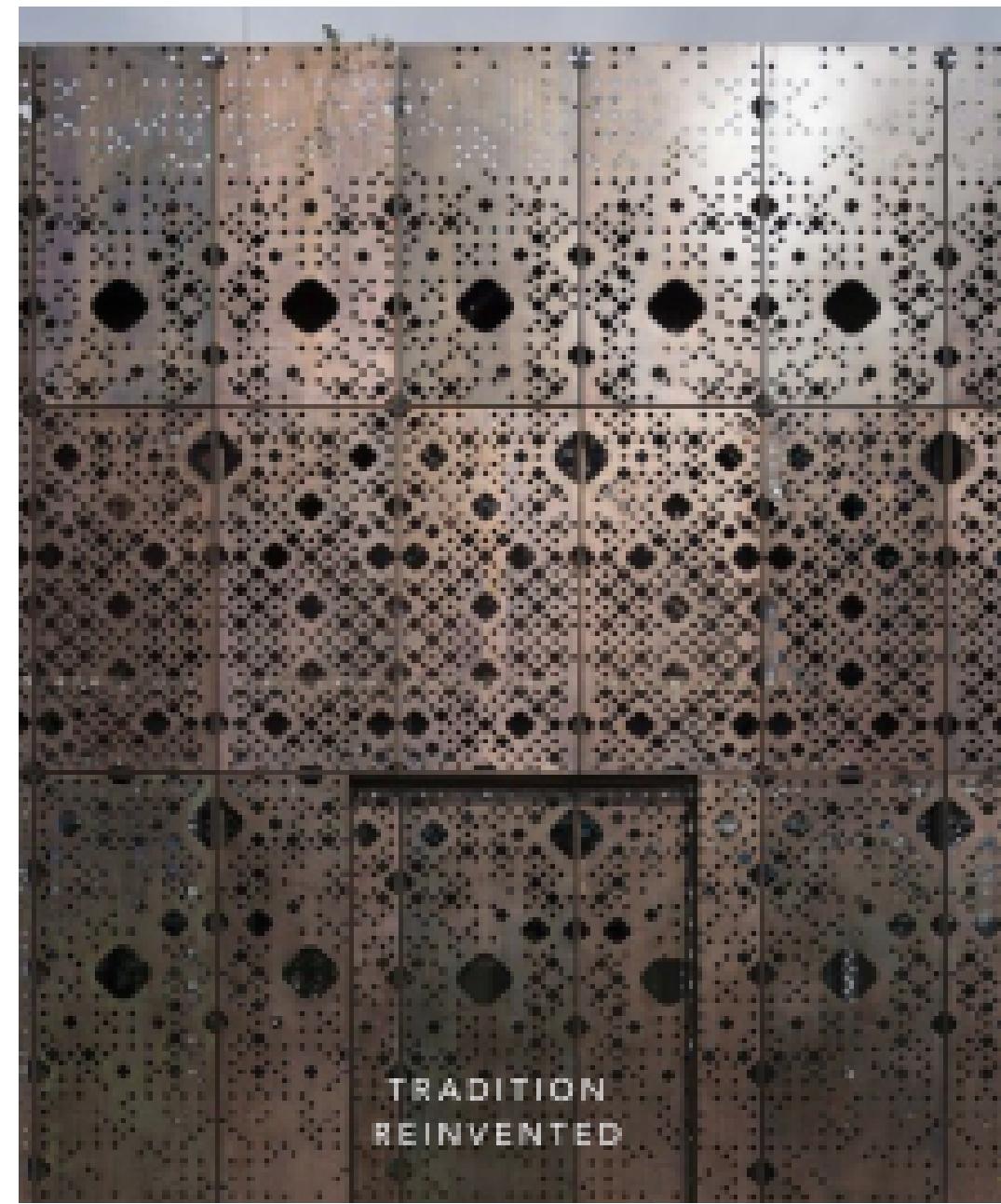
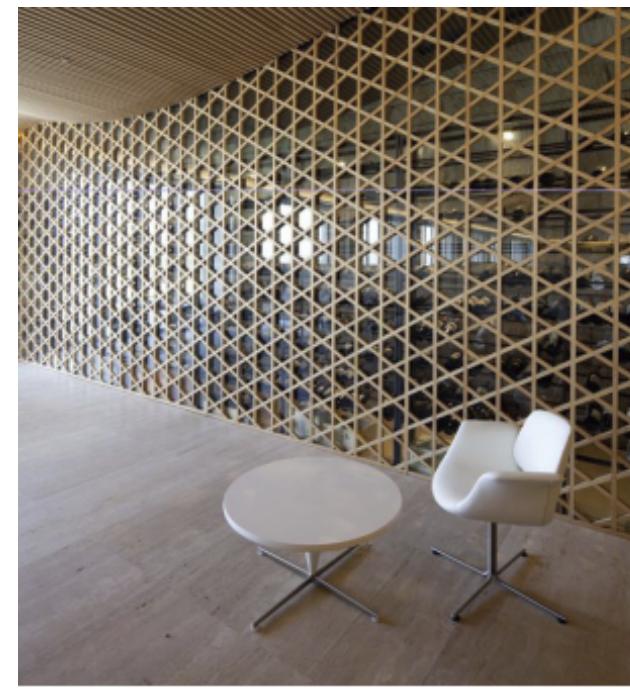
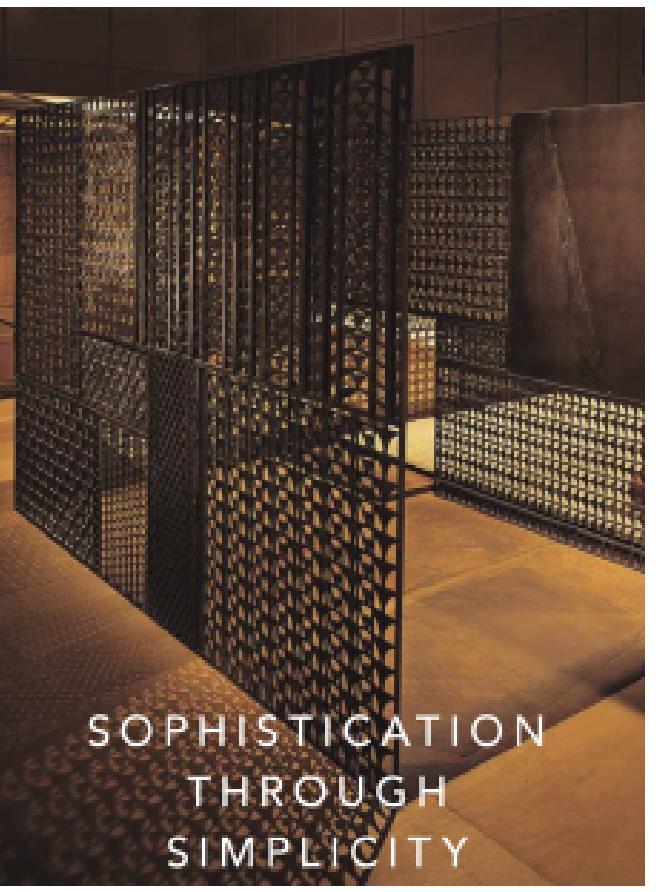
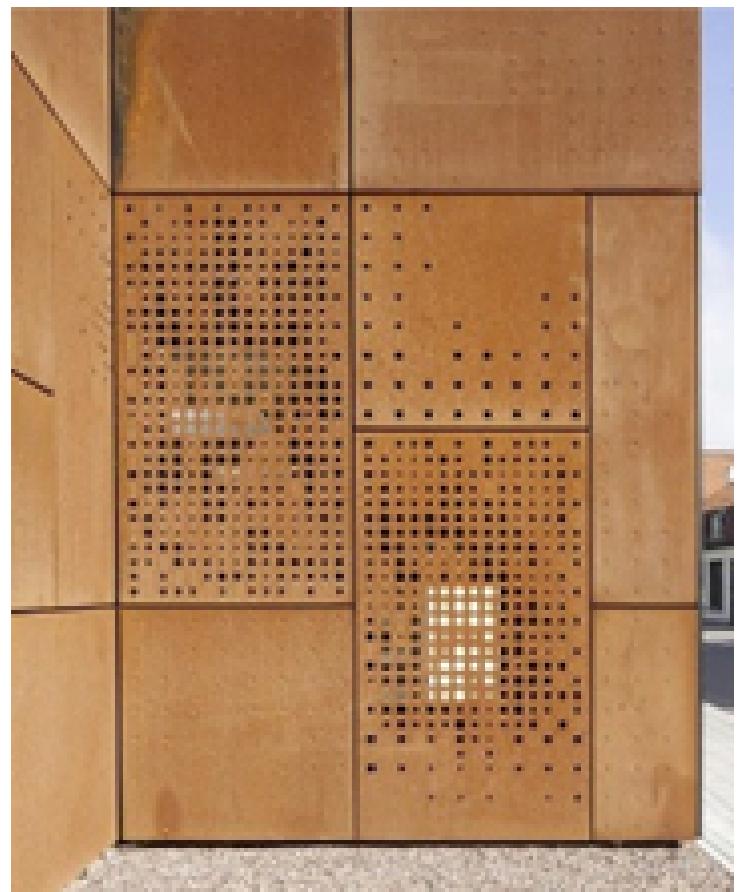
Strategic Lighting: Soft, ambient lighting will be strategically employed to create an inviting atmosphere. The lighting scheme will accentuate the vibrant colors of the saffron and contribute to an overall sense of warmth and romance, enticing visitors to explore and engage with the exhibition.

Branding Elements: The stand will prominently feature the Afghan Zafaran Consortium's branding, elegantly incorporated into the design to reinforce the identity and origin of the saffron. Branding materials will exude a sense of exclusivity, aligning with the overall theme of luxury.

In summary, the design of the exhibition stands for the Afghan Zafaran Consortium is a carefully curated blend of opulence, minimalism, and exotic elegance. Through the use of luxurious materials, cultural elements, and strategic lighting, the stands aim to create an immersive experience that not only showcases Afghan saffron as a culinary jewel but also captivates and resonates with the discerning European audience.

2. Sketches and Materials





THANK YOU