

TERMS OF REFERENCE (TOR)

EVENT ORGANIZER (EO) – HEALTH & FAMILY EXPO 2026

Ministry of Health, Family and Welfare

1. Background

The Ministry of Health, Family and Welfare is organizing the **Health & Family Expo 2026**, a national-level event scheduled to take place from 5th to 7th November 2026. The Expo will serve as a national platform to promote public awareness, highlight key achievements and developments in health, family and welfare. Also encourage the adoption of healthy, positive, and supportive behaviors among individuals, families, and communities.

The event will bring together relevant government institutions, health and social-sector stakeholders, development partners, healthcare professionals, service providers, and members of the public to facilitate knowledge sharing, public engagement, and greater awareness of health, family, and welfare services, programmes, and initiatives.

The Expo will provide an opportunity to showcase services and initiatives related to physical and mental well-being, family health and support, child and adolescent welfare, disability and rehabilitation services, preventive healthcare, healthy lifestyles, community health, social support, and other related programmes.

To ensure the effective, professional, and timely delivery of the Expo, the Ministry of Health, Family and Welfare intends to engage a qualified and experienced Event Organizer (EO) to undertake the required logistical, technical, creative, promotional, and operational activities associated with the planning, preparation, implementation, and completion of the Health Expo 2026.

2. Objectives

The objective of this TOR is to engage an experienced Event Organizer to provide comprehensive event management services and ensure a well-coordinated, high-quality, safe, and impactful Health Expo 2026

3. Scope of Work

The selected Event Organizer shall be responsible for, but not limited to, the following:

3.1 Electricity and Power Supply

- Provide adequate, safe, and reliable power supply for event areas.
- Provide and install electrical wiring, distribution boards, connections, and related equipment.
- Ensure electrical systems are safely installed, tested, and maintained throughout the event.
- Provide technical support for power-related issues during the event.

3.2 Sound and Lighting

- Provide professional-grade sound systems and lighting for all activity areas, including the main stage and exhibition/stall areas.
- Install, test, operate, and dismantle sound and lighting equipment.
- Provide qualified technical personnel throughout the event.

- Coordinate technical requirements for stage programmes and other activities.

3.3 Stage and On-Stage Programme Management

- Prepare and manage the main stage and associated technical requirements.
- Coordinate stage preparation, sound, lighting, and technical operations.
- Arrange a qualified Master of Ceremonies (MC).
- Prepare and coordinate the agenda/programme for on-stage activities, subject to approval by the Organizing Committee.
- Arrange suitable music groups/bands, where required and approved.
- Organize and operate a digital lucky draw system, including participant selection and display requirements.
- Arrange an LED Screen for the main stage and other areas as required.

3.4 Branding and Printed Materials

- Develop design concepts and produce branding materials in consultation with the Organizing Committee.
- Design and print required infographics and promotional/display materials.
- Design, produce, and supply lanyards with identification cards.
- Ensure all branding materials comply with the Ministry's approved branding and communication requirements.
- Arrangement of Teardrop Flags with stands appropriate to the venue.

3.4.1 Live Canvas Challenge

- a. 30 canvases with Standees
- b. Art Supplies

3.5 Entry Gate and Information Counter

- Design and install a visually impactful, safe, and appropriately branded main entry gate.
- Design, set up, and brand an information counter.
- Ensure the entry and information areas are practical, accessible, and suitable for public use.

3.6 Event Area Floor Plan

- Develop a comprehensive floor plan for the event area in consultation with the Organizing Committee.
- Allocate areas for stalls, stage, seating, information counter, entry/exit points, activity areas, and other required facilities.
- Produce and display the approved floor plan chart at three (3) designated locations at the Expo.

3.7 Photography and Videography

- Arrange and operate a suitable photobooth.
- Provide complete professional photography and videography coverage for all three days of the Expo.
- Capture key activities, VIP engagements, public participation, exhibitions, performances, and other significant moments.
- Provide high-quality edited photographs and highlight videos after the event.
- Deliver all agreed photo and video content within ten (10) days after the event.

3.8 Tents, Seating and Furnishing

- Supply, install, maintain, and dismantle air-conditioned tents as required.
- Provide adequate chairs, tables, and other necessary furniture for exhibitors, staff, guests, and activity areas.
- Ensure all temporary structures and furnishings are safe, clean, functional, and appropriately arranged.

3.9 Security

- Arrange adequate security personnel for the Expo venue.
- Ensure the safety and security of attendees, exhibitors, staff, equipment, goods, and other event property.
- Provide security coverage during event hours and off-hours as required.
- Coordinate with the Organizing Committee and relevant authorities on security and crowd-management requirements.

3.10 Inauguration

- Plan and coordinate the inauguration ceremony in consultation with the Organizing Committee.
- Coordinate stage, seating, guest arrival, branding, sound, lighting, programme flow, and other logistical requirements.
- Provide all necessary event personnel and technical support for the inauguration.

3.11 Event Marketing and Promotion

- Develop and implement an event marketing and promotional plan, subject to approval by the Ministry.
- Promote the Expo across relevant social media platforms.
- Develop and place television advertisements as approved.
- Arrange a suitable event ambassador to promote the Expo and support hosting/engagement activities, subject to Ministry approval.
- Arrange suitable mascots, including Roboman where approved, for public engagement and promotion.
- Coordinate promotional activities to maximize public awareness and attendance.

4. Duration of Assignment

- The assignment shall commence from the date of contract signing and continue until completion of the Health Expo 2026 and all agreed post-event deliverables.
- The Event Organizer shall ensure full readiness of the venue and all required installations by 3rd November 2026.
- The Event Organizer shall provide full on-site support throughout the Expo from 5th November to 7th 2026
- Any post-event deliverables shall be completed within the timelines specified in this TOR and the contract.

5. Reporting, Coordination and Supervision

- The Event Organizer shall work directly under the supervision of staff assigned by the Health Expo 2026 Organizing Committee.
- The EO shall attend coordination meetings as required and provide regular progress updates.
- All major designs, layouts, branding concepts, programmes, promotional materials, and setup elements shall be submitted to the Organizing Committee for review and approval before implementation.
- The EO shall coordinate with relevant Ministry officials, service providers, exhibitors, performers, and other stakeholders as required.
- The EO shall immediately report any operational, technical, safety, or logistical issues that may affect the successful delivery of the Expo.
- EO to arrange catering area and tents as required.

6. Key Deliverables

1. Detailed work plan, implementation schedule, and timeline upon contract signing.

2. Approved event layout/floor plan and design concepts.
3. Complete installation and testing of all electrical, sound, lighting, stage, tent, furniture, branding, and other event infrastructure before the event.
4. Operational technical and event-management support throughout 5th–7th November 2026.
5. Marketing and promotional activities implemented in accordance with the approved plan.
6. Complete photography and videography coverage of the Expo.
7. Edited photographs and highlight videos delivered within ten (10) days after the event.
8. Final event report summarizing activities undertaken, deliverables completed, issues encountered, and recommendations.

7. Required Qualifications and Experience

- Proven experience in managing and organizing large-scale public events, exhibitions, expos, conferences, or similar events.
- Strong portfolio demonstrating capability in event logistics, technical production, creative design, branding, marketing, and stakeholder coordination.
- Demonstrated capacity to provide the necessary technical equipment, human resources, and operational support.
- Availability of qualified personnel and technical teams throughout the assignment.
- Experience working with government institutions, public-sector organizations, or similar large-scale clients will be an advantage.
- Ability to meet the required preparation deadline and provide onsite support for the full duration of the Expo.

8. Proposal Submission Requirements

Interested Event Organizers should submit a technical and financial proposal containing at least the following:

- Company profile and details of the organization.
- Relevant experience and portfolio, including details of similar events undertaken.
- Proposed approach and methodology for delivering the assignment.
- Detailed work plan and implementation timeline.
- Proposed team structure and key personnel.
- List of equipment, technical resources, and facilities to be provided.
- Detailed financial quotation, clearly itemized by service/component.
- Relevant business registration, licenses, certificates, and other supporting documents as required by the applicable procurement requirements.
- At least three (3) relevant client references or evidence of comparable assignments, where available.

9. Evaluation Criteria

Proposals may be evaluated based on the following indicative criteria, subject to the applicable procurement procedures:

Evaluation Area	Indicative Weight	Assessment
Relevant experience and past performance	25%	Experience with large-scale public events and similar assignments
Technical approach and methodology	25%	Understanding, work plan, logistics, coordination and delivery approach
Team and technical resources	15%	Qualified personnel, equipment and operational capacity
Creative design and marketing capability	15%	Branding, promotion, stage/event presentation and audience engagement
Financial proposal	20%	Reasonableness, completeness and value for money

10. General Conditions

- All work shall be carried out in accordance with the approved requirements of the Ministry and the Health Expo 2026 Organizing Committee.
- No major change to approved designs, layouts, branding, programmes, or event arrangements shall be made without prior approval from the Organizing Committee.
- The EO shall be responsible for the safe handling, installation, operation, maintenance, and removal of equipment and temporary structures supplied under the contract.
- The EO shall comply with applicable safety, security, venue, and regulatory requirements.
- All costs associated with the proposed services shall be clearly identified in the financial proposal.
- The Ministry reserves the right to request clarification, negotiate where permitted under applicable procurement procedures, and accept or reject proposals in accordance with applicable rules and regulations.

11. Expected Outcome

The selected Event Organizer is expected to deliver a professionally managed, safe, accessible, well-branded, and technically sound Health Expo 2026 that effectively promotes public awareness, showcases sector achievements, and provides a positive experience for exhibitors, guests, staff, and members of the public.

12. Contact and Submission Details

Submission deadline: _____

Submission method/address: _____

Contact person: _____

Contact number/email: _____