

Embassy of India
Seoul

Request for Proposal (RFP) for Engagement of Event Management Company (EMC)
Occasion: Celebration of India's Culture, Festivals and Community in Republic of Korea:

1. Background

The Embassy of India proposes to organize a cultural celebration to celebrate India's unique cultural diversity with the Indian community in the Republic of Korea as well as friends of India and local Korean citizens. The event will be held on 16 May, 2026 from 10:00 AM– 6:00 PM at Neoreundeul Lawn Area, Yeouido Hangang Park, Seoul.

To ensure professional planning and seamless execution, the Embassy invites proposals from experienced Event Management Companies (EMCs) for managing the event.

2. Event Details

- Event: Celebration of India Day
- Date: Saturday, 16 May 2026
- Time: 10:00 AM – 6:00 PM
- Venue: Neoreundeul Lawn Area, Yeouido Hangang Park, Seoul
- Nature of Event: Cultural programme, display

3. Scope of Work

The selected EMC shall be responsible for the end-to-end execution of the event, including but not limited to the following:

3.1 Event Planning & Coordination

- Develop comprehensive event execution plan and timeline
- Coordination with Embassy's Point of Contacts and stakeholders
- Conduct site inspections and technical feasibility assessments
- Prepare detailed layout plans (stage, booths, food trucks, entry/exit flow etc.)
- Liaise with performers, food vendors, community groups
- Prepare staffing plan and operational manuals
- Submit operation manuals, contingency and emergency response plans and all other documents required to Hangang Park Operations
- Provide post-event report and documentation archive

3.2 Stage, Audio, Lighting & Technical Setup (Floating/ Mulbit stage cannot be used)

- Design, installation, operation and dismantling of temporary outdoor stage
- Stage backdrop design and installation

- Professional sound system (oriented toward Hangang River)
- Lighting system (day & evening suitable)
- Audio-visual & technical control during rehearsals and live programs
- Installation of generators and backup power systems
- Safe cable management (cable ramps in public areas)
- Technical crew and real-time stage operations
- Seating arrangement for guests and performers (100 chairs for guests).

3.3 Booth Installation & Exhibition Infrastructure (25 Booths)

- Fabrication, installation and dismantling of 25 uniform booths (size= 3 meter X 3 meter) (Cultural experience, tourism promotion, food & beverages, movie booth, musical instruments display)
- Each booth to include:
 - 1 long rectangular table
 - 2–3 chairs
 - Electrical wiring and lighting
 - Waste bins
- Provide and install event canopy tent/outdoor shelter in stage adjacent area to provide protection from harsh sunlight to the audience
- Provision of basic white large screen for film screening with projector
- Booth branding elements and standees (design & printing)
- Translation and Korean subtitling of promotional materials (videos – 5 to 10 , brochures - 5)
- Adequate manpower for loading, unloading and setup
- Signage and directional boards

3.4 Food Zone & Food Truck Area

- Layout planning and zoning of food trucks
- Power supply coordination
- LPG safety certification verification
- Fire-resistant mats
- Food waste management and licensed disposal (Designated food waste containers will be used in cooking booths. Food waste should be immediately removed after the event by a licensed waste disposal company)
- K-class fire extinguishers and general fire extinguishers will be installed in all cooking booths.
- Electrical installation will be carried out by licensed professionals.
Cable ramps will be installed along pedestrian routes to prevent tripping accidents.

3.5. Performer Facilities

- Temporary changing rooms / tents (separate male & female)
- Basic furniture, mirrors and lighting

- Backstage coordination

3.6 Safety, Security & Crowd Management (25 Booths)

- Minimum 1 certified safety officer per 100 participants (Minimum 10 safety personnel secured)
- Queue managers and crowd managers for managing crowd
- Separate entry and exit routes
- Belt partitions for public area separation
- Real-time density monitoring for effective crowd management
- On-site licensed nurse or Emergency Medical Technician (EMT)
- Emergency response & phased suspension protocol
- Fire extinguishers in all cooking booths
- Electrical safety by licensed professionals
- Generator overload prevention
- Fire safety supervisor

3.7. Regulatory Compliance & Permissions

- Hangang Park Venue Use Application (All documents to be prepared by the agency)
- Festival Safety Management Plan
- Fire & Electrical Safety certifications
- Waste management permissions
- Temporary structure approvals
- Coordination with district office, police, fire department, etc.
- Compliance with Korean public event regulations
- Submission of drawings and required documentation

3.8 Electrical & Power Management

- Generator vehicles or park-designated power usage
- Overload protection systems
- Circuit breakers
- Cable ramps for pedestrian safety

3.9. Cleaning, Waste & Environmental Management

- Contract with licensed waste disposal company
- Installation of four (4) Eco-Stations
(General waste, recyclables, food waste separation as per local regulations)
- Dedicated cleaning staff at each Eco-Station
- Provision of waste disposal bins
- Full site cleaning after event
- Joint inspection with Hangang Park staff
- Restoration of any damage within 5 days
- Protective mats to be installed in advance under all tents, stages, and temporary structures to prevent grass damage.

- Noise Regulation: Amplified sound will be strictly controlled to avoid complaints from nearby residential areas. All sound programs will end by 6:00 PM

3.10. Insurance & Liability

- Public liability insurance
- Facility Restoration Performance Guarantee Insurance
- Full liability borne by agency for non-compliance
- All insurance certificates to be provided by the agency to Hangang Park Operations

3.11. Publicity, Branding & Media

- Design and printing of posters, banners, standees
- Event branding visuals
- Digital & social media support
- Professional photography coverage
- Full videography coverage
- Highlight video production
- Delivery of raw & edited files

3.12. Logistics & Operations

- Vendor coordination
- Equipment transportation (no vehicle access to green zones, carts/manual transport only as per Hangang Park Operations)
- Portable washrooms (separate for male & female as well as accessible washroom)
- Volunteer coordination support
- On-ground staff deployment
- Real-time issue resolution
- Setup: May 15, 2026
- Dismantling: May 16, 2026 (post 6:30 PM, complete by 9:30 PM)

3.13. Weather Contingency Plan

- Protective covers for stage, booths & equipment
- Rain and wind risk mitigation
- Phased emergency response:
 - Phase 1: Program reduction
 - Phase 2: Suspension of performances
 - Phase 3: Full suspension & controlled dispersal
- Submission of rain contingency plan in advance

3.14. Final Deliverables to Embassy

- Event layout & technical drawings
- Execution timeline

- Staffing & safety plan
- Regulatory approvals & compliance documentation
- Contingency & emergency manuals
- Publicity materials
- Media documentation (photos/videos)

4. Pre-bid meeting

A **Pre-Bid Meeting** will be conducted in connection with the tender invited for organizing and managing the event. **The meeting would be held on 18 March 2026 from 1430 hrs to 1530 hrs at the Embassy premises followed by a site visit to Neoreundeul Lawn Area, Yeouido Hangang Park, Seoul.** All requirements, scope of work, and other relevant details of the tender will be explained in detail. **Attendance at the Pre-Bid Meeting is mandatory for all prospective bidders.** Bids submitted by firms that do not attend the Pre-Bid Meeting shall be **rejected outrightly.**

5. Compliance & Protocol

- EMC must strictly adhere to safety, and protocol guidelines
- All materials, equipment, and personnel must be pre-approved
- No subcontracting without prior written approval

6. Eligibility Criteria

The EMC should:

- Have prior experience in managing cultural/government/embassy events
- Possess adequate manpower and technical capability
- Be legally registered and compliant with applicable regulations

7. Proposal Submission Requirements

Interested EMCs are requested to submit:

- Company profile and relevant experience
- Detailed technical proposal
- Item-wise financial quotation
- Manpower deployment plan
- Timeline for execution
- References of similar past events

8. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and expertise

- Understanding of scope of work
- Quality of technical proposal
- Cost-effectiveness

9. General Terms & Conditions

- The Embassy reserves the right to accept or reject any proposal without assigning reasons
- Submission of proposal does not guarantee selection

10. Submission Deadline: The bids in sealed envelope (only hard copies) must be submitted to the Embassy of India, Seoul, 101, Dokseodang-ro, Yongsan-gu by **3rd April, 2026**.

11. Contact Details: For any clarifications related to this RFP, EMCs may contact Embassy of India at the following email addresses: dcm.seoul@mea.gov.in and fscons.seoul@mea.gov.in.

12. Payment Payment to the selected EMC shall be released as per the following milestones, subject to satisfactory performance and Embassy norms:

- 30% of the total approved cost – Upon award of work and submission of performance guarantee (if applicable)
- 40% of the total approved cost – After successful setup and commencement of the event
- 30% of the total approved cost – After successful completion of the event and submission of final invoice

All payments shall be made through bank transfer as per Embassy financial procedures.

13. Penalty Clauses

- Delay in setup, non-compliance with agreed timelines, or deviation from approved scope may attract a penalty of up to 10% of the total contract value.
- Any damage to the venue premises due to negligence shall be recovered from the EMC.
- Failure to comply with safety or protocol guidelines may lead to immediate termination of the contract without compensation.
- Poor performance or non-fulfilment of contractual obligations may result in blacklisting for future Embassy events.

14. Annexure-A: Financial Bid Format (EMCs are required to submit the financial bid strictly in the format below)

S.No	Description of Service	Quantity Unit cost (complete cost -break up – separate cost sheet may be attached for details)	Total cost
1	Event Planning & Coordination		
2	Stage, Audio, Lighting & Technical Setup		
3	Booth Installation & Exhibition Infrastructure (25 Booth)		
4	Food Zone & Food Truck Area		
5	Performer facilities		
6	Safety, Security & Crowd Management		
7	Regulatory Compliance & Permissions		
8	Electrical & Power Management		
9	Cleaning, Waste & Environmental Management		
10	Insurance & Liability		
11	Publicity, Branding & Media		
12	Logistics & Operations		
13	Weather Contingency Plan		
14	Any Other Charges (Specify)		

Note 1: The above table is indicative in nature. A detailed unit wise cost break-up (with unit rates of each item or service) is required along with the above annexure. Any adjustment to the contract value shall be effected strictly on the basis of such unit rates in case of any variation in the scope of work.

Note 2: The scope of work defines the primary responsibilities of the selected bidder. However, the bidder shall undertake any additional tasks reasonably required during the planning and execution of the event to ensure its smooth and successful completion even if such tasks are not specified in the initial scope of work, provided such additional tasks are part of the event. There may be additional requirements that are not specified in this RFP and may arise during discussions at the pre-bid meeting scheduled for 18 March 2026. The cost of such additional requirements may also be considered while submitting the financial bids.

Grand Total (KRW): _____

Note: The quoted price should be inclusive of all applicable charges. Kindly note that the Embassy is exempted from payment of taxes.
