

Design and Construction of the Europe Booth for Tourism Expo Japan 2026

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Request for proposals

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1. INTRODUCTION

This Request for Proposals is launched in the framework of an ad-hoc grant of the European Commission (EC) to the European Travel Commission (ETC) with the aim of supporting the promotion of thematic trans-European tourism products in third countries.

The present document is intended as a guideline based on ETC's goals and requirements. A clear understanding of these goals and requirements should be reflected in the proposal. Applicants are asked to interpret all aspects of this document carefully yet creatively, using their business intelligence, market experience and expertise to propose the best possible solution for the project. Additional ideas and suggestions that contribute to achieving the objectives of the project are welcome and should be clearly outlined in the proposal.

CONFIDENTIAL: The information in this document is provided only to selected companies. The information contained herein, and any other information obtained by interested parties in connection thereto, is confidential and may not be divulged to third parties or be used for any purpose other than to respond to this project brief without prior consent from the European Travel Commission. This document is, and will remain at all times, the property of ETC.

ABOUT THE EUROPEAN TRAVEL COMMISSION (ETC)

The European Travel Commission is an international non-profit making association of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels, Belgium.

ETC empowers its members, stakeholders, and the wider industry to shape the future of tourism in Europe for the benefit of all. It offers its members a comprehensive portfolio of services in knowledge sharing, destination marketing, and advocacy, while fostering collaboration and the exchange of best practices. ETC is established as a private non-profit association (AISBL) under Belgium law.

In line with its mission, ETC works closely with the European Union on initiatives that advance Europe's status as the world's most competitive, sustainable and inclusive travel destination.

Further information about ETC can be found on the website europeantravelcommission.com.

2. INFORMATION ABOUT THE PROJECT

2.1 DESCRIPTION

ETC intends to engage a qualified and experienced service provider (hereinafter referred to as the **Contractor**) for the design, construction and dismantling of the Europe booth at Tourism Expo Japan¹ 2026. The exhibition is scheduled to take place from **September 24 to 27** at the **Tokyo Big Sight** in Tokyo, Japan.

¹ <https://www.t-expo.jp/en>

2.2 OBJECTIVES

ETC's participation in the fair aims to:

- Strengthen Europe's global positioning as a safe, sustainable, and inclusive travel destination, enhancing its attractiveness among Japanese travel trade professionals and consumers.
- Foster strategic partnerships and create new business opportunities by facilitating meaningful exchanges between European tourism boards, Japanese travel agencies, and key industry stakeholders.
- Support long-term, sustainable growth of Japanese outbound travel to Europe.

The Contractor shall deliver a booth that supports and enhances the above participation objectives by:

- Designing an environmentally responsible and visually compelling booth that attracts visitors and reflects ETC's commitment to sustainability and responsible tourism.
- Maximising the available space to accommodate all co-exhibitors efficiently and comfortably, ensuring functionality for meetings, networking, and promotional activities.
- Optimising the booth for B2B days focused on business meetings (Thursday and Friday) and B2C days, focused on entertaining end-consumers and inspiring them to travel to Europe (Saturday and Sunday).
- Creating a welcoming meeting space and an inviting atmosphere for B2B and B2C visitors to explore the booth and interact with the co-exhibitors.

2.3 TARGET GROUPS

The target audience includes both B2B and B2C visitors attending Tourism Expo Japan 2026 who are interested in long-haul travel to Europe, particularly for cultural, creative, and eco-tourism experiences.

More specifically, ETC is targeting **(semi-)Free Independent Travellers²** (FITs) or small and niche-interest groups who have an interest in travelling abroad, with a focus on affluent residents travelling for leisure and whose main motivation to travel to a certain place is to enjoy extraordinary experiences framed around a specific interest or passion point.

Accordingly, all services provided by the Contractor, including booth design, layout, and on-site activities, should be planned and executed with these audience characteristics in mind.

3. REQUIREMENTS

The Contractor must fulfil the minimum and technical requirements outlined in the following section. Any essential items necessary for the project's successful execution, even if not explicitly mentioned, should be considered included in the list of requirements.

Proposals which are not compliant with the requirements below will be excluded from further evaluation.

Note that all Contractors shall submit only **one proposal** in response to this Request for Proposals. A Contractor who submits more than one proposal or more than one booth design will have all their proposals rejected.

² A Free Independent Travellers (FITs) is an individual or a small group (<10) of individuals who travel independently, not in a group. FITs plan and arrange their travel online by themselves. However, it should be noted that long-haul FITs are still likely to contact a tour operator or agent - which has previously arranged individual products and services for use by individual travellers - to book their trip given the particular knowledge, time and confidence required for planning a holiday to an overseas destination (semi-FITs).

3.1 MINIMUM REQUIREMENTS

The Contractor will be responsible for the design, construction, transport, installation, maintenance, and dismantling of the Europe booth, as well as all related services required to deliver the project in full compliance with the exhibition organiser's regulations.

- Booth layout and design

The booth layout and design must adhere strictly to the technical regulations and construction guidelines set by the exhibition organiser. It should be innovative, functional, and environmentally sustainable, maximising the efficient use of space to accommodate at least **18 co-exhibitors**³ while ensuring a welcoming and engaging visitor experience.

Booth size: 144 sqm / island booth (see D18 on the Floor Plan attached – annex 2)

The **layout** should include the following:

- **12 individual meeting counters** positioned along the booth's perimeter. Each meeting counter should include a counter with a lockable storage cabinet, power outlets, 4 chairs (2 on each side of the counter), and company signage (creatives to be provided by ETC).
- At least **6 meeting tables** located within the booth, each with 2 high chairs and small company signage (creatives to be provided by ETC). A power solution should be foreseen for these tables.
- **One booth reception counter** for ETC staff, equipped with at least 2 high chairs, power outlets, and lockable cabinets.
- **Storage room:** a designated area equipped with shelves, coat hangers, and lockable door(s) to store promotional materials, and refreshments (snacks and drinks).
- **Refreshment station:** a compact area (located outside the storage room if possible) and equipped to offer coffee, tea, water, and light snacks. The coffee machine must operate with recyclable capsules or pods rather than coffee beans for ease of use and cleaning.
- The booth must remain open and accessible from all four sides, with no visual or physical barriers restricting entry. The layout shall ensure smooth visitor circulation across all sides of the island booth, avoiding bottlenecks and providing easy access to all co-exhibitor meeting areas. Clear zoning between reception, co-exhibitor spaces, and interactive elements must be clearly demonstrated in the design proposal.
- The proposal should explain how the booth will be adapted between B2B and B2C days, including any modifications to furniture, visitor flow, and activity areas.

The booth **design** must present an impactful, modern and creative image of Europe. It should include the following:

- **Vertical design and visibility:** The booth concept must make full **use of the maximum height permitted by the exhibition organiser** to ensure strong visibility within the exhibition hall. Vertical space should serve as a key architectural and branding element, incorporating distinctive design elements that create a strong visual impact, ensure high visibility across the exhibition hall, and reinforce brand recognition from a

³ Final number of co-exhibitors subject to change.

distance. The design should incorporate vertical architectural features such as elevated structures, suspended elements, lighting installations, and/or prominent branding. The effective use of height should contribute to an open, attractive, and easily identifiable booth that stands out within the surrounding exhibition environment.

- **Brand visibility and graphic integration:** The booth must clearly communicate the destination brand through a coherent and high-impact visual identity. Branding elements, including logos, graphics, and messaging, must be seamlessly integrated into the architectural design and remain highly visible from multiple vantage points throughout the exhibition hall. The booth design should incorporate an exhibitor directory and a clearly visible booth map to facilitate visitor navigation.
 - The design must be inspired by the visual identity and creative direction of the “**Unlock an Unexpected Upgrade**” communication campaign⁴ and incorporate its key elements, including typography, colour palette, and iconography. It must also prominently display the **Europe-visiteurope.com** logo and the **European Union emblem** (see section 3.2 *Technical requirements*).
 - **Integration of lighting into design:** Lighting should be integrated into branding structures, signage, and suspended or elevated elements to reinforce the booth’s visual identity and enhance visibility across the exhibition hall.
 - **Electrical plan:** the Contractor must submit a detailed electrical plan covering power supply and distribution for all meeting counters, digital and multimedia elements, and other electrical equipment. All cabling must be safely concealed and fully compliant with the venue’s technical and safety regulations.
 - **Integration of digital and multimedia elements:** The booth design must effectively integrate digital and multimedia elements to attract visitors' attention. This may include large-format screens, interactive displays, or other technological features used to showcase travel destinations, experiences, and campaign content. At least **one large-format LCD screen (indicative size 3000*2000)** must be integrated into the booth to display videos and for potential destination presentations and animations. The screen must be positioned to comfortably accommodate a standing audience of 20–30 people within the booth area in front of it. It must be installed at an optimal height to maximise visibility and visitor engagement, ensuring a clear and unobstructed view even when the area immediately in front of the screen is occupied. The screen should be integrated into the architectural concept of the booth and not positioned in a manner that obstructs visitor circulation or visibility of co-exhibitor spaces.
- Shipping, construction, maintenance and dismantling

The Contractor shall be responsible for all aspects related to the construction of the booth, ensuring it is sturdy, visually appealing, and compliant with safety standards. This includes flooring, walls, signage, lighting, and other necessary elements.

The Contractor shall arrange shipping and handling of the booth to and from the venue. The Contractor may be required to work in conjunction with the official shipping and handling agent designated by the exhibition organiser to clear the booth materials for entry into the venue. **All associated costs shall be borne by the Contractor.**

⁴ See the brand book [here](#) for further information.

The Contractor must ensure that a technician or responsible representative is available on-site or on-call throughout the exhibition opening hours to address any technical or structural issues that may arise.

The Contractor shall also provide construction and dismantling supervision, as well as booth maintenance and cleaning for the entire exhibition duration. Dismantling shall include storage or disposal of the aforementioned booth elements in accordance with the regulations set by the organiser.

- Sustainability of the booth design and construction materials

The Contractor shall prioritise environmentally responsible design and construction practices. Preference should be given to reusable, modular, recyclable, or sustainably sourced materials wherever possible, favouring structures that can be easily disassembled, transported, and repurposed for future events. This may involve incorporating screens and modular design elements instead of single-use structures.

Additionally, the use of eco-friendly materials, materials with low embodied energy and carbon footprint, as well as energy-efficient lighting (such as modern LED systems), is strongly encouraged to reduce energy consumption while ensuring high visual impact and optimal illumination of the booth.

Any **structural or aluminium elements must be fully covered** so that no raw structures remain visible.

Waste reduction and responsible disposal should be prioritised wherever possible during dismantling.

- Insurance

The Contractor shall ensure that **all required insurance policies are in place** for the full duration of the project, including build-up, exhibition days, and dismantling.

This must include, at a minimum:

- Public liability insurance
- Employer's liability insurance
- Exhibitor stand and goods insurance (or equivalent coverage)
- Contractor's all-risk insurance (if applicable)
- Any additional insurance required by local legislation, the exhibition organiser, or the venue

The Contractor shall be fully responsible for arranging, maintaining, and covering the cost of these insurances within the agreed budget.

Valid insurance certificates **must be provided to ETC upon contract signature** and prior to the commencement of any on-site works. ETC reserves the right to request updated proof of coverage at any time.

- Estimated timeline

22–23 Sep 2026	Booth construction and set up for B2B audience (according to the organiser's schedule)
24-25 Sep 2026	Trade and Press Day – booth maintenance and cleaning+ set up for B2C audience on 25 September

26-27 Sep 2026	Public Day - booth maintenance and cleaning
27 Sep 2026	Booth dismantling (according to the organiser's schedule)

3.2 TECHNICAL REQUIREMENTS

- Publicity guidelines

The project outputs must clearly acknowledge ETC's and the European Union's financial contribution. In this respect, the Contractor will be required to give prominence to the following logos on all materials produced in the framework of the project:

Logo of Europe-visiteurope.com



Name and emblem of the European Union



The guidelines for the use of the Europe-visiteurope.com logo and the EU emblem, as well as the respective graphic files, are available for download at the following link: <https://etc-corporate.org/publicity-guidelines/>

Furthermore, the Contractor must prominently feature the names and logos of the co-exhibitors. Guidelines for using these logos will be provided during the project implementation.

- Project management

The Contractor must have a professional project management and technical team that can provide adequate staffing throughout the entire contract period. The Contractor should designate at least one staff member to manage the account and all project-related communication. Given that all the documentation provided by ETC and all correspondence with ETC must be held in English, the Contractor shall assign the project to an English-speaking team.

The account manager should provide regular updates to ETC on the project implementation, either by email, phone, or online call. The Contractor is expected to work closely with ETC throughout the entire project, participating in feedback sessions on the booth design and layout based on the final number of co-exhibitors.

Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and result in its rejection.

3.3 IMPLEMENTATION PERIOD

The implementation period of the project is expected to start in **July 2026** and shall not extend beyond **30 September 2026**.

3.4 BUDGET AND INVOICING

The maximum available budget for this project is **40,000.00 EUR** (forty thousand euros), including all taxes and costs.

All payments to the Contractor will be made in Euros.

Invoicing will be done in two instalments:

- 1st instalment: 50% invoiced upon delivery and approval of the final booth design, including the description of the different materials used, a list of furniture and requested visuals.
- 2nd instalment: the remaining 50% will be paid only after the satisfactory construction and dismantling of the booth.

The payment from ETC to the Contractor may be subject to reduction in the event of any breach of the Contractor's obligations. Breaches may include, but are not limited to, failure to deliver the required deliverables or incorrect use of the Europe-visiteurope.com logo and the European Union emblem.

ETC will declare all the Contractor's invoices in the audited financial statements sent to the European Commission.

3.5 EUROPEAN UNION FUNDING

The activities outlined in this Request for Proposals are subject to co-funding from the European Union.

4. SUBMISSION OF PROPOSALS

Proposals must be **clear, concise** (not exceeding 20 pages in total⁵) and **written in English**, so there can be no doubt as to word meaning and figures. The proposal structure is open, but it must provide all information relevant to the assessment of the proposal by elaborating on each of the award criteria (see 5. *Award criteria*) and include at least the following:

- 1) Brief **company profile**.
- 2) Rationale of the **proposed booth design**, along with scaled floor plans and three-dimensional visualisations from at least three viewing angles, as well as a detailed description of the different materials and furniture to be used. The description should also specify the **sustainability measures incorporated by the Contractor** in both the design and construction phases.
- 3) A **timeline** for the completion of the project.
- 4) **Three references** to relevant experience in delivering comparable work as outlined in 3.1. *Minimum Requirements* (i.e. examples of booths produced for other exhibitions). Please use the template in Annex 1.
- 5) Detailed breakdown of the **economic offer** listing all individual components of the offer, e.g. flooring, structure, furniture, lighting, graphics, electronics, shipping, insurance, etc. **All prices should be quoted in euros and include all taxes**. The economic offer should include all costs following the scope of work of the project (including third-party costs, if any). Any item that is essential for the smooth running of the project, as indicated within this document, even though not specified, shall be read as included in the list of requirements.

⁵ Annexes and other supporting documents do not count towards the page limit.

If any work for the project is to be subcontracted to a third party, the Contractor must **clearly identify the subcontractor** in its proposal and **specify all tasks, services and deliverables that are to be outsourced**. Any costs related to outsourcing shall be borne by the contractor. The contractor will be the sole responsible party for the delivery of the outsourced work.

4.1 USE OF ARTIFICIAL INTELLIGENCE

The Contractor is allowed to use Artificial Intelligence (AI) in both the preparation of the proposal and, if awarded, the execution of the project. However, any use of AI must be clearly disclosed as part of the proposal submission. This disclosure must include:

- A description of the AI tools or technologies used or intended to be used;
- Identification of the specific areas of the proposal where AI was applied;
- A preliminary outline of the tasks, processes, or deliverables during contract execution where AI is expected to be employed.

4.2 DEADLINE FOR SUBMISSION

Proposals must be submitted in electronic format via the submission form on ETC's website: <https://etc-corporate.org/requests-for-proposals/submission-form/>

Proposals must be received by **15 July 2026 at 17:00 (CEST)**. Proposals submitted after this deadline will not be considered. ETC recommends that contractors avoid submitting their proposals in the final hours before the deadline to ensure ample time to resolve any technical issues that may arise.

The proposal and the quoted prices must be valid for at least 6 months after the submission deadline.

4.3 QUESTIONS

Questions or requests for clarification regarding this Request for Proposals must be sent via the contact form on the ETC website (<https://etc-corporate.org/contact/>) with the subject "Questions RfP: Europe booth Tourism Expo Japan 2026" by **6 July 2026 at 14:00 (CEST)**.

ETC will publish answers to all questions received on this page <https://etc-corporate.org/rfp-europe-booth-tej-2026-qa/> by **8 July 2026 at 17:00 (CEST)**.

5. AWARD CRITERIA

Proposals should elaborate on all award criteria to score as many points as possible. The mere repetition of mandatory requirements without going into details will only result in a lower score.

Proposals will be initially assessed based on the quality criteria and subsequently evaluated against the financial criteria outlined below. The following formula will be used to calculate the final total score of the proposal:

- **Quality criteria:** 50% of the total evaluation score
- **Financial criteria:** 50% of the total evaluation score

$$\text{Final score} = [(\text{lowest price} / \text{proposal price}) \times 100 \times 0.5] + (\text{quality score} \times 0.5)$$

5.1 QUALITY CRITERIA

The quality of the proposal is determined by a minimum set of delivered services as outlined in section **3. Requirements**. Each quality criterion and its relative weights are as follows:

<u>Quality criteria</u>	<u>Weight</u>
Contractor's experience and project management The extent to which the Contractor's experience and methodology are relevant and appropriate for the project.	20
Creativity, functionality and relevance of the proposal The extent to which the proposed solution contributes to achieving the objectives and meets the requirements of the project, in particular the impact and creativity of the booth design, integration of the visual identity and creative direction of the "Unlock an Unexpected Upgrade" campaign, the proposed distribution of the different areas, and the optimisation of the use of the space to accommodate all co-exhibitors comfortably. The evaluation will also consider the suitability of the proposed booth layout and design for the transition between B2B and B2C days, including visitor flow, flexibility of the space and the integration of areas suitable for consumer-facing activities and presentations.	55
Sustainability The extent to which sustainability measures are incorporated in the booth design and construction.	25

Each quality criterion will be given a score in a range from 0 (zero) points to 10 (ten) points in accordance with the following scale:

0 Not available/not provided	The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
1-2 Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
3-4 Fair	The application broadly addresses the criterion, but there are significant weaknesses.
5-6 Good	The application addresses the criterion well, but a number of shortcomings are present.
7-8 Very good	The application addresses the criterion very well, but a small number of shortcomings are present.
9-10 Excellent	The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Proposals must achieve a minimum score of 50 out of 100 points in the quality score. Proposals that score below this threshold will be excluded from further evaluation and will not be ranked.

6. FINAL PROVISIONS

This Request for Proposals is in no way binding on the European Travel Commission, nor any of the European Union institutions. Any contractual obligation commences only upon the signature of the particular agreement between ETC and the contractor.

ETC reserves the right to accept or reject any or all proposals received as a result of this Request for Proposals, as well as to cancel this project, either partially or totally. In the event of cancellation of this Request for Proposals, this should not entail any financial obligation from ETC towards any applicant. Any costs incurred during the preparation and submission of proposals are to be borne by the applicant contractor.

Submission of a proposal implies acceptance of the terms and conditions set out in this document.

We thank you in advance for your time and interest in working with ETC.

Brussels, 24 June 2026

European Travel Commission

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www.etc-corporate.org

Annex 1 – Reference form

Name of the project:	
Scope and objectives of the project:	
Total value of the contract (in euros):	
Period of execution:	
Place of execution:	
Description of the work performed by the contractor and main results:	
Client	
Name:	
Registered address:	
Website:	
Attached certificate of good execution:	YES / NO
Contact person at the client	
Name:	
Position:	
Phone:	
E-mail:	

* All fields in the form are required.

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