

Terms of Reference

Project	:	Euromed Clusters Forward (ECF)
Activity Title	:	Event Management Company , Sectoral Event: Promoting Digital Transformation Across Industrial Sectors
ToR Number (Please refer to it when applying)	:	ECF-TOR-Cluster2-C
Location	:	Palestine
Date of Announcement	:	2/7/2025
Date of activity & Completion	:	September 2025

Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, Tunis and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

ECF-Project Background

Euromed Clusters Forward is a 4-year project funded by the European Union running until 2026. The aim of this project is to empower clusters in the South Mediterranean region by helping them increase their contribution to the economy.

Objective

To contract a professional **event management company** with proven experience in organizing high-level B2B and B2C conferences and exhibitions, to support the successful planning, coordination, and execution of strategic local event organized by PITA in 2025: **Enhancing Industrial Innovation Through Digital Solutions – September 2025**

The goal is to ensure event is delivered at a professional standard, attract key stakeholders, and provide a dynamic platform for showcasing ICT solutions, promoting business linkages, and supporting the digital transformation of priority sectors. The selected company will oversee end-to-end event management, booth construction, and thematic branding.

The initial structure of the event will include; speeches, Pannels, presentations, showcases of success stories, B2b and B2C meetings.

Scope of Work

1. Event Coordination & Management

- Full logistical and technical coordination of the event.
- Contracting and coordination with professional translators for live interpretation throughout the ICT conference.
- Mapping of seating arrangements for keynote sessions, panels, and exhibitions.
- On-site staff for day-of-event management, including exhibitor and guest coordination.

2. Media & Communication

- Managing media coverage for full-day event (press coordination, photographer/videographer, media release follow-up).
- Coordination with local press and media outlets for coverage and documentation.

3. Stage Setup & Audiovisual

Design and installation of a fully equipped stage, including:

- Stage backdrop and truss setup
- Audio enhancement (microphones, speakers, mixers)
- Main stage screen (LED screen, 4.5m x 5m)
- Screen content design for speakers, transitions, and multimedia content

4. Exhibition Booth Construction

Construction of 35 booths, each with the following specs:

- Truss structure with branding banner: H: 2m, W: 1.5m, L: 2m
- Branded booth stand: H: 105 cm, W: 60 cm, L: 40 cm
- One 50-inch screen per booth for live demo/presentation
- Booth tables + chairs
- Electricity setup for each booth, including wiring and power socket

5. Printing, Design & Visual Identity

- Full thematic visual identity design aligned with event's topic.
- Event agenda and invitation design and printing: Qty 200
- Branding and visuals to include:
- Lobby branding using LED screen (4.5m x 5m)
- Booth banners, directional signage, and floor layout maps
- On-screen visuals for booth screens and digital presentations

6. Technical & On-site Services

- Setup and operation of all AV systems (main stage and booth zones)
- Backup power and tech support for live demonstrations
- Dismantling and post-event venue clearance

Deliverables

The below is a summary of the deliverables:

Item	Quantity
Translators Coordination	From Arabic to English vise verse and at least 20 devices needed
Seating Mapping	Full event layout
Media Coverage Management	1 full day
Stage Setup	1
Audio Enhancement	Full coverage
Screen Content Design	For all sessions
Booth Construction (2m x 1.5m x 2m)	35
Booth Stand (105cm x 60cm x 40cm)	35
Event Agenda & Invitations (Design & Print)	200
Booth Screens (50-inch)	35

Lobby Branding Screen (4.5m x 5m)	1
Stage Screen (4.5m x 5m)	1
Booth Tables + Chairs	35
Booth Electricity Connections	35

Qualifications Required

- Minimum 5 years of experience in large-scale event planning, coordination, and execution (preferably ICT, innovation, or trade-related events).
- Documented experience managing multi-component events including exhibitions, conferences, and panel sessions with 500+ attendees.
- Portfolio of at least 3 similar events (ICT summits, expos, conferences, etc.) with references or client testimonials.
- Demonstrated capacity to provide end-to-end logistical coordination, including exhibitor management, on-site staffing, and real-time troubleshooting.
- Ownership or access to professional-grade AV equipment (LED screens, speakers, mics, mixers, stage lighting).
- Proven ability to construct custom exhibition booths at scale (minimum 30 booths) with integrated power and screen setup.
- In-house or partnered graphic design team for event visual identity development, including agenda, invitations, signage, and digital content.
- Experience creating branded booth setups, directional signage, and on-screen multimedia content aligned with event themes.
- Proficiency in content design software (e.g., Adobe Creative Suite, After Effects, Canva Pro).
- Ability to coordinate with local and national media outlets and manage press presence during the event.
- In-house or subcontracted photographer/videographer team with post-production capability.
- Capacity to recruit and manage professional simultaneous interpreters for at least two languages.

Taxes and Other Terms

- The offer must be addressed to Leaders Organization/ ECF
- The offer should be including VAT.
- For individual consultants, Applicable tax laws apply.
- Other terms may apply and will be communicated before the official awarding.
- Please mention the ToR number: ECF-Cluster-TOR-2-C in the offer & the email subject.

Please submit your application, in addition to your company profile or CV (Individual Consultants) to: palestinefstp@leadersinternational.org, no later than July 16, 2025 using **Euro Currency**.