

TENDER BRIEF FOR
THE SINGAPORE MANUFACTURING FEDERATION (SMF)
88 ANNIVERSARY YEARBOOK

1. BACKGROUND

- 1.1 As a federation representing the manufacturing community in Singapore since 1932, the Singapore Manufacturing Federation (SMF) champions the development and transformation of the manufacturing sector.
- 1.2 With the mission to represent the interest of the Singapore manufacturing community and to drive its competitiveness and sustainable growth through serving industry-specific needs, the SMF has to constantly remain relevant in meeting those needs. For more background information on the SMF, please refer to www.smfederation.org.sg.
- 1.3 The “SMF 88 ANNIVERSARY YEARBOOK” is tribute publication to mark the 88th year anniversary of the SMF. The theme for the book is “Past Successes, Future Glories”.
- 1.4 The content is intended to include a tribute to past office-bearers, past Council members, and the friends of SMF (past ministers, ambassadors, other Trade Associations and Chambers around the world) who have helped SMF develop to where it is today. It is also intended to interview the past presidents of the SMF to put in record the oral history of the challenges faced, how they were overcome and how each laid the foundation for SMF to be what it is today.
- 1.5 The book will conclude on a forward looking note with the future plans for the SMF.
- 1.6 We would like to invite interested Service Providers to tender to publish and produce the SMF 88 ANNIVERSARY YEARBOOK.

- 1.7 Interested Service Providers are welcome to respond to this tender by ways of providing a quote for the conceptualisation, copywriting, design, layout, production and printing of the SMF 88 ANNIVERSARY YEARBOOK as follows:
- i. Limited quantity book (e.g. with a gold plated front page with an embossed SMF logo and better quality paper) – it is proposed that this book be published in a limited number of quantities and will be serialised (Hard cover).
 - ii. Regular print book (Hard / Soft cover).
- 1.8 The copyright of the SMF 88 ANNIVERSARY YEARBOOK will be solely owned by the SMF.

2. OBJECTIVE

- 2.1 The objective of this tender exercise is to identify a suitable Service Provider that will be responsible for the design, layout and production of the SMF 88 ANNIVERSARY YEARBOOK (in both print and electronic format).
- 2.2 The target audience is primarily SMF members and the secondary audience will consist of partners and/or visitors.
- 2.3 A desired outcome of this exercise is to have a visually creative tribute book that presents the content including photos in an attractive manner. The overall look and feel of the printed yearbook should be fitting of the federation's stature as a leading Trade Association and Chamber in Singapore.

3. SCOPE OF QUOTATION

3.1 The Service Provider will be required to conceptualise, design, layout and produce the SMF 88 ANNIVERSARY YEARBOOK including the following services:

3.2 DESIGN, CONCEPT AND THEME

3.2.1 The Service Provider is required to propose interesting design/layout concepts revolving around a key message. Based on the SMF 88 ANNIVERSARY YEARBOOK, the key message being **“Past Successes, Future Glories”**. Service providers may propose more than one design concept for our consideration.

3.2.2 The SMF 88 ANNIVERSARY YEARBOOK should have a good balance in terms of text and visuals. The use of infographics and/or photographs shall occupy at least 30% of the SMF 88 ANNIVERSARY YEARBOOK. The information needs to be presented in a creative and professional manner.

3.2.3 290mm (H) x 210mm (W) closed size is preferred for the SMF 88 ANNIVERSARY YEARBOOK.

3.2.4 Three versions of the SMF 88 ANNIVERSARY YEARBOOK and an additional insert is required:

- i. **Special Edition** of YEARBOOK (Hard cover), premium finish to include Gold embossed, gold plated SMF logo, each Special Edition book is to be serialised. Greyboard with dust jacket (material subject to proposal) to be used for the cover whereas 128gsm Matt paper material is preferred to be used for the content. This is open to tenderers to recommend otherwise.
- ii. **Regular Edition** of YEARBOOK (Hard/Soft Cover), 310gsm Art card material (for soft cover) OR Greyboard with dust jacket (material

subject to proposal) (for hard cover) is preferred to be used for the cover whereas 128gsm Matt paper material is preferred to be used for the content. This is open to tenderers to recommend otherwise.

- iii. **Award Winners Edition** of YEARBOOK (Hard/Soft cover) with single page insert of 280gsm and above card stock, with special finishing, embossed or otherwise, to personalise the Yearbook for SMF award winners.

3.2.5 The Service Provider is to submit a minimum of 1 cover design for each of the following:

- (a) Cover pages – Front and Back
- (b) Inside pages – Foreword
- (c) Inside pages – Past Presidents Tribute
- (d) Inside pages – Milestones
- (e) Inside pages – Messages from Partners

3.2.6 The appointed Service Provider may be required to further enhance and refine the selected design and layout to the SMF's satisfaction.

3.3 CONTENT STRUCTURE

3.3.1 SMF 88 ANNIVERSARY YEARBOOK shall tentatively contain (but is not limited to), the following sections. The Service Provider is required to propose an interesting design/layout for each section, such as Foreword, Milestones, and Tribute. The Service Provider is also welcome to give suggestions on content structure.

- Section A: Foreword
- Section B: Tribute
- Section C: Reflection
- Section D: Future
- Section E: Milestones
- Section F: Recognition

3.4 COPY-WRITING AND PUBLISHING

3.4.1 The Service Provider shall provide the services of a copywriter, as approved by the SMF, to provide copywriting and additional editorial services such as copy editing as and when required by the SMF. The copywriter shall work closely with the SMF, and, the Service Provider is required to produce the contents for the SMF 88 ANNIVERSARY YEARBOOK.

3.5 PRINTING

3.5.1 The Service Provider must manage the colour separation and printing processes (press checks) of the publication of the SMF 88 ANNIVERSARY YEARBOOK and the digital prints. It is the responsibility of the Service Provider to ensure that the colour separations/digital prints are of a good quality and acceptable to the SMF.

3.5.2 The Service Provider shall present colour and digital proofs to the SMF and seek the SMF's written approval before printing. The Service Provider is expected to supervise the printing, production schedule and delivery of the SMF 88 ANNIVERSARY YEARBOOK as follows:

- (a) **Special Edition (Hard Cover)** version of YEARBOOK, premium finish to include Gold embossed, gold plated SMF logo, each Special Edition book is to be serialised, estimated 168 pp, 120 copies;
- (b) **Regular Edition (Hard/Soft Cover)**, estimated 168 pp, 2000 copies, delivered to the SMF's premise; and,
- (c) **Award Winners Edition**, a single page insert with special finishing, embossed or otherwise, to personalise the Yearbook for the SMF award winners, estimated 168 pp, 25 copies.

3.6 PHOTOGRAPHY (Optional)

- 3.6.1 The Service Provider is to provide quotations for corporate photography service, if available. The SMF may choose not to engage the Service Provider for photography service.
- 3.6.2 The photography and art direction must be in accordance to the selected design concept and photography sessions be conducted as and when required by the SMF. The art direction proposed must be in line with the SMF's visual identity and demonstrates the organisation's brand elements.
- 3.6.3 The Service Provider shall work with the SMF to coordinate all the photography sessions. This includes (but not limited to) logistics coordination, site recce and scheduling shooting dates.
- 3.6.4 The Service Provider shall also provide make-up artists and hairstylists or work with third-parties to provide makeover sessions for the photo-shoots when necessary.
- 3.6.5 The Service Provider shall provide digital imaging services and the photo images must be produced in high resolution formats suitable for use in the SMF 88 ANNIVERSARY YEARBOOK.
- 3.6.6 The Service Provider shall propose a relaxed yet corporate concept for photography of the past Presidents and council members.

4. PROJECT SCHEDULE

4.1 The Service Provider shall be required to comply with the project timeframe set by the SMF:-

15 July 2019	Call for Tender Submission
8 August 2019	Close of Tender
15 August 2019	Appointment of Service Provider
15 April 2020	Delivery of Printed Copies to SMF

4.1 The Service Provider shall submit their proposal by 8 August 2019.

4.2 The Service Provider is to produce and deliver all required copies of the SMF 88 ANNIVERSARY YEARBOOK, delivered to the SMF by 15 April 2020.

5. SUBMISSION OF QUOTATION

5.1 The Service Provider is required to submit their quotes using the template in Annex A. They are also required to submit the following items together with their quotations:

5.1.1 The intended look and feel of the SMF 88 ANNIVERSARY YEARBOOK. This includes the content pillars, layout, graphics and directions of the publication. A physical mock-up of the publication can also be provided in the proposal.

5.1.2 A list of related publications, especially Yearbooks that the Service Provider has produced.

5.1.3 Profile and samples of works written by the Service Provider's recommended copywriter.

- 5.1.4 Samples of photography works by the Service Provider's recommended photographer.
- 5.2 Each proposal should be structured in a clear, straightforward manner and in accordance with the outline of the respective sections herein, including a timeline for publication. Service provider should exercise care to present only realistic, attainable commitments in their proposal.
- 5.3 The Service Provider is required to state in their submission any other costs that are related to the services required by the SMF for the production for SMF 88 ANNIVERSARY YEARBOOK.
- 5.4 Service Provider may in their submissions, propose additional items they deem will enhance SMF 88 ANNIVERSARY YEARBOOK.

6. ADDITIONAL TERMS AND CONDITIONS

- 6.1 In addition to the terms and conditions contained in this Tender, the following specific terms and conditions shall apply:
- 6.1.1 The Service Provider may be requested to make formal presentation of their submissions when called upon by the SMF, attend regular meetings with the SMF and submit their work on time, in accordance to the implementation plan.
- 6.1.2 The SMF reserves the right to fine-tune the creative direction in consultation with the Service Provider, and the Service Provider is required to comply with all such directions by the SMF.
- 6.1.3 The Service Provider must be receptive to the SMF's recommendations as the project progresses and is required to adhere to the SMF's corporate identity guidelines and the project schedule.
- 6.1.4 The SMF reserves the right to award the contract in part or in whole.

- 6.1.5 That the successful bidder will be required to sign a contract with the SMF (or SMF Enterprises Pte Ltd, as the case may be) on terms and conditions to be provided.
- 6.1.6 That the SMF reserves the right not to select the lowest bidder; and
- 6.1.7 That all of the SMF's decisions are final and not open to challenge by bidders for any reason whatsoever.
- 6.1.8 The SMF reserves all rights to amend the terms of this tender without prior notification.

7. ENQUIRIES

7.1 The SMF representatives for this tender brief and the corresponding contact details are as follows:

Ms Jessica Loo
Manager, Corporate and Council Affairs
DID: (65) 6826 3015
Email: Jessica.loo@smfederation.org.sg

ANNEX A

TENDER QUOTATION FOR THE SINGAPORE MANUFACTURING FEDERATION (SMF) SMF 88 ANNIVERSARY YEARBOOK

Detailed and itemised cost breakdown for the production of each of the requirements. All costs quoted must be fixed prices (including GST) and in Singapore dollars.

A - GENERAL		
No	Description	Total Price (S\$)
1.	<p><u>Concept, Design, Layout</u></p> <p>Concept and design development.</p> <ul style="list-style-type: none"> – Layout design and page styling of main report (for an estimated 168 pp of text & pictures). 	
2.	<p><u>Artwork, Copywriting</u></p> <ul style="list-style-type: none"> – Production of finished artwork, including but not limited to typesetting, charts, graphics, illustrations, maps, digital prints and proof reading (for an estimated 168 pp of text for main editorial write-up). – Provide copywriting and additional editorial services such as copy editing as and when required by the SMF. The copywriter shall work closely with the SMF and the Service Provider is required to produce the contents for the SMF 88 ANNIVERSARY YEARBOOK. – A minimum of three rounds of proof-reading of completed project in consultation with the SMF. Agency must be receptive to the SMF's recommendations as the project progresses. 	

3.	<p><u>Photography (optional)</u></p> <ul style="list-style-type: none"> – A 1-day (2 half days) package, inclusive of photographer, art direction, materials, lighting, make-up artist, etc. 	
Total Price for Item (A)		S\$
Total Price for Item (A), excluding optional item (A3)		S\$
B - COLOUR SEPARATION AND PRINTING		
No	Description	Total Price (S\$)
1	<ul style="list-style-type: none"> – High-resolution PDF format to be given to the SMF in soft copy. 	
2.	<ul style="list-style-type: none"> – Printing of 120 <u>Special Edition (hard cover)</u>, 2000 <u>Regular Edition (hard/soft cover)</u>, 25 <u>Award Winners Edition (hard/soft cover)</u> copies, perfect bound of the SMF 88 ANNIVERSARY YEARBOOK (<i>for an estimated 168 pp</i>), as applicable/required according to the proposed design concept, in 4C x 4C, inclusive of paper costs, lamination, plate & film making, print supervision and binding. – Vendor to quote as follows: <ul style="list-style-type: none"> • Colour – cover: matte lamination x 4C • Colour – content: 4C x 4C • Material – hard cover: grey jacket with dust jacket (material subject to proposal) • Material – soft cover: 310gsm art card • Material – content: 128gsm matt paper • Material – single page insert (Award winners edition): special finishing, embossed or otherwise (material subject to proposal) – To propose type of paper (e.g. recycled paper) for cover and inside pages and propose finishing. Please submit samples along with this quotation. 	

		Hard cover	Soft cover
2a.	– Printing of 120 copies of <u>Special Edition (hard cover)</u>		
2b.	– Printing of 2000 copies of <u>Regular Edition (hard/soft cover)</u>		
2c.	– Printing of 25 copies of <u>Award Winners Edition (hard/soft cover) with inserts</u>		
Total Price for Item (B)		S\$	S\$
TOTAL CONTRACT PRICE for Items (A) + (B), excluding optional item		S\$	S\$
C – SCHEDULE OF RATES FOR AD HOC REQUESTS			
No	Description	Price (S\$)	
		For every additional 4 pp	
7.	<u>Layout</u> Cost for layout and page styling.		
8.	<u>Artwork</u> Cost for production of finished artwork, including but not limited to typesetting, charts, graphics, illustrations, maps, bromide prints and proof reading.		
9.	<u>Colour Separation</u> Cost of colour separation.		
10.	<u>Printing</u> Cost of printing		

No	Description	Price (S\$)			
		For every additional 100 copies			
		Hard cover		Soft cover	
11.	<u>Printing</u> Cost of printing				
No	Description	Price (S\$)			
		For every addition of :		For every reduction of :	
		1 day	½ day	1 day	½ day
12.	<u>Photography</u>				
No	Description	Price per photo (S\$)			
13.	<u>Stock photos</u> (with full copyrights)				

Submit Proposal and Quotation with items stated in checklist by

8 August 2019, 12pm, address to the following:

Ms Jessica Loo
 Manager, Corporate and Council Affairs
 Singapore Manufacturing Federation
 2985 Jalan Bukit Merah (S)159457
 DID: (65) 6826-3015 / Fax: (65) 6826-3008
 Email: Jessica.loo@smfederation.org.sg
 Website: <http://www.smfederation.org.sg>

*** All invoices/ quotations to be addressed to the *SMF Enterprises Pte Ltd*, a subsidiary of the Singapore Manufacturing Federation**