

SELECTION PROCESS OF STRATEGIC ALLIES TO CARRY OUT JOINT ADVERTISING CAMPAIGNS IN UNITED STATES

Nº CP-004-2023/PROMPERÚ-DT-STR

1. BACKGROUND

The main objective of the Tourism Promotion Directorate of the Commission for the Promotion of Peru for Exports and Tourism - PROMPERU, is to contribute effectively to the sustained and decentralized growth of foreign exchange generated by tourism and the flow of foreign tourists.

In order to achieve this objective, the strategy used is the development of joint advertising campaigns abroad and/or complementary activities to boost the promotion and/or commercialization of Peru as a tourist destination, with tourism service providers in Peru's issuing markets, through strategic alliances, which are an important instrument for the joint promotion of inbound tourism; in this sense, PROMPERÚ may establish strategic alliances through a selection process, based on the evaluation and comparison of proposals of potential strategic allies, which is defined, regulated and conducted by means of these Terms and Conditions.

2. GENERAL OBJECTIVE

Encourage the promotion and/or commercialization of Peru as a tourist destination abroad, through strategic alliances for the execution of joint advertising campaigns and/or complementary activities, including a "*call to action*", with tourism wholesalers, tour operators and travel agencies, both physical and online (OTAS-*Online Travel Agencies*).

2.1. Specific objectives

- 2.1.1. Promote Peru's tourist destinations with a specific product/price offer.
- 2.1.2. Promote the mobilization of international tourists to Peru.
- 2.1.3. Strengthen the image and positioning of Peru as a tourist destination abroad.

3. PARTICIPANTS

Wholesalers in tourism, tour operators and travel agencies, both physical and online (OTAS - *Online Travel Agencies*), not domiciled in Peru, duly constituted and with a minimum experience of three (3) years in promoting outbound tourism to Peru, may participate individually in the selection process of strategic allies.

Exceptionally, the participation of tourism wholesalers with less than three (3) years of experience¹ may be admitted if the tour operators and travel agencies that make up their commercialization channel have in their place such experience.

4. INVESTMENT AMOUNT

- 4.1. The amount to be invested by PROMPERÚ in a strategic alliance with a tourism wholesaler, a tour operator or a travel agency, both physical and online (OTA - *Online Travel Agency*) will be a maximum of fifty percent (50%) of the total amount of the alliance, being PROMPERÚ's

¹ Applies only to markets considered Long Distance (Asia and Oceania).

investment greater or equal to Fifty thousand US dollars (USD \$50,000.00) and not greater than Fifty-three thousand US dollars (USD \$53,000.00).

- 4.2. The maximum amount to be invested by PROMPERÚ in each alliance will depend on the results of the evaluation of the proposal and the budget available to PROMPERÚ for this purpose.
- 4.3. The amount assumed by PROMPERÚ will be paid to the partner after the approved actions have been executed and according to the procedure set forth in numeral 14 of these terms and conditions. In no case the partner will be paid in cash.
- 4.4. The strategic alliance shall be non-exclusive.

5. TECHNICAL-ECONOMIC PROPOSAL

Proposals must consider Peru as a single tourist destination, with the exception of markets considered Long Distance² (Asia and Oceania) where Peru may form part of a multi-destination package with a maximum of three (3) destinations included, provided that Peru represents at least 40% of the itinerary.

The proposal should contain actions aimed at encouraging commercialization (*call to action*).

The scope of the proposal should be focused on a single market (country).

The company shall prepare its proposal considering that the objective is the commercialization of the Peru destination through a diversified offer of prices, using the format "Technical-economic proposal", Annex N° 2 of these terms and conditions; and considering the following:

5.1. Advertising actions

5.1.1. The following media should be considered:

- a) Television
- b) Radio
- c) Press (newspapers, magazines and/or other written media)
- d) Digital
- e) Exterior (*Outdoor and indoor*)
- f) Cinema
- g) BTL Activations (*below the line*)

The proposed investment amount for each advertising action should be calculated based on the current negotiated rates that the participating company maintains with the proposed media. The amounts should be indicated individually, so that the cost for each item can be identified.

- 5.1.2. The proposal must consider the costs of design, creativity, production, media insertion, commissions, center fees, center monitoring, if applicable, or other related expenses. These expenses must be included in the costs of each item.
- 5.1.3. The company may propose a maximum of 40% of the investment in advertising actions in its own media; and the rest in paid media (external to its own).
- 5.1.4. In the event that the company contemplates using its own media in its proposal, it must show qualitatively and quantitatively the audience it has, as well as the advantages of advertising on its own platforms.

² Long Distance: Flights with a duration of more than 10 hours, from your country of origin.

- 5.1.5. Organic advertising actions should be considered as bonuses in the technical-economic proposal and should be governed by the same graphic line of the campaign.
- 5.1.6. All actions granted as bonuses must be previously reviewed and approved by the Executive of the Strategic Alliances Department of the Inbound Tourism Promotion Sub-Directorate (STR), which will become part of the cooperative campaign plan to be executed.

5.2. Complementary actions

- 5.2.1. The following are recommended:

- a) Fam trips
- b) Press tours
- c) Blogger trips
- d) Influencer trips
- e) Webinars (as bonuses)

All travel proposals must include a simple cost structure detailing the services required for its execution, specifying the amount of total and partial funding.

5.2.2. Fam trips

The participating company must indicate in its technical-economic proposal the number of trips to be made, specifying the destinations to be visited and the purpose of the trip.

The list and profile of guests such as operators and travel agents must be proposed by the participating company and validated and approved by PROMPERÚ.

No monetary contribution will be requested from any of the guests for their participation in the trip. Likewise, the execution of the travel itinerary will be for the guests, who will not be allowed to share the trip with other groups.

Once the list of guests has been approved by PROMPERÚ, the partner will send the corresponding invitations.

Only one representative designated by PROMPERÚ, and one representative of the partner must accompany the travelers, who must be included in the entire travel program.

All necessary expenses for the proper execution of the trip must be included in the technical-economic proposal, including the expenses of the representative of PROMPERÚ and the partner.

Travel itineraries will be proposed by the strategic partner and validated and approved by PROMPERÚ. It is mandatory to include inspections to hotels and other services.

During the execution phase, the following deadlines must be considered for sending the information to be validated and approved by PROMPERÚ:

| Information to be sent to PROMPERÚ | Deadline (Calendar days, prior to activity) |
|--------------------------------------|---|
| Itineraries of the proposed trips | 45 |
| List and profile of potential guests | 40 |

| | |
|--|----|
| Invitations | 30 |
| Trip details (final itinerary, insurance, airfare, meals, contact information, etc.) | 20 |

The cost of the trip shall include the following items:

- International and domestic flights and all internal transfers (including those of the PROMPERÚ representative).
- Accommodation (for fam trips should be quoted based on 4*, 5* Hotel or lodge (for jungle destinations); only single rooms will be considered, and these must have *WiFi* internet service³).
- Full meals for participants (breakfasts, lunches, and dinners, including non-alcoholic beverages). Special attention should be paid to the selection of restaurants and menus, since PROMPERÚ's priority is to promote Peruvian gastronomy as one of the values of the destination.
- Bottled water for each passenger during all the days of the trip.
- National taxes for the trip and, if not included in the air ticket, international and national TUUA (airport tax).
- Entrance tickets to all the monuments and attractions of the program.
- Guides during all visits, who must have full knowledge of the proposed itinerary and have a perfect command of the language of the country of origin of the strategic partner.
- The tour conductor shall be a representative of the strategic partner, responsible for all operational activities. The tour conductor shall have a permanent communication system.
- Travel insurance for all participants, including the PROMPERÚ representative.

PROMPERÚ will not cover bar expenses, laundry, or telephone calls.

The technical-economic proposal must include the costs of all the services described above. However, if during the execution of the campaign, the partner obtains any courtesy (air tickets, accommodation, food or others), it must inform PROMPERÚ about it, via e-mail, prior to the execution of the trip. Likewise, in the Report of Activities and Expenses (Annex Nº 5 of these terms and conditions), the economic value of the courtesy obtained must be deducted from the investment amount of the activity.

The partner must keep a record of the activity carried out and apply the survey that will be provided by PROMPERÚ in order to submit the corresponding evidence for payment purposes, as indicated in paragraph d) of numeral 14.1. of these terms and conditions.

If a familiarization trip is scheduled as a free activity as a bonus, it must comply with all the requirements indicated in this section.

All activities must be duly detailed by the strategic partner and validated and approved by PROMPERÚ.

5.2.3. Press tours, Blogger trips and/or Influencer trips

The participating company must indicate in its technical-economic proposal the number of trips to be made, specifying the destinations to be visited and the purpose of the trip.

³ If *WiFi* in the rooms has an extra cost in the accommodation, this must be included in the activity budget.

The list and profile of guests must be proposed by the participating company and validated and approved by PROMPERÚ.

Prior to the execution of the press trip, the partner must send to PROMPERÚ for evaluation, via e-mail, a presentation detailing the complementary action, indicating the participants and the media they represent. For each media outlet where the publication is to be made, it is required to indicate the name of the program and/or magazine/blog/social media account, media website, print run/circulation, readers/viewers/followers, reach (regions and/or countries of distribution), cost of advertising (as the case may be, per second, minute, page, story, post, etc.), periodicity of publication, commercialization and distribution (direct sale, subscription, free of charge) and a list of other publications made by the media outlet, as appropriate; as well as information on the press trip in terms of the purpose of the report, itinerary, tentative date of publication and/or transmission (maximum period of six (6) months after the trip) and details of the equipment that will enter the country (number of pieces, name of equipment, model, value in U.S. dollars).

Likewise, prior to the execution of the Bloggers and/or Influencers trip, the partner must send PROMPERÚ for its evaluation, via e-mail, a presentation with the details of the complementary action indicating the proposed participants with the information of their accounts in the different digital platforms: followers/visits per country, interaction rate, interactions, visualizations, reach, and average impressions for each social network; as well as, the number of guaranteed publications in the different platforms. It should include the proposed itinerary and the projection of results.

Likewise, in any of the cases, whenever any modification to the original proposal is required, prior to the execution of the activity, the partner must update the corresponding indicators of its technical-economic proposal through the "Proposed Modifications to the Cooperative Campaign Plan" form (Annex N° 4 of these terms and conditions), respecting the conditions established in numeral 12.6 of these Terms and Conditions. The approval of the participants is subject to the receipt of said information.

No guest will be asked to make any monetary contribution for their participation in the trip. Also, the execution of the travel itinerary will be for the guests, who will not be allowed to share the trip with other groups.

Once the list of guests has been approved by PROMPERÚ, the partner will send the corresponding invitations.

Only one representative designated by PROMPERÚ, and one representative of the partner must accompany the travelers, who must be included in the entire travel program.

All expenses necessary for the proper execution of the trip must be included in the technical-economic proposal, including the expenses of PROMPERÚ's representative and the partner.

Travel itineraries will be proposed by the strategic partner and validated and approved by PROMPERÚ.

During the execution phase, the following deadlines must be taken into account for the submission of information to be validated and approved by PROMPERÚ:

| Information to be sent to PROMPERÚ | Deadline (Calendar days, prior to activity) |
|--|---|
| List and profile of potential guests | 60 |
| Presentation with the detail of the complementary action | 50 |
| Invitations | 30 |
| Trip details (final itinerary, insurance, airfare, meals, contact information, etc.) | 25 |

The cost of the trip shall include the following items:

- International and domestic flights and all internal transfers (including those of the PROMPERÚ representative).
- Accommodation (depending on the travel experience that you want to promote, you must quoted based on 4*, 5* Hotel or lodge (for jungle destinations); only single rooms will be considered, and these must have *WiFi* internet service⁴.
- Full meals for participants (breakfasts, lunches and dinners, including non-alcoholic beverages). Special attention should be paid to the selection of restaurants and menus, since PROMPERÚ's priority is to promote Peruvian gastronomy as one of the values of the destination.
- Bottled water for each passenger during all the days of the trip.
- National taxes for the trip and, if not included in the air ticket, international and national TUUA (airport tax).
- Entrance tickets to all the monuments and attractions of the program.
- Guides during all visits, who must have full knowledge of the proposed itinerary and have a perfect command of the language of the country of origin of the strategic partner.
- The tour conductor shall be a representative of the strategic partner, responsible for all operational activities. The tour conductor shall have a permanent communication system.
- Travel insurance for all participants, including the PROMPERÚ representative.

PROMPERÚ will not cover bar expenses, laundry, or telephone calls.

The technical-economic proposal must include the costs of all the services described above. However, if during the execution of the campaign, the partner obtains any courtesy (air tickets, accommodation, or others), it must inform PROMPERÚ about it, via e-mail, prior to the execution of the trip. Likewise, in the Report of Activities and Expenses (Annex Nº 5 of these terms and conditions), the economic value of the courtesy obtained must be deducted from the investment amount of the activity.

In the case of press trips, the strategic partner must arrange the necessary permits and payments for the transportation of equipment and/or media coverage in the places to be visited.

The partner must keep a record of the activity carried out in order to present the corresponding evidence for payment purposes, as indicated in paragraph d) of numeral 14.1 of these terms and conditions.

In the event that a press, bloggers and/or influencers trip is scheduled as a free activity as a bonus, it must comply with all the requirements set forth in this section.

⁴ If WiFi in the rooms has an extra cost in the accommodation, this must be included in the activity budget.

All activities must be duly detailed by the strategic partner and validated and approved by PROMPERÚ.

5.2.4. Webinars

The participating company must indicate in its technical-economic proposal, the number of webinars to be held, destinations/products to be presented and the profile and number of audiences to be convened. As well as the dissemination efforts to be made in order to obtain an optimal attendance ratio in the training.

The seminars may have the presence and participation of a representative designated by PROMPERÚ, whether or not based in the country itself, subject to prior coordination.

It should be noted that these actions should not be considered as paid actions but as bonuses (zero cost), within the plan and have a minimum total of one hundred (100) trainees.

Likewise, prior to the seminars, the company must send to PROMPERÚ for evaluation via e-mail: the list of convened companies, seminar dynamics, information on the platform to be used, the presentation or content to be used, and the graphic of the invitation.

The partner must keep a record of the activity carried out and apply the survey that will be provided by PROMPERÚ in order to submit the corresponding evidence for payment purposes, as indicated in paragraph d) of numeral 14.1. of these terms and conditions.

6. TIME FRAME

The term of the strategic alliance must be indicated in the technical-economic proposal (Annex No. 2 of these terms and conditions), which must not be less than three (3) months; it must also be between *august 2023* and november 2023. Said term shall include the total execution of the actions defined in the technical-economic proposal. Likewise, the submission of the documentation for the corresponding payment must be submitted in accordance with the provisions of numeral 14 of these terms and conditions.

7. CREATIVITY GUIDELINES

- 7.1. The campaign and each of its pieces must incorporate the graphic and usage guidelines of the Peru Country Brand and focus on the strengths of the tourist destination to be promoted, as well as a *call to action* (promotional price, package price, or similar), whenever possible.
- 7.2. PROMPERÚ will provide the authorized graphic material and its property, as well as the guidelines for the use of the Peru Country Brand, for the elaboration of graphic and/or audiovisual pieces, invitations, banners and/or other communicational material of the cooperated campaign. The term of the authorization to use the Peru Country Brand shall be the same as the term of execution of the campaign established in the approved technical-economic proposal. In any case, the term of said authorization may not exceed two (2) years from the date of execution of the contract.
- 7.3. All graphic and/or audiovisual pieces must be in full color and must bear the Peru Country Brand.
- 7.4. In case there are any guidelines from the counterpart where the Peru Country Brand cannot be present in the graphic and/or audiovisual pieces of its branding, the partner must request PROMPERÚ the exoneration of the case, and the Country Brand and Image Strategy Office (OEIM) will be responsible for approving or not such request.

- 7.5. The strategic partner will be responsible for the preparation and design of the graphic and/or audiovisual pieces, invitations and other required artwork. These must be sent to PROMPERÚ for approval, via e-mail, no less than ten (10) working days prior to the deadline for delivery to the media.
- 7.6. PROMPERÚ will approve, after executing the cooperative campaign plan, all marketing and/or communication actions designed for the campaign.
- 7.7. The costs of actions that do not have PROMPERÚ's approval will not be paid to the partner.
- 7.8. Likewise, each of the actions of the digital advertisement must redirect to a visible offer or link to the strategic partner's website, where the programs or packages to Peru are detailed. Links to general sections of the strategic partner's website (home page, information on other destinations, etc.) will not be accepted.
- 7.9. If creative piece(s) is/are made as a bonus, it/they must comply with all the requirements indicated in this section.

8. TARGET MARKET SEGMENT

| | |
|-------------------------------------|--|
| Market: | United States |
| Cities to be prioritized: | New York, Los Angeles, Dallas and Houston |
| Target audience: | Men and women from 21 to 34 and from 57 to more than high and medium-high socioeconomic level |
| Prioritized segments: | Cultural, Nature, Adventure, Unique Experiences |
| Prioritized regions of Peru: | Lima, Cusco, Loreto, Puno, Madre de Dios, Arequipa, Ica |

9. TIMELINE OF THE SELECTION PROCESS

| Stages of the selection process (*) | Dates |
|---|--------------------------------|
| Call for the process | From may 17th to july 10, 2023 |
| Consultations to the terms and conditions and resolution of queries | From may 17th to june 07, 2023 |
| Submission of proposals | Until june 08, 2023 |
| Proposal evaluation and partner selection | From june 9 to july 9 |
| Notification of results | July 10, 2023 |

(*) The Technical Selection Committee may extend the dates foreseen for each of the stages of the selection process, if it deems it pertinent.

10. STAGES OF THE SELECTION PROCESS

The selection process will be conducted by an ad hoc Technical Selection Committee and will be carried out as follows:

10.1. Call for the process

The call will be made through PROMPERÚ's institutional web page, where the electronic form "Registration of Participants" can be accessed <https://institucional.promperu.gob.pe/Index.asp>.

Likewise, the Sub-Directorate for the Promotion of Inbound Tourism, through the Department of Strategic Alliances, may simultaneously issue direct invitations to potential participating companies operating in the markets prioritized by PROMPERÚ and/or tourism associations it deems appropriate.

Companies interested in participating in the process must register through said form. The registration may be made from the same day the call is published until one (1) calendar day before the scheduled date for the submission.

Once the registration is completed, the participating company will receive an e-mail notification containing the link to download the Terms and Conditions of the process:

Participation in this process is voluntary, free of charge and requires prior registration.

The submission of the proposal implies full and unconditional acceptance of these Terms and Conditions.

10.2. Consultations to the terms and conditions and resolution of queries

Questions regarding the content of the selection process should be sent via e-mail to the following address: sapestadosunidos@promperu.gob.pe, within the term established in the process schedule.

Consultations formulated after the deadline or through a channel other than the one indicated in the preceding paragraph shall not be admitted.

The Committee will answer the questions formulated within a maximum of three (3) working days from the receipt of the same. The answers will be sent to all registered participants to the e-mail address indicated in the electronic form "Participant Registration".

In the event that as a result of the resolution of consultations it is necessary to correct, clarify or modify the terms and conditions, these will be published on the web page indicated in numeral 10.1. of these terms and conditions.

10.3. Submission of proposals

Proposals must be submitted through the Virtual Window (<https://ventanillavirtual.promperu.gob.pe/>), within the term established in the process schedule.

Proposals must contain the following documentation:

- a) Company profile (Annex N° 1 of these terms and conditions).
- b) Technical-economic proposal, in Excel and PDF format (Annex N° 2 of these terms and conditions).
- c) Presentation in PDF format of the strategy, describing the joint advertising actions and/or complementary actions, as well as any other additional information that the company considers appropriate to include to support its proposal. If the company considers it pertinent, it may attach supporting resources (audio and/or explanatory videos) to facilitate the description of the presentation.

Annexes No. 1 and No. 2 must be signed by the legal representative of the company who is empowered to execute the contract.

Failure to submit any of the above documents will result in the automatic disqualification of the proposal.

Once the proposal has been submitted with the requested attachments, the participating company must ensure, under its own responsibility, that it receives an e-mail confirming receipt of the attachments from PROMPERÚ.

Those proposals received that have not complied with the previous "Participant Registration" will not be considered.

10.4. Proposal evaluation and partner selection

The Committee will evaluate only those proposals received from duly registered companies, as indicated in numeral 10.1 of this document, and submitted within the deadline established in the terms and conditions.

During this stage and if necessary, the Committee may request clarifications to the proposal from any of the participating companies. The request for clarification will be sent to the e-mail address provided by the participating company in the electronic form "Registration of Participants", while the response must be sent by the participating company to the address indicated in numeral 10.2 of these Guidelines within a period of no more than two (2) business days. The clarifications received that are not in response to a request from the Committee or that are made outside of the time granted will not be considered.

Likewise, it may request any of the participating companies to correct any material or formal error identified in the documents submitted, provided that it does not alter the essential content of the proposal.

Among the material or formal errors that may be corrected are: i) the failure to include certain information in Annexes 1 and 2; ii) the absence of the signature of the legal representative in Annexes 1 and 2; and iii) typing errors ⁵ in the Annex N° 2, provided that these are manifest ⁶ and unquestionable ⁷, and it is up to the Committee to evaluate each specific case.

In the case of arithmetical errors⁸ in Annex No. 2, the Committee shall be responsible for making the correction.

The Committee will verify that the proposal(s) is (are):

- a) Aligned with the objective of the alliance and that there is congruence between PROMPERÚ's target audience and that of the participating company(ies);
- b) Evaluate that the costs of the proposed actions are in line with the market average; and,
- c) That the projected results of the proposed campaign are competitive within key purchasing periods.

Likewise, in order to perform the corresponding evaluation, the following criteria and sub-criteria will be applied, as well as the following minimum and maximum scores:

⁵ These errors include: (i) duplication of letters or words, (ii) deletion or addition of letters or words, (iv) alteration or distortion of words, (v) transcription errors, among other errors of the same nature.

⁶ They must have an ostensible and indisputable character, implying by itself the evidence of the same, without the need for further reasoning.

⁷ It is understood that it should not generate any type of doubt or questioning.

⁸ In case of any discrepancy between a partial amount and the total amount, or between words and figures, the former shall prevail.

| Criteria | Subcriterion | Definition | Rating (Points) |
|--|--|---|-----------------|
| Alignment of the proposal with the objective of the alliance and congruence between the target audience of PROMPERÚ and the participating company. | Definition of the alliance's objective and target audience. | Misinterpretation of the terms and conditions so that the proposal is not aligned with the objective of the alliance and there is no congruence between PROMPERÚ's target audience and that of the participating company. | 0 |
| | | It performs a regular interpretation of the terms and conditions evidencing that there are many discrepancies, with a superficial support, between the objective and target audience proposed by the participant in relation to PROMPERÚ's objective and target audience. | From 1 to 6 |
| | | It interprets the terms and conditions correctly, although there are some discrepancies, duly substantiated, between the objective and target audience proposed by the participant and PROMPERÚ's objective and target audience. | From 7 to 13 |
| | | The proposal was very well interpreted, with a proposal aligned with the objective of the alliance and showing congruence between PROMPERÚ's target audience and that of the participating company. | From 14 to 20 |
| | Design of the strategy to achieve the objectives. | It proposes an unsubstantiated and incoherent strategy that does not meet the objectives proposed in these terms and conditions. | 0 |
| | | It designs a superficial strategy without managing to convey the relevance of the actions for the achievement of the objectives proposed in these terms and conditions. | From 1 to 6 |
| | | It designs a partially supported strategy, in which, although it manages to convey the relevance of the actions for the achievement of the objectives, it does not address all the objectives proposed in these terms and conditions. | From 7 to 13 |
| | | It designs a consistent strategy to convey the relevance of the actions to achieve the objectives proposed in these terms and conditions. | From 14 to 20 |
| Ratio of the costs of the shares proposed to the market average. | Quantitative and qualitative assessment of the proposed actions. | The proposed costs are excessively high in relation to the market price and the importance of the proposed actions has not been adequately substantiated. | 0 |
| | | Some of the proposed costs are slightly higher than the market average and have weakly supported the importance of the proposed actions. | From 1 to 6 |

| | | | |
|--|--|---|---------------|
| | | Most of the proposed costs are in line with the market average and adequately support the importance of the proposed actions. | From 7 to 13 |
| | | All proposed costs are in line with the market average and adequately support the importance of the proposed actions. | From 14 to 20 |
| Competitiveness of projected campaign results within key purchasing periods. | Projection of commercial results. | Projected trading results are not competitive within the key purchasing periods. | 0 |
| | | Projected trading results are slightly competitive within the key purchasing periods. | From 1 to 6 |
| | | Projected trading results are moderately competitive within the key purchasing periods. | From 7 to 13 |
| | | Projected trading results are highly competitive within the key purchasing periods. | From 14 to 20 |
| | Projection of advertising results and/or complementary activities. | The projected advertising results and/or complementary activities are not competitive within the key purchasing periods. | 0 |
| | | Projected advertising results and/or complementary activities are slightly competitive within key purchasing periods. | From 1 to 6 |
| | | Projected advertising results and/or complementary activities are moderately competitive within key purchasing periods. | From 7 to 13 |
| | | Projected advertising results and/or complementary activities are highly competitive within key purchasing periods. | From 14 to 20 |
| Maximum Total Technical Evaluation Score (PT): | | 100 | |
| Maximum Additional Bonus 1* (BA): | | 5 | |
| Maximum Additional Bonus 2** (BA): | | 5 | |
| Maximum Final Technical Evaluation Score (PT + BA) | | 110 | |

*Additional Bonus 1: In the event that the participating company has included in its proposal the implementation of additional advertising at no cost to PROMPERÚ, it will be granted an additional bonus to the total technical evaluation score obtained, provided that it has passed such evaluation. The maximum score to be assigned will be five (5) points, according to the scope of the proposed advertising.

**Additional bonus 2: In the event that the participating company demonstrates that it carries out actions that promote sustainability in its operation that contribute to the reduction of CO2 emissions, use of sustainable fuels, among others, it will be granted an additional bonus to the total technical evaluation score obtained, provided that it has passed the evaluation. The maximum score to be assigned will be five (5) points, depending on the scope of the proposed advertising.

The minimum passing score for the technical evaluation is seventy (70) points. Proposals that do not reach this score will be disqualified.

The proposals must also: (i) comply with the requirements indicated in numeral 3; and (ii) have submitted the complete documentation indicated in item 10.3 above.

The Committee will select the participant(s) whose proposal(s) obtain(s) the highest passing score, and according to the budget available for the target market.

The Committee may select the proposal(s) partially, totally or reject it/them, with partial selection being understood as that set of activities, guidelines, or insertions of the technical-economic proposal chosen by the Committee.

10.5. Notification of results.

The results of the selection process will be notified by the Committee, via e-mail, to each of the participating companies on the date established in the schedule of the process and from the e-mail address indicated in numeral 10.2 of these terms and conditions. Likewise, in the same e-mail, the Committee will ask the participating companies if they maintain their interest in the execution of their proposal in the same terms in which it was selected, that is, if it was partial or total. The maximum term to confirm their interest is five (5) working days from the day following receipt of the consultation. If the company does not ratify its interest within this period, the Committee will consider the proposal rejected.

After receiving the confirmation of interest, the company(ies) whose proposal(s) have been selected will be provided with the contact information of the STR's Strategic Alliances Department staff, in order to take the necessary steps to formalize the strategic alliance.

11. FORMALIZATION OF THE STRATEGIC ALLIANCE

The strategic alliance will be formalized through an international strategic alliance contract or the issuance of a service order, as appropriate, in accordance with the amounts contemplated in the Entity's internal regulations for contracting with suppliers not domiciled in the country. It is specified that these documents contain the terms and conditions contained in the file for the selection of strategic allies, and that their execution will be in accordance with the Guidelines for strategic alliances to promote Peru as a tourist destination abroad, upon presentation by the selected company of the following documents:

- a) A simple copy of the company's incorporation, commercial registration or equivalent document proving that it is a legally constituted company, in accordance with the laws of its country. In case the company has participated or is currently participating in a selection process called by PROMPERÚ, it may request the exemption of this requirement, provided that it has previously submitted such documentation and that the purpose and/or name of the company have not been modified, for which purpose it must complete the information requested in section VI of Annex N° 1 of these terms and conditions, so that the Committee may locate and verify that such documentation is in PROMPERÚ's possession.
- b) Simple copy of a valid power of attorney granted to the legal representative of the company, or equivalent document that proves the representation and that he/she has the powers to execute the contract, in accordance with the laws of his/her country.
- c) Simple copy of the identity document of the legal representative.
- d) Letter of authorization from the company⁹ according to the format provided by PROMPERÚ, for the purposes of the electronic transfer of funds.

12. EXECUTION OF THE STRATEGIC ALLIANCE

12.1. The Executive of the STR's Strategic Alliances Department must approve all the actions presented regarding artwork, destination presentations, invitations, among others, prior to the execution of the campaign; in the case of graphic and/or audiovisual pieces, these must have the approval of the OEIM's Department of Creative Strategy and Contents.

12.2. The strategic partner will be responsible for the coordination and execution of advertising actions, and complementary actions if applicable, in accordance with the approved plan.

12.3. In those activities in which invitations must be issued, they must be issued jointly by the

⁹ Established in the internal regulations in force that regulate contracting with suppliers not domiciled in the country.

strategic partner and PROMPERÚ.

- 12.4. No strategic alliance may be executed in advance without the subscription of the international strategic alliance contract and/or corresponding service order, under responsibility.
- 12.5. In the case of activities such as press trips, bloggers and/or influencers detailed in numeral 5.2.2, the area in charge of public relations and press management and/or the area in charge of digital media management of the Country Brand and Image Strategy Office (OEIM), as appropriate, must positively evaluate the list of proposed participants in order to assess their potential reach, interaction rate, reputation, credibility level, sentiment of its publications and/or the comments it generates, publication periodicity, affinity of its content with the institutional one, affinity of its audience with the campaign's target audience, quality of its content (language, tone of messages, etc.), level of advertising saturation, profitability and/or any other indicator deemed appropriate by the competent area.

For influencer trips, the area in charge of OEIM's digital media management should specify the institutional accounts on social networks that participants should tag and the suggested hashtags to be used in order to obtain greater benefit from the action; likewise, in the case of a blogger trip, it should specify the websites that participants should reference in the development of the content they publish.

Likewise, the area in charge of digital media management of the OEIM will provide the "Guidelines for Influencers", will participate in an informative meeting with the Bloggers and/or Influencers prior to the trip and will follow up on the publications. In this regard, the OEIM may request modifications or the withdrawal of publications whenever they are not in accordance with the indicated guidelines.

- 12.6. During the execution of the campaign, the parties may reschedule or modify the cooperative campaign plan by mutual agreement, without requiring an addendum to the original international alliance contract and/or modification of the service order, provided that the following conditions are respected:
- a) That the investment amount of either party does not vary and/or that the term established in the campaign is not exceeded;
 - b) Represent an opportunity, advantage or benefit for PROMPERÚ;
 - c) That the objectives of the campaign are not altered; and,
 - d) That the expected impact is not adversely affected.

Reprogramming shall be understood as changes in the dates established in the execution schedules of the actions and/or insertions included in the initial plan approved by PROMPERÚ, provided that the amount of investment does not change.

Modifications shall be understood as any change in: type of media or complementary activity, selected media, number of actions and/or insertions, format and any other characteristic of the action and/or insertion indicated in the initial plan approved by PROMPERÚ.

Such reprogramming and modifications must be coordinated and supported via e-mail, using the "Proposed Modifications to the Cooperative Campaign Plan" form (Annex No. 4 of these terms and conditions).

All reprogramming and modifications must have the prior approval of the Executive of the Strategic Alliances Department of the STR, as well as, when applicable, the approval of the competent areas, which will be communicated via e-mail to the partner.

Likewise, the partner may incorporate to the approved cooperative campaign plan, advertising actions and/or complementary actions, granted as bonuses and that do not imply an additional cost for PROMPERÚ, which must be previously reviewed and approved, via e-mail, by the Executive of the Strategic Alliances Department of the STR.

The e-mails of the reprogramming and/or modifications that are generated must be included in the process file, which together with the modification forms must be attached to the Report of Activities and Expenses (Annex Nº 5 of these terms and conditions) submitted by the strategic partner for payment purposes.

- 12.7. Reprogramming and/or modifications that do not comply with the conditions set forth in paragraphs a), b), c) and d) of the preceding paragraph shall require the execution of an addendum to the international contract of the original alliance and/or modification of the service order, upon presentation of a supporting technical report issued by the Department of Strategic Alliances of the STR, which must be approved by the Sub-Directorate for the Promotion of Inbound Tourism.

The respective addendum to the international contract of the original alliance and/or the modification of the service order will be managed following the formality established for the original alliance. In no case may the modifications imply an increase in the amount of the contract.

- 12.8. If during the execution of the campaign or as a result of the negotiation of the strategic partner with the selected media, there is a balance in favor of the approved investment amount, the number of activities or actions established in the approved cooperative campaign plan may be increased within the time horizon of the campaign in progress, with the prior approval of the STR's Strategic Alliances Department.

13. MONITORING OF THE STRATEGIC ALLIANCE

The partner shall report, at the request of the STR's Strategic Alliances Department, the progress and results obtained during the execution of the approved cooperative campaign plan, which shall be delivered within the term granted by the aforementioned Department.

14. PAYMENTS TO THE STRATEGIC PARTNER

- 14.4. Payments may be made in full or in part (periodically), taking into account the total execution of the proposed actions or the proportion of activities executed according to the approved cooperative campaign plan, always upon presentation of evidence, as indicated in paragraphs c) and d) below.

In case the partner obtains, during the execution of the cooperative campaign plan of the strategic alliance, any courtesy (air tickets, accommodation, food or others) in the fam trips, press trips, bloggers and/or influencers must inform PROMPERÚ about it, via e-mail. Likewise, in the Report of Activities and Expenses (Annex Nº 5 of these terms and conditions), the economic value of the courtesies obtained must be deducted from the investment amount of the activity.

In order to be able to make the payment it will be an indispensable requirement the remission of:

- a) **Invoice** of the partner or equivalent document, in accordance with the laws of the country where it was established, issued in the name of PROMPERÚ for the amount of the recognized contribution, according to the following information:

PROMPERÚ

TAX ID: 20307167442

Address: Calle Uno Oeste 050 Floor 14, San Isidro, 15036 Lima, Peru

- b) **Report of activities and expenses** (Annex N° 5 of the present terms and conditions), which must contain quantitative and qualitative information, as well as a detail of the activities carried out. Likewise, it shall indicate the expenses incurred by the partner for the implementation of the cooperative campaign plan during the period indicated in the report. The documents or evidence that proves the execution of the activities established in the cooperative campaign plan approved by the Committee and/or modifications duly approved by PROMPERÚ must be attached.

The Strategic Alliances Department of the STR, in coordination with the competent areas (when applicable), will evaluate and issue the conformity of the activity reports submitted by the strategic allies, verifying compliance with the activities established in the approved cooperative campaign plan.

- c) **Evidence of the insertions made (as the case may be)**

- Television: One (1) report indicating the number of spots aired, the period in which the campaign was carried out, the respective duration of each spot, the geographic coverage, the program and/or time block and the Trps (*Target rating points*) and impacts achieved. Also, a file in MP4 or MOV format of the broadcast of the spot with one (1) minute before and after its execution for each channel listed.
 - Radio: One (1) report indicating the number of spots, spots and/or mentions aired, the time period in which the campaign was carried out, the respective duration of each spot, the geographic coverage, the program and/or time block and the Trps (*Target rating points*) and impacts achieved. Also, one (1) file in MP3 format of the broadcast of the spot, spot and/or mention with one (1) minute before and after its execution for each radio spot.
 - Press (newspapers, magazines and/or other printed media): Digital or scanned version of the media where the publication insertion was made.
 - Digital: (including social networks and *display ads, search, rich media*, video, etc.). One (1) report from the *adserver* with screenshots of the platforms where the campaign was executed, showing the results of the campaign for each media/format with the total number of impressions, clicks, CTR (*click through rate*) or other results according to the type of purchase. If the purchase is fixed (determined time) it must be accredited that it has been executed during that period, in case you do not have the *adserver* report you must submit a signed letter with the results obtained. If the purchase is programmatic, it must indicate the percentage of *viewability* resulting from the campaign and include a ranking of the first ten (10) positions of the web pages where the campaign was served obtaining the highest CTR. Likewise, the screenshots of the graphic and/or audiovisual pieces that ran in the campaign must be submitted.
-
- *Mailings or Newsletters*: One (1) report indicating the number of mailings sent, the CTOR (*click to open rate*) and the CTR for each email or newsletter template that was developed for the campaign.
 - *Landing Page or Minisite*: One (1) report from *Google Analytics* or other platform with data on traffic generated (visits, unique users, page views, bounce rate and logins) in the time frame of the campaign.
 - *APP and other actions*: One (1) report indicating the number of downloads of

the app according to the app store where it was entered (*Google Play, AppStore, AppGallery, etc.*) and for other actions the open rate.

- Exterior (*Outdoor and Indoor*): One (1) report indicating the details of the supports where the advertising was exposed, their locations, the respective measures or durations of each element, the impacts achieved, the time in which the campaign was carried out, including photographs and/or videos in the case of digital elements (screens).
- Cinema: One (1) report indicating the number of spots aired, the period in which the campaign was carried out, the respective duration of each advertisement, the location of the elements where the advertising was displayed, the number of movie theaters and the affluence of these during the campaign.
- BTL activations (*below the line*): One (1) report indicating the number of visits, interactions, impacts, photographic material and/or database, as appropriate. Also, one (1) video summary of the coverage of the event and/or activation in *Quicktime-HD* format (maintaining the quality of the edition with the *Apple ProRes 422 codec*), whose duration will be established by the STR's Strategic Alliances Department according to its scope.
- Any other means that the Strategic Alliances Department of the STR and the Traditional Media Management Department of the OEIM may deem convenient, by means of which contractual compliance with the obligations may be evidenced.

d) Evidence of complementary actions performed (as the case may be)

- *Fam trips*: One (1) report with photographs, copy of the itinerary made with the companies, invitation, surveys and the final list of those attending the activity; as well as a simple cost structure detailing the services that were used for its execution specifying the amount of total funding and the parties.
- *Press tours*: One (1) report indicating the publications made as of the date of delivery of the partial and/or final report, and their media value, photographs, videos, audiovisual material in general and a copy of the itinerary, as well as a copy in digital format of the publications made. In case there are pending publications, these must be made within a maximum period of six (6) months after the trip. Likewise, a simple cost structure must be included detailing the services used for the execution of the project, specifying the total amount of financing and that of the parties.
- *Blogger trips*: One (1) report indicating the publications generated on their blogs and/or platforms as of the date of delivery of the partial and/or final report with the following indicators: visits, page views, dwell time, bounce rate, reach and impressions for each publication. Likewise, the screenshots of the graphic and/or audiovisual pieces that ran in the campaign must be submitted, as well as a simple cost structure detailing the services that were used for its execution, specifying the amount of total funding and of the parties.
- *Influencer trips*: One (1) report indicating the publications in each social network with the following indicators: interaction rate, interactions, visualizations, reach, and impressions for each social network. Likewise, screenshots of the graphic and/or audiovisual pieces that ran in the campaign must be submitted, as well as a simple cost structure detailing the services that were used for its execution, specifying the amount of total funding and of the parties.
- Webinars: One (1) report with the database of participants, screenshots, recording of the webinars conducted and the surveys applied.

- Any other that the Strategic Alliances Department of the STR and the area in charge of public relations and press management of the OCM and/or the area in charge of digital media management of the OEIM may determine appropriate, by means of which contractual compliance with the obligations is accredited.

14.5. All payments will be subject to the presentation of the documents mentioned in the previous paragraph, which may be presented through the Virtual Window (<https://ventanillavirtual.promperu.gob.pe/>).

14.6. The documents to process the payment charged to the budget of the fiscal year in which the cooperative campaign plan was partially or totally executed must be submitted to PROMPERÚ no later than the first week of December of the corresponding fiscal year.

14.7. In case the partner does not deliver the documents within the term established in the previous paragraph, PROMPERÚ will not be able to guarantee the date on which the payment will be made, which will be processed against the budget of the following fiscal year, as long as there is budget availability, and the documents have the corresponding conformity.

15. CONFIDENCIALITY

15.4. The parties undertake to keep absolute confidentiality regarding the matters entrusted to them, maintaining confidentiality during and after the term of the Contract, regarding the information and documents provided by one of them to the other and/or to which they have access during the term of the Contract, as well as regarding the actions to be developed in accordance with the Technical-Economic Proposal.

15.5. The parties extend this commitment to their employees and/or related third parties, assuming joint and several liability for any non-compliance they may incur with respect to the obligations contained in the preceding paragraph.

16. TERMINATION OF THE CONTRACT

The contract may be terminated for the following reasons:

- By mutual agreement of the parties, which must be expressed in writing.
- Impossibility of executing the contract for reasons not attributable to the parties (fortuitous event or force majeure).
- Breach of any of the clauses of the contract by one of the parties, without prejudice to any legal action that may be applicable.

In case of breach of the international strategic alliance contract by the partner, PROMPERÚ reserves the right not to admit its participation in the next partner selection processes that it may convene, for a period of no less than two (2) years from the date of notification.

17. ANNEXES

- Annex N° 1: Company Profile (For tourism wholesalers, tour operators and travel agencies, both physical and online (OTAS - Online Travel Agencies).
- Annex N° 2: Technical-economic proposal.
- Annex N° 3: Reference model of the international strategic alliance contract for joint advertising abroad.
- Annex N° 4: Proposed modifications to the cooperative campaign plan.
- Annex N° 5: Report of activities and expenses.

 José Luis Posadas

ANNEX 1 **COMPANY PROFILE**

(FOR TOURISM WHOLESALERS, TOUR OPERATORS AND TRAVEL AND TOURISM AGENCIES, BOTH PHYSICAL AND ONLINE (OTAS - ONLINE TRAVEL AGENCIES))

STRATEGIC ALLIANCE SELECTION PROCESS N° CP-004-2023/PROMPERÚ-DT-STR

JOINT ADVERTISING CAMPAIGN AT UNITED STATES

I. GENERAL COMPANY DATA

| | | | |
|--|--|---|--|
| 1.1. Name or company name | | | |
| 1.2. Trade name | | | |
| 1.3. Tax Code | | | |
| 1.4. Start date of activities | | | |
| 1.5. Type of company <i>(Check with a cross)</i> | <input type="checkbox"/> Wholesale Tour Operator <input type="checkbox"/> Tour Operator <input type="checkbox"/> Travel and Tourism Agency <input type="checkbox"/> OTA | | |
| 1.6. Address <i>(Headquarters)</i> | | | |
| 1.7. Phone(s) | | 1.8. Web Sites | |
| 1.9. Name of counterpart company in Peru <i>(When applicable)</i> | | 1.10. No. of years selling Peru as a destination <i>(through its various distribution channels)</i> | |
| 1.11. Detailed customer profile <i>(Include interests, consumption trends)</i> | | | |

II. DETAILS OF THE LEGAL REPRESENTATIVE EMPOWERED TO EXECUTE THE CONTRACT

| | | | |
|---|---|---------------------|--|
| 2.1. Names and surnames | | | |
| 2.2. Type and number of identity document <i>(Check with a cross)</i> | <input type="checkbox"/> Alien Registration Card <input type="checkbox"/> Passport <input type="checkbox"/> Other <i>[Specify]:</i> _____ N°: _____ | | |
| 2.3. Phone | | 2.4. E-mail address | |

III. CONTACT DATA *(Enter the data of the person responsible for the coordination and follow-up for the selection process and execution of the alliance)*

| | | | |
|-------------------------|--|---------------------|--|
| 3.1. Names and surnames | | | |
| 3.2. Position | | | |
| 3.3. Phone | | 3.4. E-mail address | |

IV. PERU DESTINATION SALES

| Indicators | Year _____ <i>(Year prior to submission of the proposal)</i> | Year _____ <i>(Current year projection)</i> | Percentage change <i>(of current year projection vs. year prior to proposal submission)</i> |
|--|---|--|--|
| 4.1. Number of passengers with international airline tickets to Peru sold <i>(Round trip)</i> | | | |
| 4.2. Number of passengers with tour packages to Peru that include international airline tickets sold <i>(Round trip)</i> | | | |
| 4.3. Number of passengers with package tours to Peru that do not include international airline tickets sold | | | |
| 4.4. Revenues from international air ticket sales to Peru at _____ <i>[Indicate Currency] (Round trip)</i> | | | |

| | | | |
|---|--|--|--|
| 4.5. Revenues from sales of tourism packages that include international airline tickets to Peru at _____ [Indicate Currency] (Round trip) | | | |
|---|--|--|--|

| | | | |
|--|--|--|--|
| 4.6. Revenues from sales of tourism packages that do not include international airline tickets to Peru at _____ [Indicate Currency]. | | | |
|--|--|--|--|

V. PROJECTION OF COMMERCIAL RESULTS OF THE CAMPAIGN

| Indicators | From [month] to [month] of [year] (campaign execution period) | | | From [month] to [month] of [year] (same period of previous year) | Percentage variation (of campaign execution period vs. same period of the previous year) |
|---|--|--------|-------|--|--|
| | Attributable to the campaign | Others | Total | | |
| 5.1. Number of passengers with international air tickets to Peru estimated to be mobilized (round trip) | | | | | |
| 5.2. Number of passengers with package tours to Peru that include international airline tickets estimated to be mobilized (Round trip) | | | | | |
| 5.3. Number of passengers with package tours to Peru that do not include international airline tickets that you expect to mobilize | | | | | |
| 5.4. Revenues from the sale of international airline tickets to Peru at _____ [Indicate Currency] estimated to be generated (Round trip) | | | | | |
| 5.5. Revenues from sales of travel packages that include international air tickets to Peru at _____ [Indicate Currency] estimated to be generated (Round trip) | | | | | |
| 5.6. Revenues from sales of tourism packages that do not include international airline tickets to Peru at _____ [Indicate Currency] that you estimate to generate | | | | | |

VI. REFERENCE INFORMATION (Mark with an "X" where applicable and complete if necessary)

Have you signed an international strategic alliance contract or has a service order been issued in your favor in the framework of a partner selection process called by PROMPERÚ?

Yes () No ()

If yes, please indicate the following, taking into account the most recent participation:

- Year: _____ International strategic alliance contract and/or service order No.: _____
- Type of participation: Individually () In consortium ()

VII. AFFIDAVIT OF KNOWLEDGE, ACCEPTANCE OF TERMS AND CONDITIONS AND TRUTHFULNESS OF INFORMATION

I hereby declare that I am aware of and agree with PROMPERÚ's internal regulations governing the implementation of strategic alliances to promote Peru as a tourist destination abroad, as well as to **fully accept** the terms and conditions of the strategic alliance selection process No. CP-004-2023/PROMPERÚ-DT-STR to carry out joint advertising campaigns with companies in the tourism sector at United States.

Likewise, I declare under oath that all the information and documentation provided to PROMPERÚ is true and valid, under the principle of presumption of truthfulness established by Article IV of the Preliminary Title of the Sole Ordered Text of Law No. 27444, General Administrative Procedure Law, approved by Supreme Decree No. 004-2019-JUS, subjecting myself to the corresponding civil, criminal and administrative liabilities in case it is proven to be false through any subsequent verification action.

Signature of legal representative

Date: ____/____/____

ANNEX 2
TECHNICAL-ECONOMIC PROPOSAL
STRATEGIC ALLIANCE SELECTION PROCESS NO. CP-004-2023/PROMPERÚ-DT-STR
JOINT ADVERTISING CAMPAIGN IN UNITED STATES

| | | | | | | | | | |
|--|---|-------------------|---|-------------------|---|---------------------|---|------------------|---|
| I. NAME OR COMPANY NAME (OR CONSORTIUM) | | | | | | | | | |
| | | | | | | | | | |
| II. CAMPAIGN OBJECTIVE | | | | | | | | | |
| | | | | | | | | | |
| III. CAMPAIGN TARGET AUDIENCE | | | | | | | | | |
| 3.1. Age range | | | | | | | | | |
| 3.2. Gender | | | | | | | | | |
| 3.3. Socio-economic level | | | | | | | | | |
| 3.4. Place of residence | | | | | | | | | |
| 3.5. Interests | | | | | | | | | |
| 3.6. Others | | | | | | | | | |
| IV. DESTINATIONS TO BE CONSIDERED IN THE CAMPAIGN (according to the advertising exposure they will have, must add up to 100%) | | | | | | | | | |
| Destiny | % | Destiny | % | Destiny | % | Destiny | % | Destiny | % |
| 4.1. Amazonas | | 4.6. Cajamarca | | 4.11. Ica | | 4.16. Loreto | | 4.21. Puno | |
| 4.2. Áncash | | 4.7. Callao | | 4.12. Junín | | 4.17. Madre de Dios | | 4.22. San Martín | |
| 4.3. Apurímac | | 4.8. Cusco | | 4.13. La Libertad | | 4.18. Moquegua | | 4.23. Tacna | |
| 4.4. Arequipa | | 4.9. Huancavelica | | 4.14. Lambayeque | | 4.19. Pasco | | 4.24. Tumbes | |
| 4.5. Ayacucho | | 4.10. Huánuco | | 4.15. Lima | | 4.20. Piura | | 4.25. Ucayali | |
| V. BRIEF DESCRIPTION OF THE CAMPAIGN STRATEGY | | | | | | | | | |
| | | | | | | | | | |
| VI. PROJECTION OF ADVERTISING RESULTS OF THE CAMPAIGN | | | | | | | | | |
| Indicators | | | | | | | | Target value | |
| 6.1. Estimated total reach | | | | | | | | | |
| 6.2. Total estimated impacts and impressions | | | | | | | | | |
| 6.3. (Add rows as needed) | | | | | | | | | |
| VII. PROPOSED INVESTMENT AMOUNT FOR THE CAMPAIGN | | | | | | | | | |
| Investment | | | | | | | | Amount | % |
| Company 1 | | | | | | | | | |
| Company 2 (*) | | | | | | | | | |
| Total consortium (if applicable) (*) | | | | | | | | | |
| PROMPERÚ | | | | | | | | | |
| Total _____ [Indicate currency] | | | | | | | | | |
| VIII. HORIZON OF EXECUTION OF THE CAMPAIGN (It shall not exceed the horizon established in paragraph 6 of the Terms and Conditions of the selection process). | | | | | | | | | |
| From (month/year) to (month/year) | | | | | | | | | |

(*) To be completed in case of consortium.

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IX. PROPOSED COOPERATIVE CAMPAIGN PLAN

9.1. TELEVISION GUIDELINE

GENERAL INFORMATION

Nº

Media name

Geographic coverage

Signal

Program

Format

Duration (Sec.)

Block/Time

No. of days

No. of ads

Reach (%)

Reach

Impacts

Rating (%)

Trips

CPM

SOV (%)

SOI (%)

Company name (*)

Company Amount

Amount PROMPERÚ

Total

Year

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

(Mark with an "x" the months with activity)

CHRONOGRAM

TOTALS

(Add rows as needed)

9.2. RADIO GUIDELINE

GENERAL INFORMATION

Nº

Media name

Geographic coverage

Signal

Program

Format

Duration (Sec.)

Block/Time

No. of days

No. of ads

Reach (%)

Reach

Impacts

Rating (%)

Trips

CPM

SOV (%)

SOI (%)

Company name (*)

Company Amount

Amount PROMPERÚ

Total

Year

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

(Mark with an "x" the months with activity)

CHRONOGRAM

TOTALS

(Add rows as needed)

9.3. PRESS GUIDELINE

GENERAL INFORMATION

Nº

Media name

Geographic coverage

Type of publication

Format

Section

Location (Page No.)

Measurements (width x height)

No. of days

No. of ads

Reach (%)

Reach

Impacts

Rating (%)

Trips

CPM

SOV (%)

SOI (%)

Company name (*)

Company Amount

Amount PROMPERÚ

Total

Year

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

(Mark with an "x" the months with activity)

CHRONOGRAM

TOTALS

(Add rows as needed)

9.4. DIGITAL GUIDELINE (***)

GENERAL INFORMATION

Nº

Media name

Type of support

Objective

Format

Segmentation

Geographic coverage

Location

Type or purchase (CPC / CPM / CPV / Other)

Rate

No. of days

Impressions

Clicks / Views / Others

CTR / VTR / Other

Reach (%)

Reach

SOV (%)

SOI (%)

Company name (*)

Company Amount

Amount PROMPERÚ

Total

Year

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

(Mark with an "x" the months with activity)

CHRONOGRAM

TOTALS

(Add rows as needed)

(*) To be completed in case of consortium.
(**) Only if it has a Media Center or if the media outlet is able to provide such information.
(***) For programmatic purchasing, send separately the "white list".

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9.9. PRESS TOUR

[illegible]

9.10. BLOGGER TRIPS

[illegible]

9.11. INFLUENCER TRIPS (***)

| 9.11. INFLUENCER TRIPS (***) | | | | | | | | | | | | | | | | | |
|------------------------------|-----------------|------------------|----------------|------------------|---------------------------------------|---|---|---|---|--------------------------------|----------------|--------|------------------|---------------------|------------------|----------------|---|
| CHRONOGRAM | | | | | | | | | | | | | | | | | |
| Year _____ [Indicate year] | | | | | | | | | | | | | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | |
| No | Influencer name | RSSS profile URL | Guest profiles | Audience profile | No. of fans / followers / subscribers | Average interaction rate on the social network in the last six (6) months | N° of average interactions in the social network in the last six (6) months | No. of average monthly views in the last six (6) months | Average monthly reach for the last six (6) months | No. of guaranteed publications | | Prints | No. of trip days | No. of participants | INVESTMENT | | |
| | | | | | | | | | | Before the trip | After the trip | | | | Company name (*) | Company Amount | Amount PROMPERÚ |
| | | | | | | | | | | | | | | | | | (Mark with an "A" the months of the trip and with a "B" the months of publication) (****) |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| TOTALS | | | | | | | | | | | | | | | | | |
| (Add rows as needed) | | | | | | | | | | | | | | | | | |

(*) To be completed in case of consortium.

(**) For digital media indicate the number of impressions.

(*) For digital media indicated the number of unique accounts.

(****) Must not exceed the time frame established in section 6 of the Terms and Conditions of the selection process.

| 9.12. WEBINARS (As bonuses) | | | | | | | | | | | | | | | | | |
|-----------------------------|---------------|---------------------------------------|---------------------|----------------------------|-----------------------------|---|-----|-----|-----|-----|-----|------------|-----|-----|-----|-----|-----|
| GENERAL INFORMATION | | | | | | | | | | | | CHRONOGRAM | | | | | |
| № | Guest profile | Destinations/products to be presented | Platform to be used | No. of webinars to be held | No. of guests to be invited | Year _____ [indicate year] | | | | | | | | | | | |
| | | | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| | | | | | | (Mark with an "X" the months with activity) | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | TOTALS | | | | | | | | | | | |
| (Add rows as needed) | | | | | | | | | | | | | | | | | |

Signature of legal representative _____
Date: ____/____/____

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| X. DEFINITIONS | |
|----------------------------|--|
| 10.1. Affluence: | Number of people who visit a specific place or site in a given period. |
| 10.2. Reach (%): | Total percentage of the target that has been contacted at least once during a specific campaign period. |
| 10.3. Reach: | Total number of target individuals who have been contacted at least once during a specific campaign period. |
| 10.4. Clicks | Number of times users have clicked on an ad. |
| 10.5. Geographic coverage: | Territorial extension covered by a means of communication. |
| 10.6. CPM: | Cost per thousand impacts or impressions served, based on each media outlet's rate. |
| 10.7. CPC: | Cost of each click on an advertisement, based on the rate of each medium. |
| 10.8. CPV: | Cost per view achieved in video campaigns, based on the rate of each medium. |
| 10.9. CPR: | Cost of each rating point achieved, based on the rate of each media outlet. |
| 10.10. CTR: | It is the percentage of clicks that a link obtains with respect to its number of impressions. |
| 10.11. Frequency: | Average number of times the audience is exposed to an advertisement during the campaign period. It is obtained from the division of Trps and scope (%). |
| 10.12. Impacts: | Sum of contacts made on the target during the campaign period. |
| 10.13. Impressions: | Number of times an ad has been shown during the campaign period. |
| 10.14. Rating (%): | Percentage of individuals in the target that have been exposed to a specific media or program at a specific time. |
| 10.15. Rating: | Number of individuals in a universe who have been exposed to a medium or program at a specific time. |
| 10.16. Segmentation | Selection of the target audience to show ads to the right people at the right time. |
| 10.17. Signal: | Information transmission system for the broadcasting of radio (AM/FM) and television (Open/Cable) signals. |
| 10.18. SOI: | A media outlet's share in terms of investment over the total. |
| 10.19. SOV: | Participation of a media outlet in terms of advertising exposure over the total. |
| 10.20. Target: | Pre-selected group of demographics and/or psychographics to whom a message is addressed. This can be similar or the same as the potential consumer. |
| 10.21. Interaction rate: | Percentage of interactions that a publication obtains with respect to its number of impressions. |
| 10.22. Trps: | Rating points accumulated in the target throughout the campaign period. |
| 10.23. URL | A unique and specific address that is assigned to each of the resources available on the World Wide Web so that they can be located by the browser and visited by users. |
| 10.24. Views | Number of times users have seen most or all of the ad. |
| 10.25. VTR: | Percentage of views a link obtains with respect to its number of impressions. |

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ANNEX 3
INTERNATIONAL STRATEGIC ALLIANCE CONTRACT NO. _____

The **INTERNATIONAL STRATEGIC ALLIANCE CONTRACT** between the **COMMISSION FOR THE PROMOTION OF PERU FOR EXPORT AND TOURISM -PROMPERÚ-**, with TAX ID No. 203071667442, domiciled at Calle Uno Oeste No. 050, Edificio MINCETUR, Piso 14, San Isidro, Lima, duly represented by (to appoint the representative of the Entity who has the powers), Mr. _____, identified with ID N° _____, according to Resolution of the Executive Presidency N° _____-PE, hereinafter referred to as **PROMPERÚ**; and on the other hand, with TAX ID No. (or tax document of the strategic partner's country) _____, domiciled at _____, duly represented for these purposes by its General Manager (or other authorized representative), with powers of attorney registered in _____ the Commercial Registry (or indicate the Public Registry office of the strategic partner's country); hereinafter referred to as the **STRATEGIC PARTNER**; under the following terms and conditions:

FIRST: BACKGROUND

- 1.1. **PROMPERÚ** is a specialized technical public agency attached to the Ministry of Foreign Trade and Tourism -MINCETUR-, responsible for formulating, approving, executing and evaluating strategies and plans for the promotion of exportable goods and services, as well as domestic and inbound tourism, promoting and disseminating Peru's image in terms of tourism and exports, in accordance with sectoral policies, strategies and objectives.
- 1.2. The **STRATEGIC PARTNER** is a legal entity under private law, with recognized experience in its country of origin, in the tourism sector.
- 1.3. Through the Strategic Partner Selection Process N°.....-20____-/PROMPERÚ-DT-STR the Strategic Partner was selected, according to Act N°....., dated..... of.....20____.
- 1.4. Through Memorandum No. the Directorate of Tourism Promotion approved the selection of the Strategic Partner.

SECOND: OBJECT OF THE CONTRACT

The purpose of the Contract is to boost the promotion and/or commercialization of Peru as a tourist destination at _____ (Indicate the target country(ies)) through advertising actions and/or complementary activities abroad and jointly between **PROMPERÚ** and the **STRATEGIC PARTNER** based on a diversified offer of (tourist programs/airline tickets) with promotional prices.

THIRD: AMOUNT OF THE INVESTMENT

The total amount of the investment for the execution of the actions approved in the Technical-Economic Proposal is US dollars (amount in numbers and letters), amount that will be executed entirely and 100% by the **STRATEGIC PARTNER**; **PROMPERÚ** commits to pay the **STRATEGIC PARTNER** the amount of US dollars (amount in numbers and letters).

FOURTH: TERM OF EXECUTION

The Contract shall enter into force as of the execution of this document, and its duration shall be from to, period in which the actions approved in the Technical-Economic Proposal shall be carried out.

FIFTH: TECHNICAL-ECONOMIC PROPOSAL

The actions approved in the Technical-Economic Proposal shall be executed by the **STRATEGIC PARTNER** in the territory of the Republic of

SIXTH: INTER-INSTITUTIONAL COORDINATION

PROMPERÚ designates, for the coordination of compliance with this document.

THE STRATEGIC PARTNER designates, for the coordination oriented to the fulfillment of this document.

SEVENTH: FOLLOW-UP

The partner shall report, at the request of the STR's Strategic Alliances Department, the progress and results obtained during the execution of the actions set forth in the Technical-Economic Proposal.

EIGHTH: RECIPROCAL OBLIGATIONS

Under the Contract:

A.- **PROMPERÚ** commits to the following:

- a) To pay the **STRATEGIC PARTNER** up to % of the total investment amount indicated in the third clause, executed in the actions agreed upon in the Technical-Economic Proposal, prior verification of the execution thereof.
- b) To authorize the **STRATEGIC PARTNER**, the use of the Peru Country Brand registered as copyright and intellectual property of **PROMPERÚ**, for the development of the actions agreed upon in the Technical-Economic Proposal and the fulfillment of this document; under the scope of the internal regulations in force and according to the conditions and terms of use attached to this contract¹.

The aforementioned authorization is granted for the same term established in the fourth clause of this document.

B.- In turn, the **STRATEGIC PARTNER** commits to the following:

- a) To invest 100% of the total amount required by the Technical-Economic Proposal that is an integral part of this Contract and as indicated in the third clause.
- b) Execute 100% of the actions approved by **PROMPERÚ** in the Technical-Economic Proposal and/or in the modifications of the cooperative campaign plan.
- c) Attend and submit to **PROMPERÚ**, within fifteen (15) calendar days of receiving the request, the information requested by **PROMPERÚ** during the campaign execution period, regarding the partial results obtained and/or evidence of the actions of the Technical-Economic Proposal executed.
- d) Submit a report of activities and expenses at each payment opportunity, according to the format attached to the Terms and Conditions of the strategic partners selection process, attaching supporting documents or justification that accredit the actions that have been executed and are part of the approved Technical-Economic Proposal and/or the modifications to the cooperative campaign plan approved by **PROMPERÚ**.

¹ Regulations for the granting of licenses for the use of the Peru country brand and sectorial brands, in force.

- e) Use the Peru Country Brand registered as copyright and intellectual property of **PROMPERÚ**, which it assigns in strict and temporary use, and under the scope of the internal regulations¹ in force, for the development of the actions agreed upon in the technical- economic proposal and compliance with this document, under responsibility.

NINTH: RESCHEDULING AND MODIFICATIONS

In accordance with the provisions of the Terms and Conditions that form an integral part of this document, during the execution of the Contract, the parties may introduce reprogramming or modifications to the cooperative campaign plan, by mutual agreement, without requiring an Addendum to this document, provided that the following conditions are respected:

- a) That the investment amount of either party does not vary and/or that the term established in the campaign is not exceeded;
- b) Represent an opportunity, advantage or benefit for **PROMPERÚ**;
- c) That the objectives of the campaign are not altered;
- d) That the expected impact is not adversely affected.

Rescheduling and/or modifications that do not comply with the conditions set forth in subparagraphs a), b), c) and d) above shall be subject to the following conditions) of the preceding paragraph shall require the execution of an Addendum to the original Contract.

TENTH: PAYMENTS TO THE STRATEGIC PARTNER

According to the established payment periodicity, the **STRATEGIC PARTNER** shall submit an "Activities and Expenses Report", according to the format attached to the Terms and Conditions of the strategic partners selection process, which will be evaluated by **PROMPERÚ**, and if it is found to be in conformity, it will request the **STRATEGIC PARTNER** to submit its invoice, evidences and other documentation required in the Terms and Conditions that are part of this document.

In order to be able to make the payment of the investment indicated in the third clause of this document, it will be an indispensable requirement to submit the documentation indicated in the previous paragraph, through the Virtual Window (<https://ventanillavirtual.promperu.gob.pe/>), no later than the first week of the month of December of the corresponding fiscal year.

In case the **STRATEGIC PARTNER** does not deliver the documentation indicated in these dates, **PROMPERÚ** cannot guarantee the date on which the payment will be made.

ELEVENTH: TERMINATION OF THE CONTRACT

The Contract may be terminated for the following reasons:

- a) By mutual agreement of the parties, which must be expressed in writing.
- b) Impossibility of execution of the Contract for reasons not attributable to the parties (fortuitous event or force majeure).
- c) Breach of any of the clauses of this document by one of the parties, without prejudice to any
- d) legal action that may arise.

In case of non-compliance with this document by the partner, **PROMPERÚ** reserves the right not to admit its participation in the next selection processes called for a period of no less than two (2) years from the date of notification.

TWELFTH: CONFIDENTIALITY

- 12.1 The parties undertake to keep absolute confidentiality with respect to the matters entrusted to them, maintaining confidentiality during and after the term of the Contract, on the information and documents provided by one of them to the other and/or to which they have access during the term of the Contract, as well as with respect to the actions to be developed according to the Technical-Economic Proposal
- 12.2 The parties extend this commitment to their employees and/or related third parties, assuming joint and several liability for the non-compliance in which they incur with respect to the obligations contained in this clause.

THIRTEENTH: ANTI-CORRUPTION

PROMPERÚ and the **STRATEGIC PARTNER** declare and guarantee that:

- a) They have not breached and will not breach, either directly or indirectly, or through their shareholders, directors, partners, administrators, associated executives, representatives, employees, officers, civil servants, and other members related to **PROMPERÚ** and the **STRATEGIC PARTNER**, all the anti-corruption regulations in force in the Peruvian jurisdiction, and others that may be applicable to this document, understood as a whole as anti-corruption regulations.
- b) Have not offered, negotiated or made any payment or, in general, any illegal benefit or incentive in connection with this document, directly or indirectly, or through their shareholders, directors, partners, administrators, associated executives, representatives, employees, officials, civil servants and other members related to **PROMPERÚ** and the **STRATEGIC PARTNER**, or any civil servant of the Peruvian State, or other agencies of the national, regional, provincial, district governments, public or State-controlled companies, as well as the respective public international organizations, or any other official or employee or person acting officially on behalf of any of the aforementioned parties, or any official or person acting on behalf of any of the aforementioned parties, or any official of a political party, public or State-controlled companies in the domicile of the parties, as well as the respective public international organizations, or any other official or employee or person acting officially on behalf of any of the aforementioned, or official of a political party, any public official or candidate for office, or private entity, with the purpose of influencing or inducing any unlawful conduct, decision making or omission, with the objective of obtaining, retaining, directing business or securing an undue advantage.
- c) They undertake to: i) report to the competent authorities, directly and in a timely manner, any unlawful or corrupt act or conduct of which they become aware; and ii) take appropriate technical, organizational and/or personnel measures to prevent such acts or practices.
- d) They undertake to always conduct themselves, during the term of this document, with honesty, probity, truthfulness and integrity and not to commit illegal acts or corruption, directly or indirectly, or through their shareholders, directors, partners, administrators, associated executives, representatives, employees, officials, civil servants and other members linked to **PROMPERÚ** and the **STRATEGIC PARTNER**.
- e) The parties agree that either party shall have the absolute right to terminate this document and any other related document if they fail to comply with the provisions set forth in the anti-corruption rules.

FOURTEENTH: CONFLICT RESOLUTION

Disputes, discrepancies or matters not provided for in this document that may arise in its interpretation or application shall be settled by direct agreement. If a satisfactory agreement is not reached, they shall be submitted to arbitration at law, in accordance with Peruvian law, through a Sole Arbitrator before the Arbitration Center of the Lima Chamber of Commerce, in accordance with the provisions of the Arbitration Regulations and Bylaws of said center.

Said arbitration shall be held in the city of Lima (Peru) and in Spanish. Likewise, the parties will abide by the arbitration award issued as a final decision, which may not be challenged before the Judiciary.

The parties hereto sign this document in conformity with what is expressed herein, in the city of Lima on the ...days of the month of.....of the year.....

PROMPERÚ

EL ALIADO ESTRATÉGICO

ANNEX 4

PROPOSED MODIFICATIONS TO THE COOPERATIVE CAMPAIGN PLAN

INTERNATIONAL STRATEGIC ALLIANCE CONTRACT/SERVICE ORDER N° _____

JOINT ADVERTISING CAMPAIGN IN UNITED STATES

| | |
|--------------------------------------|--|
| JOINT AND SEVERAL LIABILITY | |
| NAME OR COMPANY NAME (OR CONSORTIUM) | |

Example:

PROGRAMMED TELEVISION GUIDELINE (Enter the information of the action(s) as indicated in the approved technical-economic proposal, to be modified)

[illegible]

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 | |

format established in the technical-economic proposal)

[illegible]

(Add rows as needed)

(*) To be completed in case of consortium.

(**) Only if it has a Media Center or if the media outlet is able to provide such information.

1. Only if it is not the case that the machine is not broken.

| III. JUSTIFICATION FOR THE PROPOSED MODIFICATION | | | | Approved by | |
|--|------------------------------|--------------------------------|--------------------|-------------|--|
| | Date of request modification | Date of approval/ modification | Name and Last Name | Signature | |
| | | | | | |
| (Add rows as needed) | | | | | |

ANNEX 5
REPORT OF ACTIVITIES AND EXPENSES
INTERNATIONAL STRATEGIC ALLIANCE CONTRACT/SERVICE ORDER Nº _____
JOINT ADVERTISING CAMPAIGN IN UNITED STATES

| I. NAME OR COMPANY NAME (OR CONSORTIUM) | II. REPORTING PERIOD | III. INVOICE DATA | | | | | |
|--|--|-------------------|---|--|--|---------------------|---|
| | From (dd/mm/yyyy) to (dd/mm/yyyy) | Invoice Nº | Amount | Currency | | | |
| IV. COMMERCIAL RESULTS OF THE CAMPAIGN | | | | | | | |
| Indicators | During the period indicated in numeral II | | | Planned target value for the execution period | Percentage variation (of the result obtained against the planned target value) | | |
| | Attributable to the campaign | Other | Total | | | | |
| 4.1. Passengers with international airline tickets to Peru | | | | | | | |
| a) Number of passengers with international airline tickets to Peru that mobilized and/or will mobilize (Round trip) | | | | | | | |
| 4.1.1. Number of passengers with international airline tickets to Peru by city of origin | | | | | | | |
| a) City of origin 1: _____ | | | | | | | |
| a) City of origin 2: _____ | | | | | | | |
| a) City of origin 3: _____ | | | | | | | |
| d) Other: _____ | | | | | | | |
| 4.1.2. Number of passengers with international airline tickets to Peru by destination city | | | | | | | |
| a) City of origin 1: _____ | | | | | | | |
| b) City of origin 2: _____ | | | | | | | |
| c) City of origin 3: _____ | | | | | | | |
| d) Other: _____ | | | | | | | |
| 4.2. Tourist packages to Peru | | | | | | | |
| a) Number of passengers with tour packages to Peru that include international airline tickets that mobilized or will mobilize (Round trip) | | | | | | | |
| b) Number of passengers with package tours to Peru that do not include international air tickets that mobilized or will mobilize | | | | | | | |
| 4.2.1. Number of package tours to Peru by city of origin | | | | | | | |
| a) City of origin 1: _____ | | | | | | | |
| b) City of origin 2: _____ | | | | | | | |
| c) City of origin 3: _____ | | | | | | | |
| d) Other: _____ | | | | | | | |
| 4.2.2. Number of package tours to Peru by destination city | | | | | | | |
| a) City of origin 1: _____ | | | | | | | |
| b) City of origin 2: _____ | | | | | | | |
| c) City of origin 3: _____ | | | | | | | |
| d) Other: _____ | | | | | | | |
| 4.3. Total sales in Peru | | | | | | | |
| a) Revenues from international air ticket sales to Peru at _____ [Indicate Currency] that generated (Round trip) | | | | | | | |
| b) Revenues from sales of tourism packages that include international air tickets to Peru at _____ [Indicate Currency] that generated (Round trip) | | | | | | | |
| c) Revenues from sales of tourism packages that do not include international airline tickets to Peru at _____ [Indicate Currency] generated. | | | | | | | |
| V. DESTINATIONS CONSIDERED IN THE CAMPAIGN (According to the advertising exposure they had, must add up to 100%) | | | | | | | |
| Destiny | % | Destiny | % | Destiny | % | Destiny | % |
| 5.1. Amazonas | | 5.6. Cajamarca | | 5.11. Ica | | 5.16. Loreto | |
| 5.2. Ancash | | 5.7. Callao | | 5.12. Junín | | 5.17. Madre de Dios | |
| 5.3. Apurímac | | 5.8. Cusco | | 5.13. La Libertad | | 5.18. Moquegua | |
| 5.4. Arequipa | | 5.9. Huancavelica | | 5.14. Lambayeque | | 5.19. Pasco | |
| 5.5. Ayacucho | | 5.10. Huánuco | | 5.15. Lima | | 5.20. Piura | |
| | | | | | | 5.21. Puno | |
| | | | | | | 5.22. San Martín | |
| | | | | | | 5.23. Tacna | |
| | | | | | | 5.24. Tumbes | |
| | | | | | | 5.25. Ucayali | |
| VI. ADVERTISING RESULTS OF THE CAMPAIGN | | | | | | | |
| Indicators | During the period indicated in numeral II. | | Planned target value for the execution period | Percentage variation (of the result obtained against the planned target value) | | | |
| 6.1. Total reach obtained | | | | | | | |
| 6.2. Impacts and total impressions obtained | | | | | | | |
| 6.3. (Add rows as needed) | | | | | | | |
| VII. CONCLUSIONS | | | | | | | |
| | | | | | | | |
| VIII. RECOMMENDATIONS | | | | | | | |
| | | | | | | | |

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9.1.1. TELEVISION GUIDELINE

[illegible]

| GENERAL INFORMATION | | | | | | | | | | ADDITIONAL INFORMATION (**) | | | | | INVESTMENT | | UNEXPENDED | | | | | | | | | | | | | | | |
|---------------------|------------|---------------------|--------|---------|--------|-----------------|------------|-------------|------------|-----------------------------|---------|------------|-------|-----|------------|---------|------------------|----------------|-----------------|-------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Nº | Media name | Geographic coverage | Signal | Program | Format | Duration (Sec.) | Block/Time | No. of days | No. of ads | Reach (%) | Impacts | Rating (%) | Types | CPM | SOV (%) | SOI (%) | Company name (*) | Company Amount | Amount PRDMPESU | Total | Year: ____ (Indicate year) (Mark with an "X" the months with activity) | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | TOTALS | | | | | | | | | | | | | | | | | | | | | | |

(Add rows as needed)

[illegible][illegible]

(*) To be completed in case of consortium.

(*) To be completed in case of consortium.

9.5. EXTERIOR GUIDELINE (OUTDOOR AND INDOOR)

| GENERAL INFORMATION | | | | | | | | | | INFORMACIÓN ADICIONAL (*) | | | | INVESTMENT | | | | | | | | | | | | CHRONOGRAM | | | | | | | | | | | |
|----------------------|------------|----------|-----------------|--------|----------------------|-------------------------------|-------------|------------|-----------|---------------------------|-----|---------|---------|------------------|----------------|-----------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|------------|-----|-----|-----|--|--|--|--|--|--|--|--|
| Nº | Media name | Location | No. of supports | Format | Duration (Sec.) (**) | Measurements (width x height) | No. of days | No. of ads | Reach (%) | Impacts | CPM | SOV (%) | SOI (%) | Company name (*) | Company Amount | Amount PROMPERU | Total | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | | |
| (Add rows as needed) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | TOTALS | | | | | | | | | | | | | | | | | | | | | | | | | | | |

9.6. CINEMA GUIDELINE

| GENERAL INFORMATION | | | | | | | | | | INFORMACIÓN ADICIONAL (*) | | | | INVESTMENT | | | | | | | | | | | | CHRONOGRAM | | | | | | | | | | | |
|----------------------|------------|----------|-----------|--------------|--------|-----------------------|------------|-----------|---------|---------------------------|---------|---------|------------------|----------------|-----------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|-----|-----|--|--|--|--|--|--|--|--|--|
| Nº | Media name | Location | Affluence | No. of rooms | Format | Duration (Sec.) (***) | No. of ads | Reach (%) | Impacts | CPM | SOV (%) | SOI (%) | Company name (*) | Company Amount | Amount PROMPERU | Total | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | | | |
| (Add rows as needed) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | TOTALS | | | | | | | | | | | | | | | | | | | | | | | | | | | |

9.7. BTL ACTIVATIONS

| GENERAL INFORMATION | | | | | | | | | | INVESTMENT | | | | | | | | | | | | CHRONOGRAM | | | | | | | | | | | |
|----------------------|----------|------------------------|--------------------------------------|-----------|---------------------------|----------------------|---------------------|------------------------|------------------------------|------------------|----------------|-----------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|------------|-----|-----|-----|--|--|--|--|--|--|--|--|
| Nº | Location | Activation description | Elements to accompany the activation | Affluence | Nº of activations per day | No. of hours per day | Nº of support staff | No. of activation days | Will a database be obtained? | Company name (*) | Company Amount | Amount PROMPERU | Total | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | | |
| (Add rows as needed) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | TOTALS | | | | | | | | | | | | | | | | | | | | | | | |

9.8. VIAJES DE FAMILIARIZACIÓN (FAM TRIPS)

| GENERAL INFORMATION | | | | | | | | | | INVESTMENT | | | | | | | | | | | | CHRONOGRAM | | | | | | | | | | | |
|----------------------|-----------------------|-----------------------|----------------|---------------------|------------------|------------------|----------------|-----------------|-------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|--|--|--|--|--|--|--|--|--|--|--|
| Nº | Objective of the trip | Destinations to visit | Guest profiles | No. of participants | No. of trip days | Company name (*) | Company Amount | Amount PROMPERU | Total | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | | | | | | | |
| (Add rows as needed) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | TOTALS | | | | | | | | | | | | | | | | | | | | | | | |

(*) To be completed in case of consortium.
 (**) Only if it has a Media Center or if the media outlet is able to provide such information.
 (***) Complete in the case of a format with digital display.

9.9. PRESS TOUR

[illegible]

9.10. BLOGGER TRIPS

[illegible]

9.11. VIAJES DE INFLUENCIADORES (INFLUENCER TRIPS) ("")

[illegible]

9.12. WEBINARS (As bonuses)

[illegible]

(*) To be completed in case of consortium.

(***) For digital media indicate the number of impressions.

(*) For digital media indicate the number of impressions.

Signature of legal representative _____
Date: ____/____/____