



March 2023

Peru Export and Tourism Promotion Board - PROMPERU  
Calle Uno Oeste 50, Edificio Mincetur, Pisos 14  
San Isidro, Lima 27  
Lima, Peru

### **Cafés del Perú**

Dear Sir/Madam:

**RE: EXHIBIT SERVICE PROPOSAL**  
**20' x 50' (1000 sq.ft) exhibition space, island configuration**  
**Specialty Coffee Association of America/SCAA, April 21-23, 2023**  
**Oregon Convention Center, Portland, USA**  
**Booth # 2147**

Thank you for the opportunity to submit an Exhibit Service Proposal for the rental, supply, installation & removal of various display materials to meet the needs of the PROMPERU organization at the Specialty Coffee Association of America 2023.

The required information is in the following pages. All rental prices are for the duration of the event.

If you have questions regarding any portion of the enclosed proposal, we would be pleased to speak with you at your earliest convenience.

We look forward to hearing from you.

Sincerely,

IT STUDIO DESIGN LLC

*Tatiana Konareva*  
*Executive Manager*  
*IT Studio Design*  
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**PROMPERU**  
**Specialty Coffee Association of America - April 21-23, 2023**  
**Oregon Convention Center, Portland. USA**

**proposal**  
**(cod 125, Peru)**

*The following rental items include delivery, installation & dismantle labour and pickup*

**RE: Custom 1000 sq.ft Exhibition space - Based upon supplied rendering**

**EVENT DETAILS**

- Event name: Specialty Coffee Expo 2023
- Date: April 21 to 23, 2023
- Location: Portland, USA
- Booth: 2147
- Area: 20' x 50' (1000 sqft)

**SERVICE INCLUDED:**

- Design
- Construction
- Production
- Assembly and Disassembly
- Others such: structure rental, lighting maintenance, printing of images, plans & design submitting, internal transportation of materials
- Hiring of Exclusive Services: Electricity, Plumbing and Cleaning

**MATERIALS:**

- Framing with thin profiles and wrapped with the seamless graphics print
- Sintra wall panels
- Full colour high resolution printing
- Custom overlay counters' tops
- Beige colour carpet
- Giant hanging sign
- Latest technology LED lights, bright

**PURPOSE OF THE CONTRACT**

It is required to implement and condition the Peruvian stand for the Specialty Coffee Expo 2023 fair, from April 21 to 23, 2023, in the city of Portland, USA.

**PUBLIC PURPOSE**

The purpose of this contract is to have conditioned spaces for the promotion of the Cafés del Perú brand, which will allow national and international attendees to know the different sensory profiles of our product, as well as highlight its different attributes.

**A. GENERAL:**

- 01 carpet beige colour to cover the area of 1000 sqft

**B. AIR:**

- 01 aerial/hanging banner of 4.0 m long x 4.0 m wide x 1.2 m high. pillow-fit graphic - outside & inside panels printed on PlyFlex fabric, with necessary support to support and security to the stand structure.
- The aerial will be hang on the maximum high allowed at the Oregon Convention Center

**C. LIGHTING:**

- 12 latest technology LED lights to light up the graphics and highlighting the entire pavilion
- All electrical installation will be provided with the exclusive supplier of electrical services - Oregon Convention Center

**D. WAREHOUSE:**

- 01 warehouse. 3.0 m x 3.0 m area with 2.50 m high MDF walls, access door and lock Interior:
- Own lighting
- Coat racks
- 02 shelves of 1.0 m wide x 0.5 m deep with 4 shelves each.
- 01 folding table 1.5 m long x 0.6 m wide



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- 08 rolls of paper towels
- 01 1 L antibacterial alcohol gel dispenser, this must have self-sustaining support
- 20 absorbent cleaning cloths
- 02 large plastic bins with a capacity of 20 L each
- 50 large plastic bags with a capacity of 20 L for waste
- 12 white cloth dryers
- 15 rolls of paper towels
- 12 units of absorbent cloths for cleaning

**E. BARISM AREA:**

- 01 L-shaped bar with 2 facades.
- Includes: front measures 3.5 m L x 0.5 m D x 1.0 m H, custom overlay cover, storage below with access to lockable hinged doors
- Side measures 3.0 m L x 0.5 m D x 1.0 m H, custom overlay cover, storage below with hinged access doors and lock
- 01 laundry room with water outlet and drain
- 02 Showcases 0.5 m x 0.5 m x 2.0 m high with 3 vertical separation panels
- 01 freestanding wall 4.0 m wide x 3.5 m high, large format printing on both sides
- 03 decorative lamps at the top of the wall
- 01 65" LED screen with USB inputs and HDMI cable, hanging on one side of the warehouse
- 10 connection points (triple outlets) for the use of coffee machines, kettles, etc., installed inside the bar
- 02 small bar fridge, each with a capacity of approximately 200 l, to be installed inside the barista counter.
- 02 plastic buckets of 10 liters each, for draining the Espresso machine

**F. EXHIBITORS AREA:**

- 01 freestanding wall 4.0 m wide x 2.5 m high, large format printing on both sides
- 14 round tables
- 28 chairs with white seat
- 18 transparent plastic table tents 20 cm high x 15 cm wide or approximate measurements

**G. TASTING AREA:**

- 01 counter with the measurement of 4.0 m L x 0.5 m D x 1.2 m H

**PLUMBING:**

- Labour, Installation & Disconnect
- Sink rental
- Water & Drain outlet

**CLEANING:**

- Booth will be cleaned before the show opens
- Porter services (emptying waste backers during the show hours)
- Daily vacuuming based on 1000 sqft during the event days

**ELECTRICAL LABOUR:**

- Labour, outlets installation, distribution electrical cords
- 03 Electrical outlets 20 AMPS
- 01 Electrical outlet 208 Volt
- Connect & Disconnect



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**EXCLUSIVE SERVICES:**

- Hanging, Electrical, Plumbing and Cleaning services will be submitted, ordered and paid IT Studio Design LLC through the
- Oregon Convention Center, ordered and paid IT Studio LLC in accordance with the regulations established by the fair organizers and Freeman, exclusive supplier of these services
- IT Studio Design LLC is not in charge of the quality performances provided with the Exclusive services suppliers

**\*RESOURCES AND FACILITIES TO BE PROVIDED BY THE ENTITY**

Promperú will send the supplier all the graphic pieces of the Peru pavilion for their printing and installation, the day after notification of the service order.

**SUPPLIER PROFILE**

IT Studio Design LLC is a full-service exhibit company that designs, builds and manage trade show exhibits & events in the United States and Canada. With over twenty five years of experience in exhibit design, IT Studio Design personnel aim to meet originality with functionality, we design, manufacture and manage winning, modern exhibits for some of the best trade show events in North America.

**PLACE AND TERM OF SERVICE PROVISION**

Location: Portland, USA. The execution period will be from the day after the service order is notified until April 30, 2023:

Assembly date: April 19 and 20, 2023

Event date: April 21 to 23, 2023

Disassembly Date: April 23, 2023 (after the end of the event)

**PRODUCT**

Supplier will provide Propmeru organization with the Final Report within 7 calendar days after the show, with the photographic evidence of the entire service, including assembly during the event and disassembly (at least 20 high-resolution photographs).

PROMPERÚ "Virtual Window" at the following link

<https://ventanillavirtual.promperu.gob.pe/>, indicate the agency as the addressee: Northern Region Department of the Sub-directorate for the Promotion of Internal Tourism .

**METHOD OF PAYMENT**

Client/Promperu will be responsible to made the payment in foreign currency (US dollars), by bank transfer

**The issuance of the conformity must not exceed 07 calendar days after the completion of the service.**

The proof of payment will be electronic and the supplier must communicate said condition to the following address: [comprobantepago@promperu.gob.pe](mailto:comprobantepago@promperu.gob.pe) attaching the corresponding digital file, at the time: 08:30 a.m. to 05:00 p.m.

The invoice will contain the following information:

Issued in the name of PROMPERÚ

With RUC No. 20307167442

Indicating the number of the Service Order

**CONFORMITY OF THE SERVICE**

The approval will be granted by the Department of Agribusiness, of the Commercial Promotion Branch, with the approval of the Production Office.



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***Additional Services:***

If the Client requests additional services from the Supplier where the Supplier agrees to offers third party services, being Convention Center and Show Handler services, such as electrical, plumbing, cleaning, rigging and any other services deemed as a Union Labor service, Supplier will not hold any kind of responsibility towards the Client quality and performance.

***Client's liability:***

- 1) The Client's liability for damages or losses occurring to the items assigned to him commences with the hand-over and concludes when the items are taken back by the Supplier at the conclusion of the event.
- 2) The Client shall be liable in cases of willful intent and gross negligence.
- 3) The Client is required to treat the rented items with all due care. No adhesives, nails or paint may be used on the rented items, nor may they be damaged in any other way.
- 4) The Client is not permitted to make any alterations to the items handed over to him. Any existing, special identification may not be removed by the Client. Damage must be reported immediately to the Supplier.
- 5) Immediately following the conclusion of the event the rented items must be made available by the Client ready for collection.
- 6) If the Client delays handling over the rented items the Supplier shall be entitled, at the Client's expense and risk, to prepare these items for removal. The Client approval shall be considered to have been given.
- 7) The Supplier must be notified immediately of any defects to the returned rental items that have been detected by the Client. The determination of such defects shall be considered to have been acknowledged if the Client does not dispute them in writing within one week of receiving such notification.



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**TERMS:**

■ **Payment requires in full (100%) and made by bank transfer:**

- The issuance of the conformity will not exceed 07 calendar days of completion of the service
- **NOTE\*\****The invoice will be send electronically thru email to the Administrative email account in Promperu*
- Signed proposal should be e-mailed to IT STUDIO DESIGN LLC.

■ **Reliance on the Proposal:**

■ This proposal is for budgetary purpose only, is based upon a review of the material and applicable city rates and DOES NOT include any items other than those specifically describe above. All changes, modifications or adjustments to display design, target move-in and out, or installation or dismantle dates and times that are made prior to or at show site and/or are NOT included in this proposal will be invoiced on a time and material basis. A new proposal will be submitted to you for all changes made prior to move in.

■ **Not Included:**

- Utility services including labour and equipment (unless noted above), show site labour to assist with exhibitor owned graphics, products, etc.,shipping and material handling (drayage) of exhibitor owned properties, and any ancillary service or item not included in this proposal, unless noted above.
- All additional items that are not included in this proposal will be invoiced on a time and material basis and are payable prior to the close of the show.

**EXHIBIT PACKAGE PRICE 2023: \$87,212.50 USD**  
**(\*all in)**

■ **Thank you for the opportunity!**

SIGNED: \_\_\_\_\_ DATED \_\_\_\_\_

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