



Procurement Services

## Limited International Bidding

Invitation of Quotations

For

Procurement of

### **Appoint Advertising Company for Tram Advertising in Austria**

File No: SLTPB/PROC/2025/S/95

Sri Lanka Tourism Promotion Bureau

## Section I- Invitation for Bids

Democratic Socialist Republic of Sri Lanka  
Ministry of Tourism  
Sri Lanka Tourism Promotion Bureau

### **Invitation for Bids for Appoint Advertising Company for Tram Advertising in Austria.**

1. The Chairman, Minor Procurement Committee of SLTPB, invites sealed bid proposals from advertising Companies. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting National Procurement Guideline 2024
3. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to [procurement@srilanka.travel](mailto:procurement@srilanka.travel)
4. Bids shall be delivered by hand or deposited in the Tender Box at Embassy of Sri Lanka Embassy in Vienna, Weyringergasse 33-35, 1040, Vienna, Austria. Bids will be opened at 11.00 hrs on 11.02.2026 as soon as the bid received in above addressed in presence of the bidder's representatives who choose to attend in person.

Chairman,  
Minor Procurement Committee,  
Sri Lanka Tourism Promotion Bureau,  
Colombo 10.

## Section II - Instructions to Bidder (ITB)

ITV shall be read in conjunction with the section II -Bidding Data Sheet (BDS)

<b>A: General</b>	
1. Scope of Bid	1.1 The Purchaser named in the Data Sheet invites you to submit a quotation for the supply of Goods as specified in Section III Schedule of Requirements. Upon receipt of this invitation, you are requested to acknowledge the receipt of this invitation and your intention to submit a quotation. The Purchaser may not consider you for inviting quotations in the future, if you failed to acknowledge the receipt of this invitation or not submitting a quotation after expressing the intention as above.
<b>B: Contents of Documents</b>	
2. Contents of Documents	2.1 The documents consist of the Sections indicated below. <ul style="list-style-type: none"><li>• Section I. Instructions to Vendors (ITV)</li><li>• Section II. Data Sheet</li><li>• Section III. Schedule of Requirements</li><li>• Section IV. Technical Specifications &amp; Compliance with Specifications</li><li>• Section V. Quotation submission Form(s)</li></ul>
<b>C: Preparation of Quotation</b>	
3. Documents Comprising your Quotation	3.1 The Quotation shall comprise the following: <ul style="list-style-type: none"><li>(a) Quotation Submission Form and the Price Schedules;</li><li>(b) Technical Specifications &amp; Compliance with Specifications</li></ul>
4. Quotation Submission Form and Price Schedules	4.1 The vendor shall submit the Quotation Submission Form using the form furnished in Section V. This form must be completed without any alterations to its format, and no substitutes shall be accepted. All blank spaces shall be filled in with the information requested. 4.2 Alternative offers shall not be considered. The vendors are advised not to quote different options for the same item but furnish the most competitive among the options available to the bidder.
5. Prices and Discounts	5.1 Unless specifically stated in Data Sheet, all items must be priced separately in the Price Schedules. 5.2 The price to be quoted in the Quotation Submission Form shall be the total price of the Quotation, including any discounts offered.

	<p>5.3 The applicable VAT shall be indicated separately.</p> <p>5.4 Prices quoted by the vendor shall be fixed during the vendor's performance of the Contract and not subject to variation on any account. A Quotation submitted with an adjustable price shall be treated as non-responsive and may be rejected.</p>
6. Currency	6.1 The vendors shall quote only in Sri Lanka Rupees.
7. Documents to Establish the Conformity of the Goods	<p>7.1 The vendor shall furnish as part of its quotation the documentary evidence that the Goods conform to the technical specifications and standards specified in Section IV, "Technical Specifications &amp; Compliance with Specifications".</p> <p>7.2 The documentary evidence may be in the form of literature, drawings or data, and shall consist of a detailed item by item description of the essential technical and performance characteristics of the Goods, demonstrating substantial responsiveness of the Goods to the technical specifications, and if applicable, a statement of deviations and exceptions to the provisions of the Technical Specifications given.</p> <p>7.3 If stated in the Data Sheet the vendor shall submit a certificate from the manufacturer to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in Sri Lanka.</p>
8. Period of Validity of quotation	8.1 Quotations shall remain valid for the period of forty nine (49) days after the quotation submission deadline date.
9. Format and Signing of Quotation	9.1 The quotation shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor.
<b>D: Submission and Opening of Quotation</b>	
10. Submission of Quotation	<p>10.1 Vendors may submit their quotations by mail or by hand in sealed envelopes addressed to the Purchaser bear the specific identification of the contract number.</p> <p>10.2 If the quotation is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the quotation.</p>
11. Deadline for Submission of Quotation	11.1 Quotation must be received by the Purchaser at the address set out in Section II, "Data Sheet", and no later than the date and time as specified in the Data Sheet.
12. Late	12.1 The Purchaser shall reject any quotation that arrives after the

Quotation	deadline for submission of quotations, in accordance with ITV Clause 11.1 above.
13. Opening of Quotations	<p>13.1 The Purchaser shall conduct the opening of quotation in public at the address, date and time specified in the Data Sheet.</p> <p>13.2 A representative of the bidders may be present and mark its attendance.</p>
<b>E: Evaluation and Comparison of Quotation</b>	
14. Clarifications	<p>14.1 To assist in the examination, evaluation and comparison of the quotations, the Purchaser may, at its discretion, ask any vendor for a clarification of its quotation. Any clarification submitted by a vendor in respect to its quotation which is not in response to a request by the Purchaser shall not be considered.</p> <p>14.2 The Purchaser's request for clarification and the response shall be in writing.</p>
15. Responsiveness of Quotations	<p>15.1 The Purchaser will determine the responsiveness of the quotation to the documents based on the contents of the quotation received.</p> <p>15.2 If a quotation is evaluated as not substantially responsive to the documents issued, it may be rejected by the Purchaser.</p>
16. Evaluation of quotation	<p>16.1 The Purchaser shall evaluate each quotation that has been determined, to be substantially responsive.</p> <p>16.2 To evaluate a quotation, the Purchaser may consider the following:</p> <ul style="list-style-type: none"> <li>(a) the Price as quoted;</li> <li>(b) price adjustment for correction of arithmetical errors;</li> <li>(c) price adjustment due to discounts offered.</li> </ul> <p>16.3 The Purchaser's evaluation of a quotation may require the consideration of other factors, in addition to the Price quoted if stated in Section II, Data Sheet. These factors may be related to the characteristics, performance, and terms and conditions of purchase of the Goods. .</p>
17. Purchaser's Right to Accept any Quotation, and to Reject any or all Quotations	17.1 The Purchaser reserves the right to accept or reject any quotation, and to annul the process and reject all quotations at any time prior to acceptance, without thereby incurring any liability to bidders.

F: Award of Contract	
18. Acceptance of the Quotation	18.1 The Purchaser will accept the quotation of the vendor whose offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.
19. Notification of acceptance	19.1 Prior to the expiration of the period of validity of quotation, the Purchaser will notify the successful vendor, in writing, that its quotation has been accepted.

### Section III – Bidding Data Sheet

The following specific data for the services to be procured shall complement supplement, or amend the provisions in the instruction to Bidders (ITB) whenever there is a conflict, the provisions herein shall prevail over those in ITB.

ITB Clause Reference	
1.1	The Purchaser is: <b>Sri Lanka Tourism Promotion Bureau</b> “Lake House Building 3 <sup>rd</sup> Floor No 35 D.R Wijewardana Mawatha Colombo 10
1.1	Name of the contract: <b>Appoint Advertising Company for Tram Advertising in Austria.</b> Identification No of the Contract: <b>SLTPB/PROC /2025/S/95</b>
2.1	The documents consist of the Sections indicated below. <ul style="list-style-type: none"><li>• Section I. Invitation for Bids</li><li>• Section II. Instructions to Vendors (ITV)</li><li>• Section III. Data Sheet</li><li>• Section IV. Schedule of Requirements</li><li>• Section V. Quotation submission Form(s)</li><li>• Section VI. Price Schedule</li><li>• Section VII. Letter of Acceptance</li><li>• Section VIII. Form of contract</li></ul>
6.1	The vendors shall quote in Euro.
7.3	Manufacture’s Authorization not relevant.
8.1	Bid validity period until 77 days from bid opening date.
10.1	Bids shall be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and the two envelopes shall be enclosed in “ <b>Appoint Advertising Company for Tram Advertising in Austria</b> ” on the top left-hand corner of the envelope. Both envelopes shall together be enclosed in one envelope and enclosed Contract No and Contract Name on the top left-hand corner.
11.1	Address for submission of Quotations, Bids shall be Addressed to Chairman, Minor Procurement committee <b>Sri Lanka Tourism Promotion Bureau</b> “Lake House Building 3 <sup>rd</sup> Floor No 35 D.R Wijewardana Mawatha Colombo 10

	<p>And</p> <p>Bid shall be submitted by hand or deposited (by hand, Courier, Registered post or can be used any method) tender box at,  H. E. the Ambassador  Sri Lanka Embassy in Vienna  Weyringergasse 33-35,  1040, Vienna,  Austria.</p> <p>Deadline for submission of quotations is at <b>11.00 am on 11/02/2026 (Austria Time)</b></p>
13.1	<p>The quotations shall be opened at the following address:</p> <p>H. E. the Ambassador  Sri Lanka Embassy in Vienna  Weyringergasse 33-35,  1040, Vienna  Austria</p>
14.1	<p>The bidder may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to <a href="mailto:procurement@srilanka.travel">procurement@srilanka.travel</a>.</p>

## Section IV: Schedule of Requirement (SOR)

### Appointing an Advertising Company for Tram Advertising in Vienna, Austria

#### 1. Introduction:

Sri Lanka, a radiant tropical island resting at the southern tip of India, is often celebrated as the “Pearl of the Indian Ocean.” Encompassing a land area of 65,610 square kilometers and blessed with a 1,340-kilometer-long coastline adorned with golden sandy beaches, the island is an awe-inspiring blend of nature’s finest gifts and timeless heritage. As the great explorer Marco Polo once described in the 13th century, Sri Lanka is “undoubtedly the finest island of its size in the world.”

Beyond its breathtaking natural beauty, Sri Lanka offers a richly diverse tapestry of tourism experiences—ranging from ancient cities, wildlife sanctuaries, lush tea plantations, and cascading waterfalls to vibrant cultural festivals and world-class wellness retreats. This extraordinary variety makes Sri Lanka a uniquely compelling destination for global travelers in search of authenticity and inspiration.

The Sri Lanka Tourism Promotion Bureau (SLTPB), established in 2008 under the Tourism Act No. 38 of 2005, functions as the official governmental authority responsible for marketing and promoting Sri Lanka as a premier travel destination. Operating under the Ministry of Tourism, SLTPB undertakes a range of strategic initiatives, from global marketing campaigns to targeted consumer and trade promotions, in order to meet the country's tourism arrival and revenue goals.

Austria has emerged as a key source market for Sri Lanka Tourism, given its high-value traveler segment and cultural affinity with long-haul destinations. In alignment with its broader European market strategy, SLTPB is actively investing in promotional efforts tailored to the Austrian market, including participation in leading international travel fairs, roadshows, and curated familiarization and media tours.

As part of these efforts, SLTPB now seeks to enhance destination visibility among the Austrian public through an iconic **Tram Advertising Campaign** in Vienna. By leveraging the high-impact visual presence of Vienna’s trams, this initiative aims to showcase Sri Lanka’s exotic appeal and diverse travel offerings in a dynamic urban setting—engaging daily commuters and city dwellers alike with vibrant, memorable imagery of the island’s wonders.

This campaign will serve as a moving canvas that carries the essence of Sri Lanka’s charm across the city, igniting curiosity and inspiring Austrians to discover a destination that promises not only beauty—but a journey to remember

#### 2. Type of Promotional Strategy:

majority of Austrian nationals rely heavily on public transport, using it multiple times a day in various ways. In Vienna, public transportation reaches a wide and diverse audience across all age groups, travelling through the very heart of the city. According to Wiener Linien—the company operating most of Vienna's public transit network—over 961 million passenger

journeys are recorded annually. Notably, 70% of all public transport users travel on the same routes up to five or six times per week.

Tram branding stands out as a highly visible and engaging form of outdoor advertising. According to a CAWI online survey conducted by Ambient Meter, 84% of respondents found advertising on trams to be very appealing.

With this in mind, the Sri Lanka Tourism Promotion Bureau (SLTPB) is launching a **Tram Advertising Campaign** in Vienna, targeting two trams operating on popular routes with high population density. The campaign will run for three months, from May to August 2023, strategically targeting Austrian winter travelers planning their upcoming holidays. The tram advertisements will prominently showcase Sri Lanka's diverse tourism attractions, with a special focus on themes that resonate with the Austrian market.

This initiative aims to introduce the unique charm and offerings of Sri Lanka to the people of Vienna, positioning the island as an attractive and desirable destination for Austrian tourists.

### **3. Proposed Promotional Period:**

Proposal should consist of clearly mentioned separate cost proposals for a minimum of Three (03) months period commencing from a 05 March 2026 to 04 June 2026

### **4. Advertising Medium**

The Advertising medium is the Tram Branding Campaign.

### **5. Scope of Services**

The services required for the Tram advertising campaign comprise of following components.

#### **5.1. Tram route selection**

The tram routes selected for the advertising campaign should be based on a clear and well-defined rationale. This may include factors such as the frequency of tram operations on each route, passenger volume and demographic composition, visibility and effectiveness of existing advertising campaigns, as well as any unique characteristics or strategic significance associated with the routes.

#### **5.2. Available No of Trams**

Available Trams in each route of the selected cities should be listed out.

#### **5.3. Obtaining approvals**

There are various approvals to be obtained for the Tram advertising campaign and the bidder should provide information on the necessary approvals as well, along with the method for obtaining.

Any difficulties in getting approvals from any Authority should be informed in advance with reasonable time with the steps to be taken to overcome such situations.

Authorization for advertising in the Tram (a copy of agreement between the Transport Authority/Tram owner or the approved representatives of the authorities and the bidder is required to be obtained written consent before signing of the contract)

#### **5.4. Conducting Tram advertising campaign**

Advertising campaign should be carried out starting from the agreed date with SLTPB. All the advertising materials should be completed and approved by the Sri Lanka Tourism Promotion Bureau prior to the commencement.

The advertising materials should be produced with required standards specified by SLTPB and replaced immediately if damaged (in case of tram panels).

### **6. Submission requirements:**

The submission should include a Time Plan along with the Financial Proposals.

#### **6.1 Designs for Advertising panels**

- Tentative design for tram panels with the sketches to be forwarded with the proposal.
- One sample design is sufficient for a particular design.
- All advertisements should be done with appropriate technology.

#### **6.2 Experience in similar projects**

Record of Previous Experience of bidder should be listed out and submitted with suitable photographs with the technical proposal in the given format in the bid submission form.

#### **6.3 Bidder's information**

Information of bidders with business registration, experience, client recommendations also to be submitted with the technical proposal.

This should also include professional indemnity insurance. If the bidders or bidder has the exclusive advertising agency for the tram network in Vienna, must be submitted proof of confirmation from Wiener Linien – (The authority of the sole provider of Public transport in City of Vienna)

#### **6.4 Submission formats**

The technical proposal and financial proposal to be submitted in soft copies.

Soft Version of a Power Point Presentation or any other introducing the Service Provider, including experience in similar advertising campaign, service providers' observations on the proposed campaign, and key features including management process of the campaign, time plan, budget, monitoring and reporting mechanism, etc. should be submitted together with your technical proposal

## 7. Monitoring

Physical monitoring should be done in every cycle (every 02 weeks at all places). Photography evidence should be provided together with a confirmation list signed by the representation of your company and the nominated representative from the Sri Lankan Embassy in Vienna after the physical verification during the whole campaign.

Expected Facilities, Materials, Assembly/disassembly costs, Production, Advertising fee, and other requirements should be listed out and submitted with the financial proposal.

## 9. Payment Schedule

Description	Percentage	Submission requirements
Advance payment	20%	Upon signing the agreement and completion of branding on 50% of the total panels. (20% of the total amount will be transferred to the Sri Lanka Mission in Austria. The mission will release the payment upon verification of the completed branding.

### Option 1

The full Payment will be done after completion of the work based on satisfactory report within period of one month, signing the letter of award contract prior to the event and submission of the original invoice (manually signed by an authorised person addressed to Sri Lanka Tourism Promotion Bureau).

### Option 2

Interim payments of up to 60% of the total contract amount will be made upon completion of 80% of the total work, based on a progress report issued by an SLTPB representative or an appointed representative from the Sri Lanka Mission in Austria.

- The balance payment will be made within two weeks after the successful completion of the project, upon submission of the job completion certificate and a satisfactory report issued by an SLTPB representative or an appointed representative from the Sri Lanka Mission in Austria.

## 10. Specification for Tram Advertising Space (Panels)

The spaces are standard and the following are the sizes:

Description	sizes	quantities per One Tram
Bridge	109 cmx 300 cm	12
Sky	455 cmx66 cm	10

Bridge	273cm x 86 cm	4
	240cm x 66cm	4
Sky	455 cmx86 cm	10

No of Trams	02
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**11. Proposed Promotional Period:** A three-month period commencing from March 2026, utilizing a minimum of two (2) trams. However, considering tram availability in Vienna, it is recommended to also obtain price proposals for alternative time periods for two (2) trams.

**12. Art work :**

Art work should be given by SLTPB

**Section V**  
**Quotation Submission Form**  
***[The Vendor shall fill in this Form and compulsory to submit signature.]***

Date:.....

To:..... *[insert complete name of Purchaser]*

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the document issued;
- (b) We offer to supply in conformity with the documents issued and in accordance with the Delivery Schedules specified in the Schedule of Requirements the following Goods .....*[insert a brief description of the Goods]*;
- (c) The total price of our quotation including any discounts offered is:..... *[insert the total quoted price in words and figure]*;
- (d) Our quotation shall be valid for the period of time specified in ITV Sub-Clause 8.1, from the date fixed for the quotation submission deadline in accordance with ITV Sub-Clause 11.1, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (e) We understand that this quotation, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us.
- (f) We understand that you are not bound to accept the lowest evaluated quotation or any other quotation that you may receive.

*Signed:* ..... *[insert signature of person whose name and capacity are shown]*

*Name:*..... *[insert complete name of person signing the Bid Submission Form]*

*Contact Number:*.....

*Email:*.....

*Dated:*.....

# Company Credential

## PRICE SCHEDULE- SRI LANKA TOURISM PROMOTION BUREAU

## TRAM ADVERTISING CAMPAIGN – VIENNA IN AUSTRIA

1. Name of the Company:.....
2. Address :.....
3. Contact Numbers :.....
4. Fax Numbers :.....
5. E-mail :.....
6. Website :.....
7. Quoted Amount EURO:.....

## 8. Financial Proposal

Please indicate your financial proposal in following format.

## Section VII

### Letter of Acceptance

[Letterhead paper of the Employer]

#### Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders. This Standard Form of Letter of Acceptance should be filled in and sent to the successful Bidder only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for providing services [name of the Contract and Identification number] for the Contract Price of [amount in numbers and words], as corrected and Modified in accordance with the Instructions to Bidders is hereby accepted by us.

You are here by instructed to proceed with the execution of the said contract for the provision of services in accordance with the contract documents.

<b>Authorized Signature</b>	
<b>Name of Signatory</b>	
<b>Title of Signatory</b>	
<b>Name of Agency</b>	

## Section VIII

### Form of Contract

**(This is applicable only selected supplier)**

This CONTRACT (hereinafter called the “Contract”) is made the [day] day of the month of [month], [year], between, on the one hand, [name of Employer] (hereinafter called the “Employer”) and, on the other hand, [name of Service Provider] (hereinafter called the “Service Provider”).

WHEREAS

- a. the Employer has requested the Service Provider to provide certain Services as defined in the schedule of requirement Data attached to this Contract (hereinafter called the “Services”);
- b. the Service Provider, having represented to the Employer that they have the required skills, and personnel and resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of.....;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:

- a. The Form of Bid
- b. The Priced Activity Schedule
- c. The Schedule of Requirements

2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:

- a. The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
- b. The Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of [name of Employer]

[Authorized Representative]

For and on behalf of [name of Service Provider]

[Authorized Representative]

Section IV. Conditions of Contract

## Annexure 1 : (The bidder shall fill in this form and compulsory to submit signature)

### Format for Bid Security Declaration

*[If required, the **Bidder** shall fill in this form in accordance with the instructions indicated in brackets]*

Date:.....[insert date by bidder]

Name of Contract:.....[insert name by PE]

Contract Identification No:..... [insert name by PE]

Invitation for Bid No:.....[insert number by PE]

To:.....*[insert the name of the Employer/ Purchaser preferably PE to fill before issuing the bidding document]*

1. We understand that, according to Instructions to Bidders (hereinafter “the ITB”), bids must be supported by a bid-securing declaration;

2. We accept that we shall be suspended from being eligible for contract award in any contract where bids have been invited by any of the Procuring Entity as defined in the Procurement Guidelines published by National Procurement Agency of Sri Lanka, for the period of time of *three years starting on the latest date set for closing of bids of this bid*, if we:

- a) withdraw our Bid during the period of bid validity period specified; or
- (b) do not accept the correction of errors in accordance with the Instructions to Bidders of the Bidding Documents; or
- (c) having been notified of the acceptance of our Bid by you, during the period of bid validity,  
(i.) fail or refuse to execute the Contract Form, if required, or (ii.) fail or refuse to furnish the performance security, in accordance with the ITB.

3. We understand this bid securing shall expire if we are not the successful bidder, upon the earlier of (i.) our receipt of a copy of your notification to the Bidder that the bidder was unsuccessful; or

(ii.) twenty-eight days after the expiration of our bid.

4. We understand that if we are a JV, the Bid Securing Declaration must be in the name of the JV that submits the bid. If the JV has not been legally constituted at the time of bidding, the Bid Securing Declaration shall be in the names of all future partners as named in the letter of intent.

Signed .....*[insert signature(s) of authorized representative]* in the Capacity of *[insert title]*

Name.....*[insert printed or typed name]*

Duly authorized to sign the bid for and on behalf of.....*[insert authorizing entity]*

Dated on.....*[insert day]* day of *[insert month]*, *[insert year]*