

**BIDDING DOCUMENT**

**PROCUREMENT OF NON-CONSULTANCY SERVICES**

**Selection of an Agency to advertising on pillars in Arrivals and  
Departure outer porches at Bandaranayke International Airport**

**File No: SLTPB / PROC / 2025 / S /180**

**Sri Lanka Tourism Promotion Bureau  
No. 35, D R Wijewardana Mawatha  
Colombo 10**

**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Foreign Affairs, Foreign Employment and Tourism**  
**Sri Lanka Tourism Promotion Bureau**

**Invitation for Bids**

**Selection of an Agency to advertising on pillars in Arrivals and Departure  
outer porches at Bandaranayke International Airport**

**Bid No: SLTPB/PROC/2025/ S/180**

The Sri Lanka Tourism Promotion Bureau (SLTPB) invites sealed proposals from reputed and eligible advertising agencies/companies for the Purchase, design, installation, operation, and maintenance of high-resolution LED screens at the pillars located in the Arrival and Departure Outer Porches of Passenger Terminal Building 1, Bandaranaike International Airport (BIA), Katunayake, for a period of three (03) years.

1. Prospective bidders shall have following Qualifications and experience **(Eligibility Criteria)**
  - Legally registered in Sri Lanka with a minimum of five (05) years proven experience in outdoor advertising, brand promotion, or related marketing activities.
  - Past Experience: A minimum of five (5) years of proven experience in the installation, maintenance, and operation of digital advertising screens.
  - Must be in recognized legal standing. Applicants with past or ongoing legal disputes/issues with Airport and Aviation Services (Sri Lanka) Limited (AASL) or Sri Lanka Tourism Promotion Bureau (SLTPB) will not be considered. A sworn affidavit from the bidder shall provide confirming that not in black listed company with good reputation in the industry
  - Demonstrated financial stability, supported by audited financial statements for the last three (03) consecutive years. (2021-2024)

The Sri Lanka Tourism Promotion Bureau reserves the right to accept or reject any or all proposals without assigning reasons.

2. Bidding will be conducted adopting National Competitive Bidding Method (NCB) under the National Procurement Guideline 2024.
3. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau after sending a request to [procurement@srilanka.travel](mailto:procurement@srilanka.travel)

4. A complete set of bidding documents in English the language may be obtained by interested bidders on submission of a written application to the e-mail address below, and upon depositing/online transfer of **Rs.2,000 /= ( Two thousand only)** being nonrefundable fee in-favor of Sri Lanka Tourism Promotion Bureau on or before **02/02/2026** credit of account number 007119985 maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to [procurement@srilanka.travel](mailto:procurement@srilanka.travel) furnishing the under-mentioned information;
  - Name of the Agency
  - Name of the contact person and contact details
  - Email address of the contact person.
7. The Bidding document could be viewed free of charge by logging in to the web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.
8. A Pre-Bid Meeting in this regard will be held on **23/01/2026** Sri Lanka via Google meet
9. All bids shall be accompanied by an Unconditional and On Demand Bid Security, which shall be in the form included in the bidding document, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau, No. 35, D R Wijewardana Mawatha, Colombo 10 for an amount of Sri Lanka Rupees One Million (Rs. 1,000,000) valid up to 119 days from the date of closing of bids issued by an A class Commercial Bank registered in Sri Lanka.
10. Bid submission address is Chairman, Department Procurement Committee, Sri Lanka Tourism Promotion Bureau and Bids must be delivered to the Procurement Division Sri Lanka Tourism Promotion Bureau, No. 35, D R Wijewardana Mawatha, Colombo 10 on or before **03/02/2026 at 02.00pm** Bids will be opened immediately after the bid closing time at Sri Lanka Tourism Promotion Bureau, in presence of the bidder's representatives who choose to attend in person.
11. Late bids will be rejected.
12. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Department Procurement Committee.

Chairman  
Department Procurement Committee  
Sri Lanka Tourism Promotion Bureau  
No. 35, D R Wijewardana Mawatha,  
Colombo 10

### **Section I – Instruction to Bidders (ITB)**

ITB shall be read in conjunction with the section III - Bidding Data Sheet (BDS), which shall take precedence over ITB.

Please refer the “Instructions to Bidders” section in the standard format prescribed in the Bidding Documents, in accordance with the National Procurement Guidelines – 2024.

### **Section II- Bidding Data Sheet**

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

Instructions to Bidders Clause Reference		
1.1	Name and Address of the Employer	Sri Lanka Tourism Promotion Bureau, No. 35 D R Wijewardana Mawatha Colombo 10
	Name of the Contract	Selection of a Agency to advertising on pillars in Arrivals and Departure outer porches at Bandaranayake International Airport
	Identification No of the Contract	SLTPB/PROC/2025/ S/180
	Number of Bids	Any bidder shall submit only one bid
1.2	The Intended Completion date	03-year period from the date of the Letter of Acceptance
6.1	Clarification of Bidding Documents	Pre-bid meeting will be held on 03/02/2026
11.1	The period of Bid validity	91 Days from bid closing date
12.0	The amount of Bid Security	The amount of Bid Security shall be LKR 1 Million The Bid Security shall be valid until 119 Days from the bids opening date Type of Bid Security: Unconditional and On Demand Bank Guarantee issued by an A class Commercial Bank registered in Sri Lanka, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau.
13.1	For identification of the bid the envelopes should indicate:	<b>Selection of an Agency to advertising on pillars in Arrivals and Departure outer porches at Bandaranayake International Airport</b>

14. 1	The Employer's address for the purpose of Bid submission	Bids shall be submitted by Post or by hand or deposited in the Tender Box at the Procurement Division of the Sri Lanka Tourism Promotion Bureau, No. 35, D R Wijewardana Mawatha, Colombo 10.																									
15. 1	The deadline for submission of bids	Date – 03/02/2026 Time – 2.00 pm																									
	Bid opening time	Immediate after Bid Closing at 03/02/2026																									
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, No. 35, D R Wijewardana Mawatha, Colombo 10																									
20. 3	Criteria for Evaluation of Qualification and Experience	<table border="1"> <thead> <tr> <th>S / N</th><th>Evaluation Category</th><th>Sub-Criteria</th><th>Weightage (%)</th><th>Minimum Marks (%)</th></tr> </thead> <tbody> <tr> <td>1</td><td><b>Technical Compliance</b></td><td>Adherence to technical specifications (design, installation, operation)</td><td>20</td><td>10</td></tr> <tr> <td>2</td><td><b>Experience &amp; Past Performance</b></td><td> <p>Minimum 5 years of proven experience in installation, maintenance, and operation of digital advertising screens.</p> <p>Additional marks for experience specifically within BIA or other international airports.</p> <p>Experience handling LED digital signage projects of similar scale.</p> </td><td>10</td><td>5</td></tr> <tr> <td>3</td><td><b>Cost of Installation &amp; Maintenance</b></td><td> <p>Total installation cost</p> <p>Free cost for Maintenance plan (every month or 6 month )</p> </td><td>20</td><td>10</td></tr> <tr> <td>4</td><td><b>Revenue Proposal</b></td><td>Proposed revenue-sharing percentage</td><td>40</td><td></td></tr> </tbody> </table>	S / N	Evaluation Category	Sub-Criteria	Weightage (%)	Minimum Marks (%)	1	<b>Technical Compliance</b>	Adherence to technical specifications (design, installation, operation)	20	10	2	<b>Experience &amp; Past Performance</b>	<p>Minimum 5 years of proven experience in installation, maintenance, and operation of digital advertising screens.</p> <p>Additional marks for experience specifically within BIA or other international airports.</p> <p>Experience handling LED digital signage projects of similar scale.</p>	10	5	3	<b>Cost of Installation &amp; Maintenance</b>	<p>Total installation cost</p> <p>Free cost for Maintenance plan (every month or 6 month )</p>	20	10	4	<b>Revenue Proposal</b>	Proposed revenue-sharing percentage	40	
S / N	Evaluation Category	Sub-Criteria	Weightage (%)	Minimum Marks (%)																							
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4	<b>Revenue Proposal</b>	Proposed revenue-sharing percentage	40																								

			Guaranteed minimum revenue to SLTPB		20	
5	<b>Capabilities</b>		Financial capabilities	10	5	
				100	50	

#### Total Score Calculation

$$\text{Total Score} = \sum (\text{Category Score} \times \text{Weightage})$$

- Agencies must **pass minimum technical compliance** to be considered (i.e., cannot score less than 50% in Technical Compliance).
- The **highest total score** determines the selected agency.
- In case of a tie, **priority will be given to the highest revenue proposal and suggested maintenance mechanism without cost.**

20.4	Criteria for Evaluation of Qualification and Experience	Bids that fail to achieve a minimum of 50 points, along with the minimum points specified for each criterion, will be deemed non-responsive.
26.1	Performance Security	The amount of Performance Security shall be 10% of the contract price that should be submitted in the specified format in the Annex A Performance Bank Guarantee (Unconditional and on demand) issued by an A class Commercial bank operating in Sri Lanka.
27.1	Advance Payment and Security	20% of the Contract Price on submission of an unconditional and irrevocable Advance Payment Guarantee as per Annex B form Bank Guarantee for advance payment by an A Class Commercial bank operating in Sri Lanka;

### Section iii

## MINISTRY OF FOREIGN AFFAIRS FOREIGN EMPLOYMENT AND TOURISM

### SERVICE OF REQUIREMENT (SOR)

#### **Installation panels configuring maintenance and dismantling on Pillars and advertising in Arrivals and Departure Outer Porches at Passenger Terminal Building 1 - Bandaranaike International Airport (BIA), Katunayake**

#### 1. Introduction

Sri Lanka Tourism Promotion Bureau (SLTPB) holds the exclusive rights for advertising on the pillars located in the Arrival and Departure Outer Porches of Passenger Terminal Building 1 (PTB-1) at Bandaranaike International Airport (BIA), Katunayake. This Service of Requirement (SOR) outlines the scope, eligibility criteria, operational conditions, financial expectations, and submission requirements for selecting a qualified advertising agency.

The Sri Lanka Tourism Promotion Bureau (SLTPB) invites sealed proposals from reputed advertising agencies for the design, installation, operation, and maintenance of 33 high-resolution LED screens on the pillars of the Arrival and Departure Outer Porches at Passenger Terminal Building 1, Bandaranaike International Airport (BIA), Katunayake, up to 14<sup>th</sup> November 2028. This project aims to create a strong first impression for passengers, showcase Sri Lanka's tourism offerings, and generate sustainable revenue through a public-private partnership.

#### 2. Objective

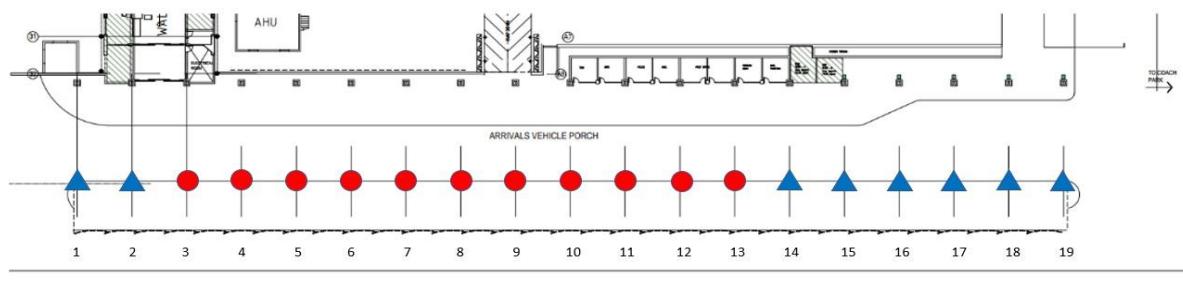
The objective of this tender is to select a competent advertising agency to design, install, operate, and maintain LED advertising panels on designated pillars at BIA while providing a structured revenue-sharing model for SLTPB.

#### 3. Pillar Allocation and Classification

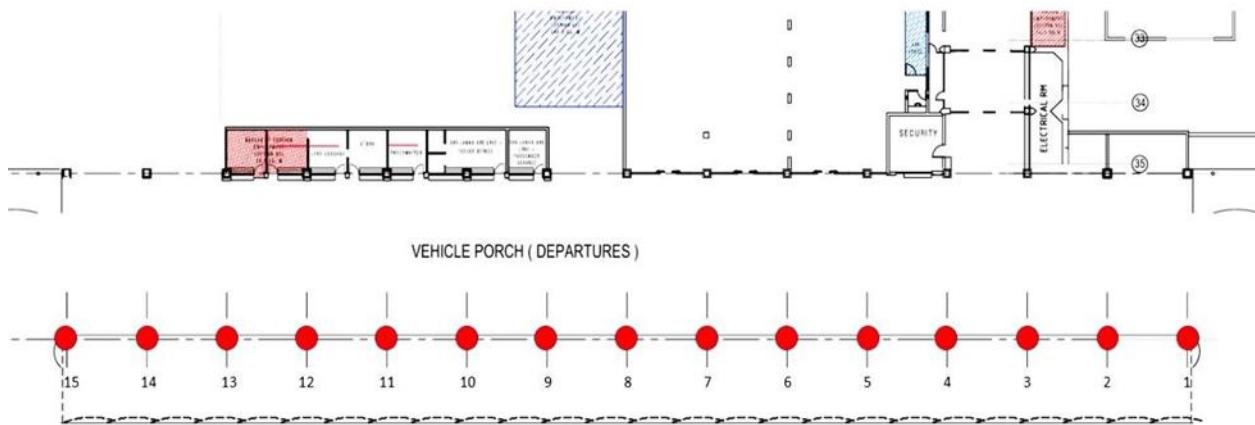
- Arrival Outer Porch: 18 pillars (Led Static )
  - 11 pillars – Prominent (Priority 01)
  - 7 pillars – Less Prominent (Priority 02)
- 19 Arrival Outer porch Logos
- Departure Outer Porch: 15 pillars (LED Static )
- 15 Departure Outer porch Logos

**Sketch “A” -  
Arrival vehicle porch (Nos. 18 columns, except No2 )**

● Prominent Pillars (Priority 01)  
▲ Less prominent Pillars (priority 02)



**Sketch “B” - Departure vehicle porch (Nos. 15 columns)**



Selected company needs to Advertise the Digital LED (Static Moving Ad) panels at the Arrival and Departure outer porches specification for the 2400mm ×900mm × 60mm pure LED Panel / True Color. 50% of total pillars will be allocated to the selected agency based on the highest financial offer for arrival and the departure. ( 9 pillars in the arrival and 8 in the Departure – and remaining will used by the SLTPB. This allocation will be done after the selection process to ensure a fair distribution of prominent and less-prominent locations.

Bidder should fill the pillar values accordingly.

The monthly rental per pillar for the 2<sup>nd</sup> year and 3<sup>rd</sup> years of the contract respectively shall be in ascending order and the percentage of an annual increase of monthly rental for each year shall not be less than 10% proposed for the previous year.

Pillar No	Minimum BID value per pillar for 1 <sup>st</sup> year (LKR)	BID offered per pillar per month in 1 <sup>st</sup> year	BID offered per pillar per month in 2 <sup>nd</sup> year	BID offered per pillar per month in 3 <sup>rd</sup> year
<b>Arrival Pillars</b>				
01	350,000			
03	600,000			
04	600,000			
05	600,000			
06	600,000			
07	600,000			
08	600,000			
09	600,000			
10	600,000			
11	600,000			
12	600,000			
13	600,000			
14	350,000			
15	350,000			
16	350,000			
17	350,000			
18	350,000			
19	350,000			
<b>Departure pillars</b>				
01	70,000			
02	70,000			
03	70,000			
04	70,000			
05	70,000			
06	70,000			
07	70,000			
08	70,000			
09	70,000			

10	70,000			
11	70,000			
12	70,000			
13	70,000			
14	70,000			
15	70,000			

The selected bidder should keep the performance bond, 10% of the total Bid value for the pillars based on the third-year value. Selection of pillar numbers will be discussed in pre bid meeting after 10days of paper advertising (Procurement will inform via email about the date)

#### 4. Selection Criterion & Evaluation Criteria

1. **Technical Compliance:** Bidders must fully comply with the specified technical requirements for the purchase, design, installation, operation, and maintenance of the LED screens.
2. **Cost of Installation and Maintenance:** Bidders quoting the **lowest installation and free maintenance costs** while adhering to the technical specifications will be given absolute priority.
3. **Revenue Proposal:** Bidders must submit a revenue-sharing model for SLTPB. Selection will favor those offering the **highest financial return**, measured by the proposed revenue-sharing percentage and the guaranteed minimum revenue to SLTPB.
4. **Operational Commitment:** Bidders must ensure **uninterrupted 24/7 operation** of the LED screens and provide all required maintenance services throughout the three-year contract period.

The **selected bidder** will be determined based on a combination of **technical compliance, lowest installation and free (No) maintenance costs, and the highest financial offer** to SLTPB.

S/N	Evaluation Category	Sub-Criteria	Weightage (%)	Minimum Marks (%)
1	Technical Compliance	Adherence to technical specifications (design, installation, operation)	20	10
2	Experience & Past Performance	Minimum 5 years of proven experience in installation, maintenance, and operation of digital advertising screens.	10	5
		Additional marks for experience specifically within BIA or other international airports.		
		Experience handling LED digital signage projects of similar scale.		
3	Cost of Installation & Maintenance	Total installation cost	20	10
		Free cost for Maintenance plan (every month or 6 month )		
4	Revenue Proposal	Proposed revenue-sharing percentage	40	20
		Guaranteed minimum revenue to SLTPB		
5	Capabilities	Financial capabilities	10	5
			100	50

### Total Score Calculation

$$\text{Total Score} = \sum(\text{Category Score} \times \text{Weightage})$$

- Agencies must **pass minimum technical compliance** to be considered (i.e., cannot score less than 50% in Technical Compliance).
- The **highest total score** determines the selected agency.
- In case of a tie, **priority will be given to the highest revenue proposal and suggested maintenance mechanism without cost.**

## 5. Scope of the work

### 5.1. Technical Specifications

Module Parameter			Bidder's compliance	Remarks
No	Item	Parameter	Yes/No	
1.	Pitch (mm)	Better than P2.5 (Glue On Board)		
2.	Display size (Height )	Between 2250mm to 2400mm		
3.	Display size (Width )	Between 800mm to 950mm		
4.	Display size (Depth )	Shall not exceed 60mm		
5.	Content playback size	Shall be 2250mm (Height) x 800mm (Width)		
6.	LED Arrangement	3 in 1		
7.	Display type	Wall mount		
8.	Brightness (cd/m <sup>2</sup> )	1000cd		
9.	Density (Real) (dots/m <sup>2</sup> )	160000 Dots		
10.	Cabinet Colors	Black		
11.	Module Size (mm)	Shall be proposed by the Bidder		
12.	Cabinet Size (mm)	Shall be proposed by the Bidder		
13.	Resolution/Cabinet	Shall be proposed by the Bidder		
14.	Power Supply	Integral		
15.	Cabinet	Iron ,aluminum profile cabinet (For replacement of LED modules)		
16.	Viewing Angle-Level (angle)	140 (Right/Left)		
17.	Viewing Angle-Vertical (angle)	140 (Up/Down)		
18.	Best-Vision-Distance (m)	2m and upwards		
19.	Gray Grade (Rank)	16,384		
20.	Display Color	Full Color (16.7m)		

	(Color)			
21.	Refresh rate	3840		
22.	Network Connectivity	Ethernet or WiFi		
23.	Voltage (V)	AC: 220 – 230, 50 Hz		
24.	Total weight	most suitable for structure		
25.	Ingress Protection Level (IP)	IP54		

## 5.2. Installation Requirements

SLTPB will bear the installation cost allocation fairly and infrastructure costs for the advertising screens on all 33 pillars. This includes the purchase and initial installation of the high-resolution LED screens and associated infrastructure, as per the technical specifications outlined in Section 5.

- Supplier shall install screens, branding cladding, electrical wiring, and support structures.
- Structural supports must not damage airport property.
- Installation must follow AASL and SLTPB safety and technical guidelines.

## 5.3. Additional Technical & Operational Requirements

### 5.3.1. After-Sales Support & Service Commitment

- The bidder must ensure the availability of a **local technical support team** capable of attending to faults at BIA without any delay.
- A **maximum response time** for repairs must be stated (ex: 2–4 hours for critical issues, less than 24 hours for non-critical). If any case raised which is taking more than 24 hours, bidder should inform to the SLTPB's correspondence immediately in writing.
- A clear **downtime management procedure** must be submitted, including temporary backup solutions to maintain uninterrupted display operations. (Performance bond value 0.25% value will be deduct of non-performance from the bidder accordingly one pillar and more on)
- Bidders must outline **preventive maintenance schedules** suitable for a high-security, high-traffic airport environment.

### 5.3.2. Installation Timeline Commitment

- The bidder must confirm the ability to **complete the full installation within 14 days** from the award of tender is a must.

(Bid bond value should be kept by the bidder accordingly)

- The installation plan should be realistic for airport operations, considering:

- restricted working hours,
- airport security clearance processes,
- access limitations during peak arrival/departure periods.
- The installation must be phased so airport operations remain fully unaffected.

### 5.3.3. Installation Cost Proposal – Practical Requirements

- A detailed and realistic cost breakdown must be provided, covering:
  - installation labour,
  - structural mounting equipment,
  - transportation and logistics,
  - electrical cabling, protection systems, and safety consumables.
- All structural components must follow **AASL standards**, and no modification to airport property is permitted.
- Costs must reflect actual conditions such as elevated working platforms, night installations, and airport-grade materials.

### 5.3.4. Certified Structural Design Requirement

- Bidders must submit a **certified structural design** signed by a licensed structural engineer.
- The design must comply with **BIA engineering and safety standards**, including weight limits, fire-safety, wind/vibration resistance, and non-intrusive mounting methods.
- Drawings must be suitable for AASL engineering approval.

### 5.3.5. Content Production Capability (Cost & Scope)

- Bidders must indicate the **cost of content production** for SLTPB, including static creatives, motion graphics, and digital adaptations.
- Submission must include:
  - sample pricing per artwork/video,
  - turnaround times,
  - capability to produce content compatible with LED screen specs.
- All production must follow SLTPB branding guidelines and airport content compliance rules.
- The bidder should not publish advertisement contradictory product against tourism and prior approval must be taken from SLTPB in writing

### 5.3.6. Warranty Terms

- A minimum **manufacturer and supplier warranty** must be provided for LED panels, power supplies, and control systems.
- Warranty must clearly state coverage for:

- dead pixels,
- brightness deterioration,
- power-system issues,
- software/control system failures.
- On-site warranty service availability must be confirmed.

### 5.3.7. Safety & Compliance Documentation

- Bidders must submit all required safety compliance documents related to:
  - fire safety certification,
  - electrical safety standards,
  - structural stability,
  - adherence to AASL aviation safety protocols.
- The bidder must provide a detailed **Risk Mitigation Plan** for installation and ongoing maintenance within an operational airport environment.

### 5.3.8. Programmatic Data Capturing & Analytics System

- The bidder must demonstrate the capability to operate a **programmatic data capturing system**, providing analytics such as:
  - playback logs,
  - uptime statistics,
  - impressions/traffic estimates (where applicable),
  - content performance summaries.
- Analytics reports must be accessible to SLTPB via a **secure dashboard** or monthly reporting format.
- Data systems must support **real-time monitoring**, aligned with the digital signage requirements already included in the SOR.

## 5.4. Maintenance & Monitoring

- Maintenance Service: The Supplier (selected agency) shall bear the responsibility for the execution of all maintenance services for the installed advertising infrastructure on the 33 allocated pillars throughout the contract period. This includes routine checks, fault resolution, repairs, and replacements.
- Maintenance Cost: SLTPB will not bear the costs associated with the maintenance services performed by the Supplier. The Supplier must submit a detailed, itemized proposal for the annual maintenance cost, which will be subject to approval for SLTPB.
- Supplier must handle full maintenance, fault resolution, and replacements.
- 24/7 monitoring system showing uptime, playback logs, and fault detection.
- Centralized content approval workflow for SLTPB.
- Assurance of compliance with airport safety and operational standards.
- Need to submit the proper plan to monitoring system for the entire period
- 24/7 hours (as needed) person should allocate in house at BIA

## 6. Proposal Submission Requirements

Bidders must submit the following documents and information:

### 6.1. Technical Proposal

- Company Profile: Legal registration, minimum five (05) years of experience in outdoor advertising, and a sworn affidavit confirming no past or ongoing legal disputes with AASL or SLTPB.
- Experience: Proof of a minimum of five (5) years of proven experience in the installation, maintenance, and operation of digital advertising screens.
- Maintenance Plan: A detailed plan for the execution of maintenance services, including protocols for fault resolution and a proposed annual maintenance mechanism for the allocated pillars needed to submit.
- Operational Plan: A plan for content management, airport safety compliance, and content approval procedures.
- Proposed monitoring and operating platforms

### 6.2. Financial Proposal

- Separate cost breakdowns for Total installation cost and Maintenance plan and cost for the contract period.
- The agency must propose a **revenue-sharing mechanism for SLTPB** for the assigned 50% for Arrival and Departure proportionately among prominent and less prominent pillars to the selected agency. The proposal must clearly outline:
  - **Guaranteed Minimum Revenue:** A guaranteed minimum monthly or annual revenue commitment to SLTPB, regardless of the actual revenue generated.
  - **Reporting and Payment:** Detailed procedures for transparent revenue reporting and payment schedules.
  - Revenue must be separated for Prominent and Less-Prominent pillars.
  - Payment schedules, models, and annual projections must be included.
  - Financial Statements: Audited financial statements for the last three (03) consecutive years.

## 7. Bidder Eligibility

- Legally registered in Sri Lanka with a minimum of five (05) years proven experience in outdoor advertising, brand promotion, or related marketing activities.
- Past Experience: A minimum of five (5) years of proven experience in the installation, maintenance, and operation of digital advertising screens.

- Must be in recognized legal standing. Applicants with past or ongoing legal disputes/issues with Airport and Aviation Services (Sri Lanka) Limited (AASL) or Sri Lanka Tourism Promotion Bureau (SLTPB) will not be considered. A sworn affidavit from the bidder shall provide confirming that not in black listed company with good reputation in the industry
- Demonstrated financial stability, supported by audited financial statements for the last three (03) consecutive three years. (2021-2024)

The Sri Lanka Tourism Promotion Bureau reserves the right to accept or reject any or all proposals without assigning reasons.

## 8. Submission Forms Included

- Proposal Form
- Form A1 – Bidder Profile
- Form A2 – Experience Details
- Form A3 – Content Management & Spare Parts Info
- Form C1 – Staff Details
- Form C2 – CV Template
- Financial Tables for Revenue Sharing

Detailed proposal including designs, pillar numbers, layout maps.  
 Technical sheets, brand guidelines, installation plan, maintenance plan.  
 Revenue-sharing proposal.  
 Completed submission forms.

## Attachment 01

### ADVERTISING SITES & CONDITIONS

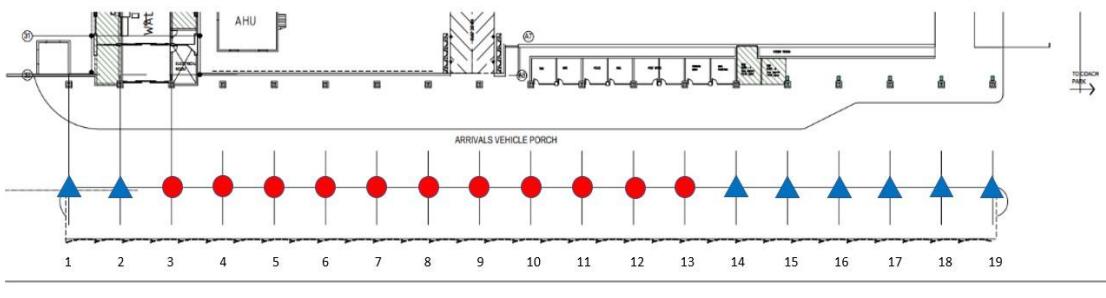
- Arrival Outer Porch: 18 pillars (Led Static-Pillar sizes given in the table 01 )
  - 11 pillars – Prominent (Priority 01)
  - 7 pillars – Less Prominent (Priority 02)
- 19 Arrival Outer porch Logos
- Departure Outer Porch: 15 pillars (LED Static)
- 15 Departure Outer porch Logos

**Sketch “A” -**

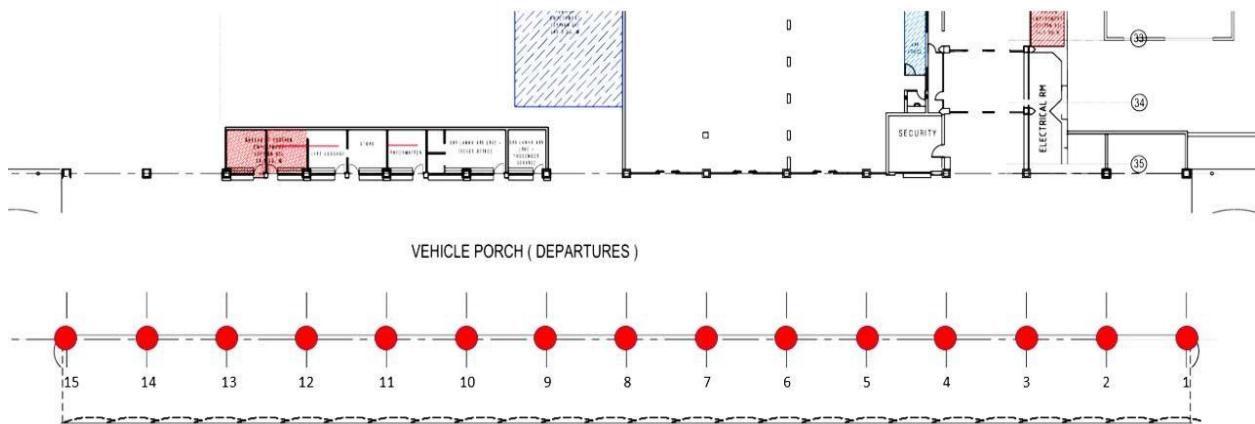
**Arrival vehicle porch (Nos. 18 columns, except No2**

● Prominent Pillars (Priority 01)

● Less prominent Pillars (Priority 02)



- Sketch “B” - Departure vehicle porch (Nos. 15 columns- pillar sizes in the tale 01



Selected company needs to Advertise the Digital LED (Static Moving Ad) panels at the Arrival and Departure outer porches specification for the 2400mm × 900mm × 60mm pure LED Panel / True Color

**Module Parameter**

No	Item	Parameter
1.	Pitch (mm)	Better than P2.5 (Glue On Board)
2.	Display size ( Height )	Between 2250mm to 2400mm
3.	Display size ( Width )	Between 800mm to 950mm
4.	Display size ( Depth )	Shall not exceed 60mm
5.	Content playback size	Shall be 2250mm (Height) x 800mm (Width)
6.	LED Arrangement	3 in 1
7.	Display type	Wall mount
8.	Brightness (cd/m <sup>2</sup> )	1000cd

9.	Density (Real) (dots/m <sup>2</sup> )	160000 Dots
10.	Cabinet Colors	Black
11.	Module Size (mm)	Shall be proposed by the Bidder
12.	Cabinet Size (mm)	Shall be proposed by the Bidder
13.	Resolution/Cabinet	Shall be proposed by the Bidder
14.	Power Supply	Integral
15.	Cabinet	Iron ,aluminum profile cabinet (For replacement of LED modules)
16.	Viewing Angle-Level (angle)	140 (Right/Left)
17.	Viewing Angle-Vertical (angle)	140 (Up/Down)
18.	Best-Vision-Distance (m)	2m and upwards
19.	Gray Grade (Rank)	16,384
20.	Display Color (Color)	Full Color (16.7m)
21.	Refresh rate	3840
22.	Network Connectivity	Ethernet or WiFi
23.	Voltage (V)	AC: 220 – 230, 50 Hz
24.	Total weight	most suitable for structure
25.	Ingress Protection Level (IP)	IP54

(Table 01)

Display size Approximate: 2400mm × 900mm × 60mm (wall mount)

Single screen

Shall be able to playback minimum FHD image at the maximum resolution

Total weight – most suitable for structure

### **Technical Details Related to Tec specification for LED Pannels**

Quality: Brightness of the advertising panels - Technology

- a. *(Brightness of electronic displays should be mentioned using Nits)*
- b. Successful bidder shall instruct the supplier to keep the same brightness, colors, and the outer appearance for all the advertising panels.
- c. Use a web base centralized media management system to upload and manage the videos/images or text elements as needed.
- d. Successful bidder shall be able to ensure the protection against unauthorized access to centralized media management

Successful Bidders are required to adhere to all standards maintained at an International Airport which shall be notified to the bidders by the SLTPB from time to time during the contract period. The bidders should take all precautionary actions against any damage to the property of Airport.

## **Digital LED panels at the Arrival and Departure Outer Porch Pillars.**

### **1. Design Guidelines**

- 1.1 The total size of the advertisement panel frontage should be 3653mm (H) x 960mm (W) x 60mm (D), with a separate branding panel 250mm (H) x 960mm (W) x 60mm (D).
- 1.2 It should comply with the technical specifications for the digital LED panel as outlined in the IT guidelines.
- 1.3 The height and width of logo branding are 250mm and 960mm respectively and gap between two cladding is 50mm. Only letters and logo can be illuminated in logo branding area. When only logo is displaying, it can be up to 200mm of maximum height.
- 1.4 Aluminum composite cladding should be installed up to the bottom of the column as per the given sketch.
- 1.5 There are 19 columns on the arrival porch and 15 columns on the departure outer porch, as per the attached document.
- 1.6 The cladding panel should be in semi-gloss black, and sample approval is required prior to construction.
- 1.7 Cabling and electrical requirements should comply with the electrical guidelines.
- 1.8 The Advertising Steering Committee should approve the branding graphics and all contents before publishing.



The successful Bidders are permitted to advertise their advertisements for the display. Only the Company/Brand Names of the Bidders/Principals of the Bidders shall be permitted to be used for Advertising on Pillars. The bidders shall be required to produce all supporting documents with regard to brand names/company logos etc.

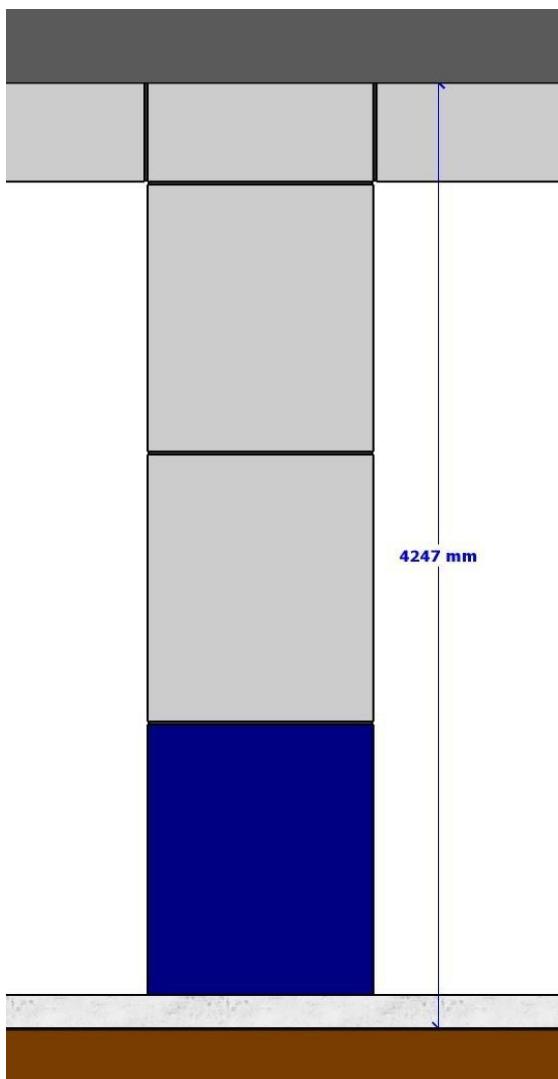
The bidders are required to submit a detailed proposal on design and material to be used for bided number of Pillars. Prior approval of the Company should be obtained for all Artworks, Designs and Materials used for Advertising from SLTPB.

The width of the advertising panel should be match with the existing column width and height. when LED panel is bigger than the Content playback size, it should be covered with zinc aluminum composite cladding (80mm). (Refer the sketch given below). Cladding sample, fixing methodology and specification to be provided for prior approval.

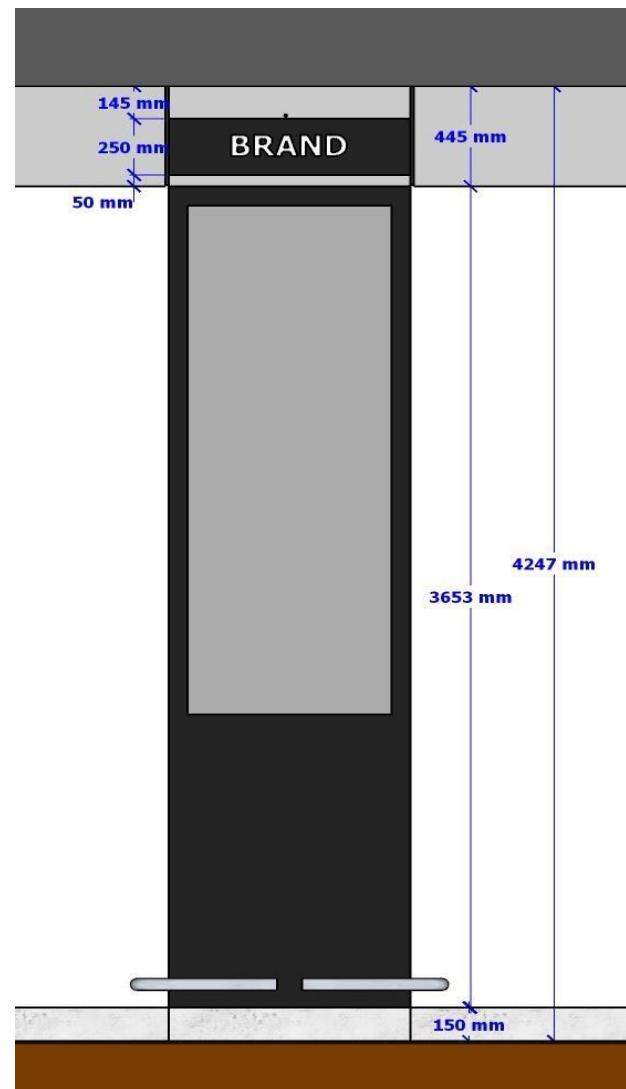
*(Note: If there are regulations or guidelines stipulated for advertising in the country the advertisers have to adhere to them)*

- 1.1 Structure, electricity and expected quality of the panels

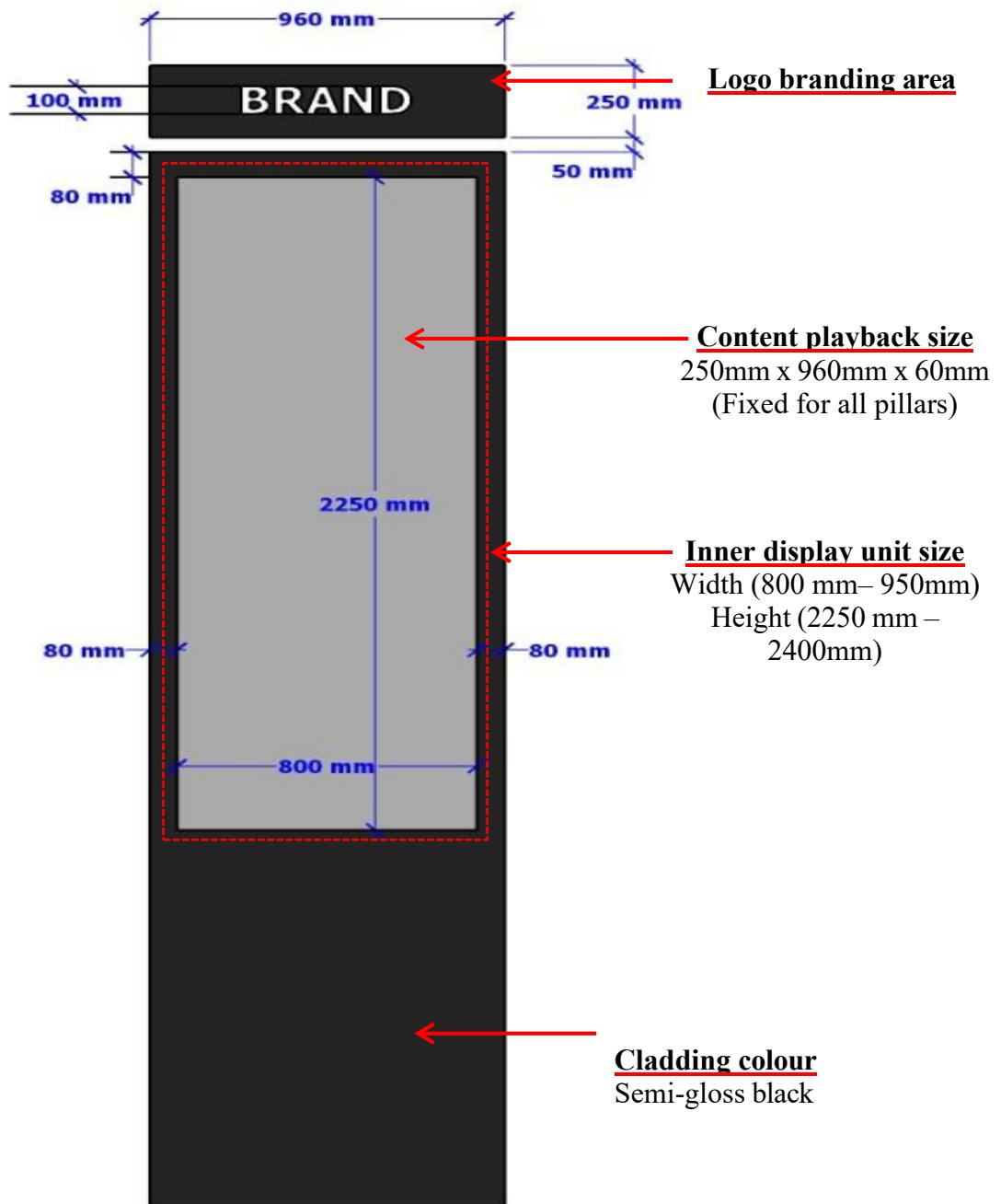
### **Sketch of the advertising panel**



Existing condition



After installing Advertising panel



**Detailed Visual representation of the Advertising panel (applicable for all panels)**

## ANNEXURE 6 – PROPOSAL FORM

To: Chairman  
Sri Lanka Tourism Promotion Bureau  
No, 35  
D.H Wijewardhana Mawatha  
Colombo 10  
Sri Lanka

1. I/We having examined the conditions of the RFP, Specifications and all other documents pertaining to this ..... (Proposal No: ..... ) do hereby offer and undertake to carry out the ..... to the satisfaction of the Evaluation Committee in strict accordance with the conditions of RFP, applicable specifications and other associated documents. Such provision of services shall commence within ..... days of receiving notice in writing from the SLTPB that my/our proposal has been accepted.

2. I/We further undertake

- (a) not to withdraw the proposal before the expiration of one hundred and eighty (180) days from date of closing but shall remain binding on me/us and may be accepted at any time before such expiration;
- (b) to make reasonable corrections etc., in the Proposal documents if found necessary and initial same when called upon to do so;
- (c) in the event the proposal being selected, to execute a contract with SLTPB for the performance of the services set out in the TOR of the RFP;
- (d) to ensure that the solution/s comply/will comply with the relevant laws and regulations in Sri Lanka; and,

.....

Signature

Date:

Company Name and Address:

Witness: 1. Signature:

Date:

Name & Address:

2. Signature:

Date:

Name & Address:

## Section IV

### General Conditions of the Contract

Please refer the “General Conditions of the contract ” section in the standard format prescribed in the Bidding Documents, in accordance with the National Procurement Guidelines – 2024

## Section V

### CONTRACT DATA

Clauses in brackets are optional; all notes should be deleted in final text.

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	<p>The addresses are:</p> <p>Employer: Sri Lanka Tourism Promotion Bureau Attention (Contact Person): Managing Director e-mail: <a href="mailto:md@srilanka.travel">md@srilanka.travel</a></p> <p>Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:</p>
1.6	<p>The Authorized Representatives are:</p> <p>For the Employer: For the Service Provider:</p>
2.1	<p>The date on which this Contract shall come into effect is [date].</p> <p>[ Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank Guarantee (see Clause 6.4), etc.]</p>
2.2	<p>The Starting Date for the commencement of Services is [date] (14 days after the Letter of Acceptance issued)</p>
2.3	<p>The Intended Completion Date is 379 days (One Year) from the date of the Letter of Acceptance</p> <p>In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>
3.8.1	<p>The liquidated damages rate is 0.1% per day</p> <p>The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.</p>
3.9	<p>Performance security should be submitted within 14 days after receipt of the Letter of Acceptance</p>
5.3	<p>Point 11.0 Services and facilities provided by the Employer - applicable</p>
6.2	<p>The amount is [insert amount].</p>
6.4	<p>Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.</p>

## Section V

### QUOTATION SUBMISSION FORM

[The Vendor shall fill in this Form in accordance with the instructions indicated.  
No alterations to its format shall be permitted and no substitutions will be accepted.]  
***[The Vendor shall fill in this Form and it is compulsory to submit with signature.]***

[date]

Chairman  
Department Procurement Committee  
Sri Lanka Tourism Promotion Bureau  
No. 35, D R Wijewardana Mawatha  
Colombo 10

Having examined the bidding documents, we offer to provide the Services for “Selection of a Agency to advertising on pillars in Arrivals and Departure outer porches at Bandaranayake International Airport ” bearing Bid Number: SLTPB/PROC/2025/S/180 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of Sri Lankan Rupees ..... (words) (LKR.....)(figure) or any other sum derived in accordance with the said documents.

This Bid and your written acceptance of it shall constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Bid you receive.

We hereby confirm that this Bid complies with the Bid validity required by the bidding documents and specified in the Bidding Data.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Bidder	
	Address of the Bidder	

## **Schedule A –Agency Information & Experience in Similar Assignments**

(Qualification and Experience Information of the Bidder )

### **Submission Form A1 – Agency Profile**

Name of the Agency	
Head office address of the Agency	
Name of the contact person	
Contact Numbers of the Agency	Office : Mobile :
E-mail address of the Agency	
Number of years in Business	
Authorized Representative of the Company ( Full name and Designation)	
Business Registration Number	

### **Submission Form A2 –**

- Minimum 5 years (during the period of 2018 to 2025) of proven experience in installation, maintenance, and operation of digital advertising screens.
- Additional marks for experience specifically within BIA or other international airports.
- Experience handling LED digital signage projects of similar scale.

Period	Client	Detail Description of Works	Value of the Project (LKR)

Bidders shall attach all project details separately for each project mentioned above, along with the client references, key production materials developed under the direction of the international director.

**Submission Form A3 – Content management & spare parts supplier information**

S/N	Submission Criteria	Detail Description including technical specification shall be provided by the bidder.
01	Real-time content management, remote update software, and network reliability.	
02	Ability to provide real-time operational monitoring (uptime, playback logs, fault detection).	
03	Ability to generate analytics reports for SLTPB.	
04	Centralized content control and protection against unauthorized access.	

Presence of a local spare parts supplier to ensure uninterrupted service.

Period	Name of the local Supplier	Detail Description of Works	Value of the Project (LKR)

Bidders shall attach all project details separately for each project mentioned above, along with the client references.

#### **Submission Form A4 : INSTALLATION COST PROPOSAL (Quote for SLTPB)**

This section is a detailed quotation for the supply and installation of the high-resolution LED screens on **all 33 pillars** (18 Arrival, 15 Departure) as per the technical specifications (Section 5). **Note: SLTPB will bear this cost.**

<b>Component</b>	<b>Unit Cost (LKR)</b>	<b>Quantity (Units)</b>	<b>Total Cost (LKR)</b>
<b>1. LED Screen Unit (per pillar)</b>		33	
<b>2. Cladding and Branding Panel (per pillar)</b>		33	
<b>3. Installation &amp; Commissioning (per pillar)</b>		33	
<b>4. Centralized Media Management System (Software/Hardware)</b>		1	
<b>5. Total Installation Cost (Excluding Taxes)</b>			
<b>6. Applicable Taxes/Duties (Specify %)</b>			
<b>7. Grand Total Installation Cost (LKR)</b>			

\*End of the contract service provider must dismantle all the pillar screens as per the BIA requirements. All the remains (Including screens, wires and etc: should be taken by the bidder)

Payment terms: Advance payment (20%) of the total value will be paid based on the advance guarantee. A class local commercial bank account needs to operate in Sri Lanka for advance payment guarantee

Final payment – Balance payment will be paid one month after the completion as per the AASL standards of the installation.

Submission Form A5: FINANCIAL OFFER (Revenue Sharing)

The financial offer is for the exclusive advertising rights on the **16 allocated pillars** (50% of the total).

	<b>Financial Component</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>1</b>	<b>Guaranteed Minimum Monthly Revenue to SLTPB (LKR)</b>			
<b>2</b>	<b>3. Guaranteed Minimum Annual Revenue to SLTPB (LKR)</b>			

Note: The highest financial offer, based on the combination of Revenue Sharing Percentage and Guaranteed Minimum Revenue, will be the primary selection criterion.

**Submission Form A6: PROPOSED ANNUAL MAINTENANCE (Cost not to be borne by SLTPB)**

This section is for the mechanism of maintenance services to be executed by the Supplier and cost not **borne by SLTPB**.

<b>Maintenance Component</b>	<b>Proposed standard mechanism (In detail)</b>
<b>1. Routine Maintenance &amp; Inspection</b>	a)
<b>2. Fault Resolution &amp; Repair</b>	b)
<b>3. Replacement of Parts</b>	c)
<b>4. Total Proposed mechanism on Maintenance</b>	d)

\*All the pillars (33) maintenance should be equally treated as per the BIA rules and regulations

### Schedule C – Key Staff

(Qualification and Experience Information of Bidders Staff)

#### Submission Form C1 –

#### Composition of the proposed team for handling the Sri Lanka Tourism Account/ Project.

Availability of a qualified in-house maintenance team (not subcontracted).

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Project Manager			
2	Account Director			
3	Head of operation of Technical & Engineering			
4	Network / IT Systems Engineer			
5	Creative Director / Art Director for Content Authorization			
6	Maintenance & Support Technicians (24/7 Crew)			

## **Submission Form C2 - CV of the members of the team**

This form is to be filled for each member of the team. In addition, bidders are free to attach CVs covering aspects not covered in the following tables as appendices.

### **General Information about the members of the team**

Proposed position in the team	
Company in which the member of the team is employed	
Name and Surname of the member of the team	
Professional qualifications/ occupation of the members of the team	
Date of birth	
Nationality	
Total years of service of the relevant sector	
Years of service of the members of the team	
Membership in professional associations	
Role/Tasks in the team	

**Education of the member of the team**

(state college and other specialized education, including names of educational establishments, dates of attendance and degrees/diplomas acquired; fill for all applicable degrees).

Institution of Higher Education	
Period of attendance: from (month/year) – to (month/year)	
Achieved level of education or diploma/ degree	

**Relevant work experience of the member of the team**

(State former work experience, beginning with the present. State dates of employment, names of companies/ businesses/ establishment and a short list of assignments)

Date: from (month/year) to (month/year)	
Company/business/establishment	
Address of the company/ business/ establishment	
Position in the company/ business/ establishment	
Top projects/assignments done while in that company/business/establishment (will be elaborated in a table further below)	

Name	
Designation	
Signature of the team member	

**Schedule D – Client’s References & Case Studies**  
(Qualification and Experience Information of the Bidder)

Please attach the certificates given by the client’s, making references on the services executed by the bidder and case studies (one successful case study which has the best performance of the company) of the projects undertaken of similar nature by the Agency in the Past).

**Schedule E – Financial Information**

Item	2024	2023	2022
<b>Information from Balance sheet</b>			
Total Assets			
Total Liabilities			
Current Assets			
Current Liabilities			
<b>Information from Income Statement</b>			
Turnover			
Profit After Tax			

Note : Provide Audited Annual Accounts in Digital Format (PDF) in a Flash drive.

## Section VII

### Form: Bid Security Format for the Bid Security Guarantee

*[this Bank Guarantee form shall be filled in accordance with the instructions indicated in brackets]*

----- [insert issuing agency's name, and address of issuing branch or office] -----  
Beneficiary: ----- [ name and address of Purchaser]

Date: ----- [insert (by issuing agency) date]

BID GUARANTEE No.: ----- [insert (by issuing agency) number]

We have been informed that ----- [insert (by issuing agency) name of the Bidder; if a joint venture, list complete legal names of partners] (hereinafter called "the Bidder") has submitted to you its bid dated ----- [insert (by issuing agency) date](hereinafter called" the Bid") for the supply of [insert name of Supplier] under Invitation for Bids No. SLTPB /PROC/2025/S/180

Furthermore, we understand that, according to your conditions, Bids must be supported by a Bid Guarantee.

At the request of the Bidder, we ----- [insert name of issuing agency] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- [insert amount in figures] ----- [insert amount in words]) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- (a) has withdrawn its Bid during the period of bid validity specified; or
- (b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB"); or
- (c) having been notified of the acceptance of its Bid by the Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This Guarantee shall expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the Contract signed by the Bidder and of the Performance Security issued to you by the Bidder; or (b) if the Bidder is 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, otherwise it will remain in force up to ----- (insert date)

Consequently, any demand for payment under this Guarantee must be received by us at the office on or before that date.

*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]*

## **FORM OF CONTRACT**

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 Conditions of Contract and Contract 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 Conditions of Contract;
- b. The Contract Data
- c. The Quotation Submission Form
- d. **Schedule A to D and Section VII of the Price Schedule**
- e. The Schedule of Requirements
- f. Proposed Price Schedule
- g. Bid Security Guarantee
- h. Work Plan and Methodology
- i. Annual Turn-over Information
- j. Audited Annual Accounts in Digital Format (PDF) in a Flash drive
- k. Documented evidence for Credit Facilities/Overdrafts
- l. Letter of Acceptance

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]

**LETTER OF ACCEPTANCE**  
[Letterhead of the Employer]

***[This is applicable for the selected supplier.]***

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 Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB 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 hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

For and on behalf of [name of Service Provider]  
[Authorized Representative]

## Annex A Form: Performance Bank Guarantee (On-demand Unconditional)

To: *[name and address of Employer]*

Whereas *[name and address of Service Provider]* (hereinafter called "the Service Provider") has undertaken, in pursuance of Contract No. *[number]* dated *[date]* to execute *[name of Contract and brief description of Services]* (hereinafter called "the Contract");

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of *[amount of Guarantee]* *[amount in words]*, such sum being payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of Guarantee]* as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor

.....  
...

Name of Bank

.....  
..... Address  
.....  
..... Date .....

## **Checklist for submission of Bid**

All the bidders are kindly requested to follow the following checklist and ensure that all the documents required to make the bid complete are enclosed and submitted in the envelope.

### **Submission Documents**

<b>Item</b>	<b>Submission Status</b>	
Quotation submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Proposed Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Company Profile	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Experience in three projects	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule C Key Staff	Yes <input type="checkbox"/>	No <input type="checkbox"/>
CV's of the members	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Clients Reference	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Financial Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Bid Security Guarantee	Yes <input type="checkbox"/>	No <input type="checkbox"/>