

Request for Proposal

Appointment of Event Management Agency

For "Yashobhoomi Roadshow in Korea"

1. Background

KINEXIN operates Yashobhoomi in New Delhi. To promote the venue and strengthen Korea-India MICE cooperation, KINEXIN will organize a roadshow event in Korea.

2. Objective of Assignment

To appoint a qualified event management agency to plan, coordinate, and execute the "Yashobhoomi Roadshow in Korea" in a professional and timely manner.

The agency shall ensure seamless event execution including technical setup, guest management, catering coordination, presentation support, budget management, and coordination with local vendors/service providers.

3. Event Details

- Date: 13 October 2026
- Venue: Grand Ballroom, KINTEX, South Korea
- Participants: Approx. 300 attendees

[Venue Rental Requirement]

For smooth stage installation and dismantling, the Grand Ballroom at KINTEX must be rented for **five (5) days**, tentatively:

- 10&11 October 2026 – Setup
- 12 October 2026 – Technical rehearsal & staging
- 13 October 2026 – Event Day
- 14 October 2026 – Dismantling

The agency shall coordinate all logistics and scheduling with KINTEX.

4. Scope of Work

4.1 Pre-Event Planning

The selected agency shall provide:

- Comprehensive event execution plan and timeline
- Venue coordination with KINTEX

- Stage design and layout plan
- Technical planning (AV, LED screen, AI subtitle system)
- Catering coordination
- Speaker & program coordination
- Invitation design, invitation management and RSVP management for approximately 250–300 invitees

4.2 SNS Influencer Engagement

The agency shall:

- Coordinate invitation and logistics of one (1) India-based SNS influencer
- Arrange stage setup and presentation support for influencer session
- Manage hospitality, transport coordination, and technical presentation requirements

The influencer may deliver a “Korea–India Talk” presentation during the main session.

4.3 Catering Requirement

A la carte luncheon shall be provided for approximately 300 attendees.

The catering standard shall be equivalent to KRW 100,000 per person, representing a premium corporate a la carte level suitable for high-level industry participants.

The agency shall:

- Coordinate menu planning
- Ensure dietary diversity
- Manage serving staff and service quality

4.4 Event Production

The agency shall provide:

- Stage construction and decoration
- Backdrop and branding production
- LED screen and AV equipment
- AI-based Korean–English subtitle support
- On-site registration desk
- Guest protocol support
- Photography and video recording

4.5 Post-Event Deliverables

Within fourteen (14) days after the event:

- Event completion report
- Attendance report
- Media coverage summary (if any)
- Photo and video archive

5. Estimated Budget

The estimated budget for this assignment is:

- INR 12,000,000 (excluding GST)

The above budget shall be considered the ceiling for the complete scope of work under this RFP. Unless specifically excluded in the financial proposal, the quoted amount shall include all costs necessary for successful execution of the event, including venue rental, catering, event production, stage and branding, AV/LED, AI subtitle system, manpower, influencer-related expenses, transportation, logistics, photography, videography and other incidental expenses.

The bidder shall provide a detailed cost breakup along with the lump-sum financial proposal.

Any applicable taxes, duties, service charges or other statutory charges in Korea shall be clearly identified separately in the financial proposal.

Proposals exceeding the above budget ceiling may be rejected.

6. Qualification Requirements

- Experience in MICE-related events preferred
- Proven capacity to manage 250+ pax events
- Financial stability

7. Proposal Submission Requirements

Agencies shall submit:

- Qualification supporting documentation
- Financial Proposal (separate sealed envelope)
- Company profile

8. Evaluation Criteria

Criteria	Weight
Financial Proposal	100%

The lowest responsive bid within the estimated budget shall be considered for award.

9. Proposal Submission Procedure

Interested bidders shall submit their proposals as follows:

- **Submission Deadline** : 22nd August 2026
- **Submission Method** : Email Submission to: accounting@kinexin.com
- **Bid validity** : The proposal shall remain valid for a minimum period of 60 days from the submission deadline.

10. Contract Type

The contract shall be on a lump-sum basis. The selected agency shall be responsible for completing the entire scope of work within the approved contract value, except for any items specifically excluded and approved in writing by KINEXIN.