

**INVITATION TO QUOTE**  
**ITQ REF NO: NKF/HB/2023/021**  
**Date: 25 October 2023**

**Engagement of a Creative Agency to provide creative design concept and construction services for exhibit installations for the World Kidney Day (WKD) roadshow 2024.**

**1. Introduction**

The National Kidney Foundation (“**NKF**”) wishes to invite vendor (the “**Vendor**”) to quote for the Provision of creative design concept and construction services for exhibit installations for the World Kidney Day (WKD) roadshow 2024.

**1.1** This Invitation to Quote incorporates the following documents:

- Requirement Specifications (Annex A to D)
- Price Schedule (Annex E)
- Vendor’s experience in similar projects (Annex F)
- Information about Vendor (Annex G)
- ITQ Terms
- Agreement to Terms and Conditions

**2. Requirement Specification**

**2.1** Please refer to **Annex A to D** for details.

**3. Submission of ITQ**

**3.1** If you wish to submit a proposal for the above requirement, you must complete and submit the documents mentioned in paragraph 1.1 above and supporting documents and materials (if any) referred to in the above documents (e.g., brochures, catalogues, handbooks, artwork and samples).

**3.2** **Two (2) copies and a thumb drive of the saved documents** referred to in paragraph 1.1 above that is, one original copy and one duplicate copy, plus a thumb drive must be submitted with vendor’s stamp on all pages. The proposals are to be delivered in a sealed envelope which is not to bear any mark of identification of the Vendor (defined in the Conditions of Contract). The envelope is to be endorsed with the words “Invitation to Quote Ref No: NKF/HB/2023/021: ITQ for the **Engagement of a Creative Agency to provide creative design concept and construction services for exhibit installations for the World Kidney Day (WKD) roadshow 2024**” and delivered to:

ITQ Box B  
Security Counter  
National Kidney Foundation  
81 Kim Keat Road  
Singapore 328836  
Attn: Mr Tan Hwa Boon

**3.3** All submissions should be received no later than **20 November 2023, Monday, 3.00pm** (the “**Closing Date**”). ITQ received after this deadline shall not be considered.

**3.4** The submitted quotation shall be irrevocable and open for acceptance by NKF for **180 days** from the Closing Date.

**3.5** The Vendor, at the point of submission of its bid, is required to provide the following information and/or documents to NKF.

**3.5.1** All documents stated in point 1.1;

- 3.5.2 Extract of company/business registration from the Accounting & Corporate Regulatory Authority (ACRA), showing a full list of directors/partners of the Vendor (ACRA should not be more than 3 months from the point of submission);
- 3.5.3 Latest audited financial report or published accounts;
- 3.5.4 Any other documents relevant to the ITQ.

#### **4. Briefing on Proposal Bids**

- 4.1 Vendors are required to attend a **compulsory** briefing (either personally or through a company's representative) which will be conducted as follows:

Date: **3 November 2023, Friday**

Time: 9.30 – 11.00 a.m.

Venue: NKF Centre, 81 Kim Keat Road, Singapore 328836  
Level 2, Training Room 2B

To participate in the briefing session, vendors are required to email to the following to register before 3 November 2023, providing details: company's name, personnel attending, their email address and contact no.

**Tan Hwa Boon @ email: hwaboontan@nkfs.org** and

**Julian Teoh @ email: julian.teoh@nkfs.org**

#### **5. Terms and Conditions**

- 5.1 The Terms and Conditions as set out in **the Conditions of Contract** shall form part of the binding contract between the successful Vendor and NKF. The Vendor shall perform the Services according to the requirements specified in **Annex A to D**.
- 5.2 The successful Vendor may be required to enter into further documentation with NKF and shall do so, if required by NKF.
- 5.3 NKF is not obliged to accept and reserves the right to reject the lowest or any quotation, or part or all of any quotation or assign any reason for rejecting any quotation. NKF reserves the right in the exercise of its absolute discretion to accept any part or all of any quotation.

#### **6. Price Quotations**

- 6.1 All prices quoted by the Vendor shall be in the lawful currency of the Republic of Singapore.
- 6.2 All prices quoted by the Vendor shall represent the total cost to NKF.

#### **7. Vendor Introduction and Presentation (Compulsory)**

- 7.1 Each vendor shall provide company introduction and presentation for the submitted proposal upon request through email. Vendor will be given 3 days advance notice for preparation.
- 7.2 Second round of presentation may be required upon request.

#### **8. Clarifications or Enquiries**

- 8.1 For any enquiries pertaining to the ITQ, please contact:
  - a) Mr Tan Hwa Boon at email: hwaboontan@nkfs.org and
  - b) Mr Julian Teoh at email: julian.teoh@nkfs.org

## REQUIREMENT SPECIFICATIONS

**Engagement of a Creative Agency to provide creative design concept and construction services for exhibit installations for the WKD roadshow 2024.**

### 1. BACKGROUND

- 1.1. Kidney failure cases have been rising at an alarming pace in Singapore. The prevalence of Chronic Kidney Disease (CKD) has already crossed the 300,000 mark, with possibly more due to undiagnosed cases. Singapore also continues to be ranked 1st in the world for diabetes-induced kidney failure and the prevalence of hypertension and obesity cases has been significantly increasing.
- 1.2. There is a pressing need to raise awareness and empower individuals to take proactive steps towards maintaining their health, reducing the incidence of chronic illnesses, and improving the overall well-being of the community.
- 1.3. We intend to organise a 4-day public roadshow that centers around the theme of 'The Red String', in conjunction with World Kidney Day (WKD) in March 2024. After the roadshow, the key exhibits will be transformed into mobile exhibits to target various audiences as it roves to schools and community spaces.
- 1.4. "The Red String" is a picture booked commissioned by NKF for WKD 2024 and is a collaboration with local artist, Ah Guo (阿果) and local author, Perry Ho to raise awareness on the importance of health choices. Scenes from the book will be adapted into larger-than-life exhibits for the public to interact with and help them reflect on their daily choices and the impact it will have on their health, and their future.
- 1.5. Instead of a one-way information download approach, the event concept should be intentional about creating an engaging and immersive experience that reaches visitors through a narrative that illustrates how the decisions we make in life can either open doors to new possibilities or lead us down a road of health challenges.
- 1.6. The WKD public roadshow 2024 aims to: -
  - 1.6.1. Raise awareness about the impact and consequences of our choices.
  - 1.6.2. Support NKF's education and prevention efforts by focusing on three main themes:
    - Through key installations:
      - **Awareness of kidney health** – increase public's knowledge on the risk factors and leading causes of kidney failure (family history, diabetes/hypertension etc), importance of a healthy lifestyle (nutrition, exercise, wellness etc) and early detection (health screening)
      - **Nudge Behaviours** – create urgency to act on lifestyle choices which will have an impact on kidney health and their overall health
    - Through supporting booths:
      - **Our Story** – connect the public with NKF's resources, support services and treatment modalities
  - 1.6.3. Increase impressions of NKF and our targeted kidney health messages through this roadshow.
  - 1.6.4. Enhance user experience and engagement, ensuring participants are aware of the importance of healthy choices and have a positive experience.
  - 1.6.5. Develop exhibits that can be repurposed for future use and support logistical needs.

## 2. SCOPE OF WORK

- 2.1. NKF is seeking proposals from creative agencies to provide creative design concept and construction services for exhibit installations for the WKD roadshow 2024. **The roadshow is scheduled to be held in Marina Square's Central Atrium from 29 February to 3 March 2024, with a space measuring approximately 17m x 26m.** Please refer to Annex D for the floor plan.
- 2.2. The roadshow will guide participants along the red string journey, gradually revealing hidden messages as they progress. The larger-than-life scenes from the book will be used to showcase various topics. Every installation can be a photo opportunity that captures public attention, sparks curiosity and resonates with them, prompting them to reflect more profoundly on their lifestyle choices, and concludes with participants taking their first step towards better kidney care.
- 2.3. The scope of works should include: -

### 2.3.1. Design Concept Development

- Develop a creative and innovative design concept that align NKF's objectives.
- Ability to customise installations inspired by The Red String picture book, with at least 3 zones for participants to walk through as they follow along the red string.
- Ensure a cohesive conceptual flow with the 'red string' as a philosophical lens to explore the choices we make and the interconnectedness of life.
- Ensure the design incorporates educational elements about kidney health and prevention.
- Consider interactive and engaging features to make the exhibit installations thought-provoking and impactful.
- Include two booth areas for NKF to engage with the public and emphasise the importance of kidney screening
- The key exhibits should be able to be repurposed as roving exhibits for display in schools and community spaces.

### 2.3.2. Construction and installation

- Fabricate, build, and construct the exhibit installations based on the approved design concepts.
- Vendor is responsible for ensuring that the design plans conform to building and fire safety regulations. Vendor shall obtain relevant Authority approvals and/or permits, where necessary.
- Handle logistics and installations at 8 locations, between March to June 2024, including setup and dismantling.

### 2.3.3. Graphics and Branding

- Develop and incorporate graphics, branding and messaging.
- Ensure all visual elements are cohesive and effectively communicate the roadshow's message.

### 2.3.4. Interactive Elements

- Integrate interactive and game elements such as optical illusions in visual arts, touchscreens, virtual reality, or augmented reality experiences to engage participants.
- Include a book vending machine for participants to purchase The Red String book.
- Create opportunities for audience participation and education. Including mass participation activities or fringe activities to engage participants.
- The interactivity and engagement of the concept and exhibits will be assessed through feedback, with the aim that at least 50% indicate their commitment to adopt healthier behaviours and/or go for kidney screening.

### 2.3.5. Project Management

- Assign a dedicated project manager to oversee all aspects of the project and serve as the main liaison to the venue.
- Provide weekly updates, timelines, and milestones to keep NKF informed of progress.
- Offer cost-effective solutions without compromising on quality.

### 3. ABOUT THE RED STRING PICTURE BOOK AND ITS ADAPTATION INTO ROADSHOW EXHIBITS FOR PREVENTIVE HEALTH

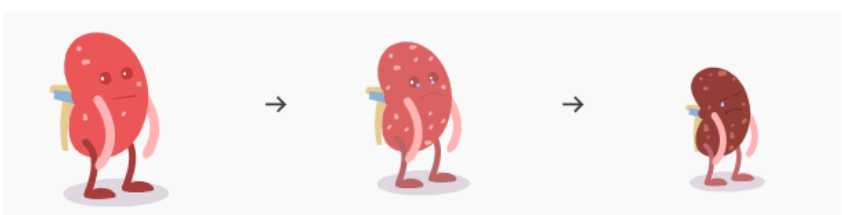
- 3.1. This book explores the choices we encounter in the small moments of daily life, and asks the question – is there a choice too small to matter?
- 3.2. The overall look and feel of the book should be taken into consideration when planning the concept of the roadshow. This includes the key visuals of the vending machine, two cats, the red ball of yarn, the boy and the girl. The book will be presented to the Vendors during the briefing and the book's visual arts will be made available to the awarded Vendor.
- 3.3. The exhibits should highlight the profound impact our choices have on our well-being and how each choice affects the next. By showcasing the contrasting reality of our choices, the goal is to motivate and inspire visitors to reflect on their kidney health and the subsequent steps they should take to safeguard it for themselves and for those around them.
- 3.4. Using the 'red string' to create a cohesive conceptual flow, it should connect the participants to at least 3 zones to explore. In each installation, there will be different engagement and activities relating back to selected pages of the book. For example, as participants enter their journey of choices, a journey discovery card will be given to them to guide them as they start their red string journey. As each journey unfolds, they will decode parts of a message that they will uncover at the end.
- 3.5. At the end of the installations, it should present a garden scene to symbolize the significance of making positive decisions, just as we diligently care for a seed until it blossoms.




### 4. INFORMATION ABOUT CHRONIC KIDNEY DISEASE AND KIDNEY FAILURE PREVENTION

4.1. The information below serves as a background to kidney health 101, for the purpose of understanding and planning of the health messaging. The Vendor can explore various creative approaches, including the incorporation of interactive game elements and other innovative methods, to make the content engaging and captivating.

4.2. For more information, refer to [www.nkfs.org](http://www.nkfs.org)

About Our Kidneys and Its Functions							
What are our kidneys?	<p>Our kidneys:</p> <ul style="list-style-type: none"><li>• Size of our clenched fist</li><li>• Bean-shaped organs</li><li>• Located at our lower back</li><li>• The right kidney is slightly lower than the left due to the position of the liver</li></ul>						
What do kidneys do?	<p>Our kidneys have many functions:</p> <ul style="list-style-type: none"><li>• Key function: Filter waste products and excess fluid from our body and absorbs nutrients</li><li>• Regulate calcium for healthy bones</li><li>• Stimulate red blood cells production</li><li>• Balance fluids and electrolytes</li><li>• Control blood pressure</li></ul>						
What is Chronic Kidney Disease (CKD)?							
<p>CKD means that your kidneys have been irreversibly damaged and the extend of the damage will only increase over time. There are 5 stages of CKD. CKD stage 5 refers to End Stage Renal Disease (ESRD), also known as kidney failure. As CKD progresses, the patient will eventually need to undergo dialysis or transplant to survive.</p>							
<p>Diabetes and High Blood Pressure are the leading causes of kidney failure.</p>							
Prevention – Early detection is key!							
Signs & Symptoms	<div></div> <table><thead><tr><th>Early Stage</th><th>Mid Stage</th><th>Late Stage</th></tr></thead><tbody><tr><td><ul style="list-style-type: none"><li>• No clear symptoms with possible bubbles/blood in urine</li></ul></td><td><ul style="list-style-type: none"><li>• Loss of appetite</li><li>• Swelling</li><li>• Fatigue</li></ul></td><td><ul style="list-style-type: none"><li>• Ammonia breath</li><li>• Loss of appetite/diarrhoea</li><li>• Difficulty breathing</li><li>• Swelling</li><li>• Nausea/vomitting</li><li>• Loss of consciousness</li><li>• Anaemia</li></ul></td></tr></tbody></table>	Early Stage	Mid Stage	Late Stage	<ul style="list-style-type: none"><li>• No clear symptoms with possible bubbles/blood in urine</li></ul>	<ul style="list-style-type: none"><li>• Loss of appetite</li><li>• Swelling</li><li>• Fatigue</li></ul>	<ul style="list-style-type: none"><li>• Ammonia breath</li><li>• Loss of appetite/diarrhoea</li><li>• Difficulty breathing</li><li>• Swelling</li><li>• Nausea/vomitting</li><li>• Loss of consciousness</li><li>• Anaemia</li></ul>
Early Stage	Mid Stage	Late Stage					
<ul style="list-style-type: none"><li>• No clear symptoms with possible bubbles/blood in urine</li></ul>	<ul style="list-style-type: none"><li>• Loss of appetite</li><li>• Swelling</li><li>• Fatigue</li></ul>	<ul style="list-style-type: none"><li>• Ammonia breath</li><li>• Loss of appetite/diarrhoea</li><li>• Difficulty breathing</li><li>• Swelling</li><li>• Nausea/vomitting</li><li>• Loss of consciousness</li><li>• Anaemia</li></ul>					
Risk Factors	<p>Having any of these pre-existing condition(s) can increase your risk of developing kidney failure:</p> <ul style="list-style-type: none"><li>• Diabetes</li><li>• Hypertension (High blood pressure)</li><li>• Family history of kidney disease</li><li>• Has blood or protein leakage in urine</li></ul>						

	<ul style="list-style-type: none"> <li>• An unhealthy BMI range (&gt;23 kg/m<sup>2</sup>)</li> <li>• Regular consumption of pain medications such as NSAIDs</li> <li>• A smoking addiction</li> <li>• History of episodes of kidney stones or kidney infections/inflammation</li> <li>• Heart disease (e.g. heart attack, heart failure, valve disease, stroke &amp; blood vessel/vascular disease)</li> </ul>
Kidney Screening	<p>The symptoms of kidney disease may not be noticeable until the condition is in its advanced stages. Damage to the kidneys at these stages is IRREVERSIBLE.</p> <p>Hence it is important that kidney disease is detected early so that timely intervention and treatment can be initiated to better manage the condition and prevent or delay the progression to kidney failure.</p>
Healthy Lifestyle Tips	<ul style="list-style-type: none"> <li>• Reduce salt intake, as excessive intake can lead to high blood pressure, which is one of the leading causes of kidney failure. Choose natural ingredients when cooking and avoid processed foods with high salt content.</li> <li>• Reduce sugar intake as excessive intake can lead to weight gain and obesity, thus increasing the risk of diabetes and kidney failure. Choose for less or no sugar.</li> <li>• Actively keep fit by maintaining a healthy weight. For adults, aim for at least 150-300mins of moderate-intensity aerobic activity in a week.</li> <li>• Quit smoking and lower alcohol levels.</li> <li>• Go for regular health check-ups.</li> <li>• Keep your chronic conditions such as blood pressure, cholesterol and diabetes under control by having regular follow-ups with your doctor.</li> </ul> 



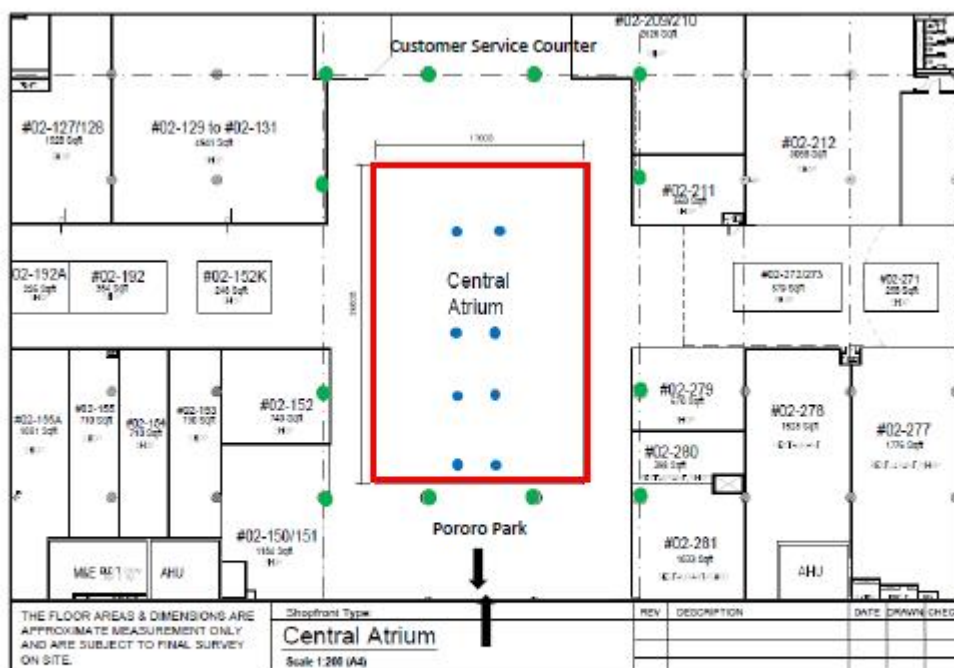
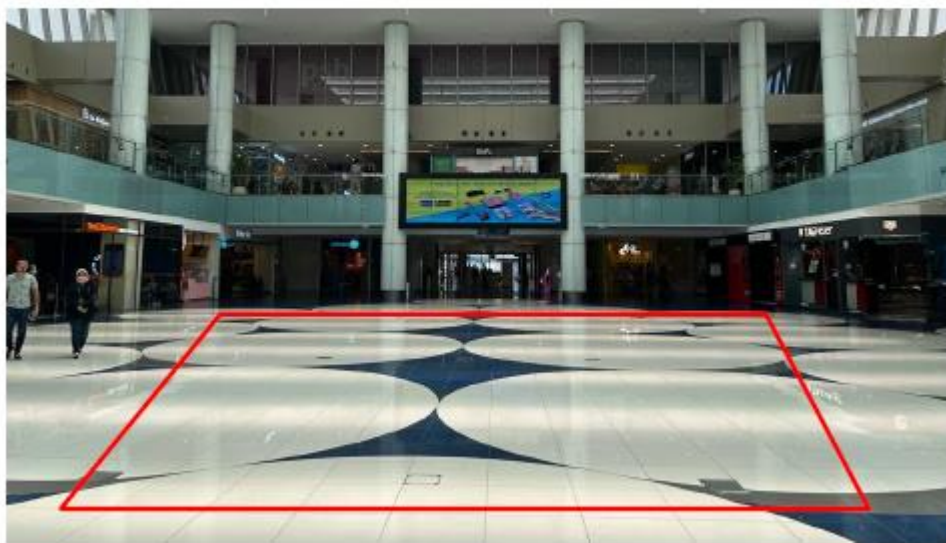
### 5. FLOORPLAN OF MARINA SQUARE'S CENTRAL ATRIUM

5.1 The atrium space will need to be covered, leaving at least 0.5m of space from the edge of the carpet for setup. Regarding the tall structure, the maximum height allowed is 2.5m. When planning the layout, please ensure that it does not cause any blockage to tenants' shopfronts.

#### MARINA SQUARE

A MEMBER OF SINGAPORE LAND GROUP

Central Atrium (17m x 26m)





### PRICE SCHEDULE

Refer to Annex A – Scope of Work

Description with breakdown details	Quantity	UOM	Proposed Amount (S\$)	Remark
<b>1. Concept Design and Content Development</b>				
<b>2. Fabrication and Installation</b>				
<b>3. Graphics and Branding</b>				
<b>4. Interactive Elements</b>				

Description with breakdown details	Quantity	UOM	Proposed Amount (\$\$)	Remark
<b>5. Project Management</b>				
<b>6. Logistics</b>				
<b>7. Miscellaneous (to specify)</b>				
<b>Total Amount proposed (\$\$):</b>				

**VENDOR'S EXPERIENCE IN SIMILAR PROJECTS**

\*All requirements mentioned herewith are mandatory, sufficient details must be provided to demonstrate relevance to this project.

Vendor to provide details of at least 2 similar roadshow exhibits from the past 3 years; reference checks will be conducted.

<b>Name of Project</b>		
<b>Company's Name</b>		
<b>Contract Sum</b>		
<b>Contract Period</b>		
<b>Value of Work Completed</b>		
<b>Reference Name (designation, dept), Email and Contact No.</b>		

**INFORMATION ABOUT VENDOR**

ITQ REF NO. \_\_\_\_\_

ITQ FOR \_\_\_\_\_

1. Vendor's name: \_\_\_\_\_

2. Company/Business registration no.: \_\_\_\_\_

3. Registered address: \_\_\_\_\_  
\_\_\_\_\_

4. GST registration no. (If applicable): \_\_\_\_\_

5. Type of business (please select)

(        ) Sole proprietorship                      (        ) Private company (limited by shares)

(        ) Partnership                                      (        ) Public company (limited by shares)

(        ) Others (please specify \_\_\_\_\_  
\_\_\_\_\_

6. Contact person:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Tel No.: \_\_\_\_\_

Fax No.: \_\_\_\_\_

Email: \_\_\_\_\_

7. **I declare that I/the Vendor is not related<sup>1</sup> to any person in NKF who is involved in this ITQ howsoever and whatsoever.**

8. The above named Vendor certifies and declares that all information, documents and materials provided in connection with its quotation bid are true and accurate to the best of its knowledge.

Authorized Signature: \_\_\_\_\_

Signatory's name: \_\_\_\_\_ Signatory's title: \_\_\_\_\_

Vendor's name: \_\_\_\_\_ Vendor's stamp: \_\_\_\_\_

<sup>1</sup>Related refers to the following: Spouse, domestic partner, child, mother, father, brother or sister or close associates; any corporation, business or non-profit organization of which you are serving as staff, officer, board member, partner, participate in management or are employed by; any trust or other estate in which you have a substantial interest or as to which you serve as a trustee or in a similar capacity.