

Terms of Reference – Managing signage production

Since 1998, Marie Stopes International Cambodia (MSIC) has established itself as one of the leading and most trusted providers of comprehensive sexual and reproductive health (SRH) services, specializing in safe abortion, contraception and other SRH services. We empower our clients to make decisions on their own SRH destiny. We are here to support our client's needs in order for them to pursue their plans and dreams for themselves and their families. MSIC has a network of eight clinics located in Chbar Ampov, Sen Sok, Takhmao, Battambang, Siem Reap, Svay Rieng, Kampong Thom and Poipet.

To bridge the gap of access for people in provinces without MSIC clinics, MSIC works with 24 community-based midwives called Marie Stopes Ladies to provide contraception and safe abortion services to women and girls in their communities. MSIC operates a Helpline/Contact Centre which provides SRH information, counselling, and referrals for services via phone, email and social media. MSIC branded/IEC activities focus on addressing harmful norms and dismantling taboos which are a barrier to service access. MSIC is a long-term partner of the Ministry of Health of Cambodia.

MSIC is looking to engage an agency, printing house, or individuals to manage the production of signages for the clinic network.

Objectives

The objectives of producing signage and installation:

- Increase awareness of MSIC clinic services available to support women and partners in every stage of their lives.
- Promote MSIC clinic services through the design and messaging of the items.

Specifications of the signage:

No.	Description	Quantity	Installation Location
1	Lightbox: W125cm x H98cm (1 face) Materials: Acrylic, Steel, Alucobond, Sticker, and LED Finish: LED Lightbox with acrylic sticker face installed on location as in the Annex	1	MSIC Chbar Ampov Clinic
2	Lightbox: W100cm x H100cm (2 faces) Materials: Acrylic, Steel, Alucobond, Sticker, and LED Finish: LED Lightbox with acrylic sticker face installed on location as in the Annex	1	MSIC Takhmao Clinic
3	Lightbox: W138cm x H200cm, and W242cm x H200cm (1 face) Materials: Acrylic, Steel, Alucobond, Sticker, LED, and steel poles Finish: 2 LED Lightboxes with acrylic sticker face installed next to each other on location as in the Annex	2	MSIC Sen Sok Clinic
4	Sticker: W318cm x H64cm Materials: Sticker Finish: Sticker installed on the outdoor glass on location as in the Annex	1	MSIC Kampong Thom Clinic
5	Lightbox: W180cm x H200cm (1 face) Materials: Acrylic, Steel, Alucobond, Sticker, LED, and steel poles Finish: LED Lightboxes with acrylic sticker face installed on location as in the Annex	1	MSIC Battambang Clinic

6	Lightbox: W140cm x H120cm (2 faces) Materials: Acrylic, Steel, Alucobond, Sticker, and LED Finish: LED Lightbox with acrylic sticker face installed on location as in the Annex	1	MSIC Poi Pet Clinic
7	Lightbox: W124cm x H124cm (2 faces) Materials: Acrylic, Steel, Alucobond, Sticker, and LED Finish: LED Lightbox with acrylic sticker face installed on location as in the Annex		MSIC Svay Rieng Clinic

Scope of Work

The selected agency, organization or individuals will be responsible for:

- a. Propose the production materials for each signage
- b. Review the artwork with MSIC before printing color proof for approval
- c. Produce signages for all clinics and send to MSIC for approval before installation
- d. Install the signages on the above-mentioned locations

Deliverables

The following deliverables will be achieved during the agreement period:

- Printing sample/color proof for approval
- Produce of each of the above-mentioned signage for approval
- Deliver and install the signages on the above-mentioned locations

Timeline

Terms of Reference Announcement	03-Jun-2024
Submission of production proposal and budget	10-Jun-2024
Agency/Supplier selection	14-Jun-2024
Producing and printing Ultrasound Light Box period	17-Jun-2024 to 30-Jun-2024
Delivering and installing the signages	1-Jul-2024 to 8-Jul-2024

Proposed Budget

The proposed budget of producing all the signages must include Value Added Tax (VAT) or Withholding Tax (WHT).

Contact Information

For more details regarding the proposal, please contact:

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Annex



MSIC Chbar Ampov Clinic



MSIC Ta Khmoa Clinic



MSIC Battambang Clinic



MSIC Poipet Clinic



MSIC Svay Rieng Clinic



MSIC Sen Sok Clinic



MSIC Kampong Thom Clinic