



TAPI Administrative Order No.: 2018-01
Series of 2018

SUBJECT: IMPLEMENTING GUIDELINES FOR PROMOTION AND MARKETING PROGRAM (PMaP)

I. DESCRIPTION

The Program provides financial support for the printing of promotional materials of commerciable/matured technologies, inventions, and innovations of:

1. DOST Attached Agencies
2. Other Government Organizations/Offices
3. Private Firms
4. Academe
5. Individual Technology Generators/Inventors/Innovators

II. ASSISTANCE COVERAGE

The financial assistance covers the cost of promotional and marketing activities not more than Twenty Thousand (P20,000.00) or not more than Fifty Thousand Pesos (P50,000.00) as identified in the **ANNEX A** of this Guidelines. The Director may provide or amend the list of activities from time to time upon recommendations of the Program Manager.

PMaP also provides technical assistance and marketing support through endorsement or referral of TAPI-assisted project beneficiaries and inventors with active intellectual property (IP) rights as stated in RA 7459 to other government institutions.

A Proponent is limited to avail of the assistance for only once in a year per technology/invention.

III. QUALIFICATION REQUIREMENTS

1. The applicant must:
 - a. Be a Filipino citizen (A Filipino citizen must be a natural born or naturalized citizen in accordance of Philippines law and those who has dual citizenship under RA No. 9225) residing in the Philippines;
 - b. Be involved in the generation and promotion of technologies, inventions and S&T activities;
 - c. Have no outstanding obligations/unliquidated account with TAPI;
 - d. Has not received previous promotional assistance similar in Section II from TAPI or other government agencies for the technology to be promoted; and

2. The invention/innovation should have an active IP protection (Patent, Utility Model and Industrial Design Registration) when the requesting party is a private firm/inventor (Not applicable to DOST and other government agencies).

IV. CHECKLIST OF REQUIREMENTS

The applicant must send a letter request to the TAPI Director specifying the purpose of the promotional collaterals and/or participation to trade fairs/exhibition/demonstration including among others:

1. Certification from TAPI-Accounting Section of no outstanding obligations or unliquidated accounts (**ANNEX B**);
2. Certification of no previous similar assistance from other government agencies;
3. Additional Requirements
For printing of promotional materials:
 - a. Price quotations from three (3) suppliers registered with the Bureau of Internal Revenue (BIR). Price quotations should be addressed to the requesting agency/project leader; and
 - b. Final layout of promotional material

For the reimbursement of freight cost assistance:

- c. Three (3) quotation/s from BIR-accredited freight forwarder/courier (if applicable);
- d. Product/invention demonstration report with photos;
- e. Transport tickets, Invoice receipts, bill of lading, delivery receipts, etc.

For registration fee in participation to trade fairs/exhibition/demonstration:

- f. Invitation and confirmation letter of participation from the organizer
- g. Profile/Program for the event.

V. CRITERIA FOR EVALUATION

The Program Manager shall review the proposal/request based on the following criteria:

1. The technology is fully developed by the requesting party;
2. The technology or invention/innovation must be ready for commercialization; and
3. Significance of the technology/activity/event.

VI. OPERATING PROCEDURE

1. The applicant submits letter of request addressed to the TAPI Director. An endorsement letter from the DOST Regional Office shall be required in case the applicant is from the region;

2. The Program Manager (PM) acknowledges receipt of the proposal and checks the completeness of the requirements (**Annex A**);
3. The PM verifies/checks the validity of the submitted documents;
4. If requirements are complete and the criteria was satisfied, the PM prepares Executive Summary of the request for consideration of TAPI EXECOM;
5. The PM duly informs the applicant in writing for approval/disapproval;
6. For approved proposals, a conforme letter is prepared for signature of the applicant;
7. For disapproved proposals, the documents are returned to the applicant;

A) Registration fee in participation to government-organized trade fairs/exhibition/demonstration

- ✓ The applicant submits a copy of confirmation letter of participation to TAPI; and
- ✓ The PM processes payment directly to the event organizer/s.

B) Reimbursement of Freight Cost for transfer of technology/ies to participate in Exhibits, Demonstrations and other Science-related Activities

- ✓ The applicant shall submit the Official Receipt of the forwarder/courier
- ✓ The PM processes the reimbursement to the applicant

C) Printing of promotional materials

- ✓ The PM prepares Job Order and coordinates with the supplier
- ✓ The applicant submits the Delivery Receipt, Inspection and Acceptance Report and Sales/Billing Invoice to TAPI
- ✓ The PM facilitates payment to supplier

VII. ACCOUNTABILITY/RESPONSIBILITY OF PROPONENT

1. Submit to TAPI a predetermined number of copies of the printed brochures/leaflets/flyer/poster.
2. The printed promotional material should bear the following acknowledgement and disclaimer at the center bottom portion:

For promotional materials printed in English:

Printed with funding support from:



TECHNOLOGY APPLICATION AND PROMOTION INSTITUTE
 DOST Compound, Gen. Santos Ave., Bicutan, Taguig City
 Tel. No.: (632) 837-6188 Fax (632) 837-2936

Disclaimer: All information in this brochure/flyer or leaflet/tarpaulin does not necessarily reflect the position or policy of the Institute

For promotional materials printed in Filipino:

Nailimbag sa tulong ng:



TECHNOLOGY APPLICATION AND PROMOTION INSTITUTE
DOST Compound, Gen. Santos Ave., Bicutan, Taguig City
Tel. No.: (632) 837-6188 Fax (632) 837-2936

Pagtatitwa: Ang mga nilalaman ng lathalaing ito ay nagmula sa may-akda at hindi sumasalamín sa opisyal na katayuan o patakaran ng ahensya

3. Submit copy of photos/pictures taken during participation to trade fairs, exhibition and market promotion wherein the promotional materials were used/distributed to targeted clients;
4. Submit a duly accomplished Client Feedback Form (CFF).

VIII. PENAL CLAUSE

Proponents who fail to comply with Article VII shall suffer the penalty of temporary or perpetual disqualification from availing the assistance under the Promotion and Marketing Program (PMap) or transacting any activities or assistance with DOST-TAPI.

IX. FINAL PROVISIONS

1. **Repealing Clause** – All guidelines, memoranda, orders, and other issuances of similar nature which are inconsistent with this Order are hereby deemed repealed and superseded.
2. **Separability Clause** – the provisions of these rules are hereby declared separable and in event any of such provisions are declared null and void, the validity of all other provisions shall not be affected thereby.
3. **Effectivity** - This Order shall supersede the previously issued guidelines and shall take effect immediately.

Taguig City, Philippines, APR 03 2018, 2018.


EDGAR I. GARCIA
Director

ANNEX A

Assistance Coverage: NOT MORE THAN Twenty Thousand Pesos (P20,000.00)

Assistance Coverage	Requirements/Specification
1. Registration fee in participation to government-organized trade fairs, exhibition and demonstrations	<ol style="list-style-type: none"> 1. Invitation letter from exhibit organizer 2. Event Profile/Program
2. Freight Cost for transfer of technology/ies to participate in Exhibits, Demonstration and Science-related activities	<ol style="list-style-type: none"> 1. Three (3) quotation from BIR-accredited freight forwarder/courier 2. Invoice Receipts, tickets, bill of lading, etc. (as applicable)
3. Printing of package labels	Format: 1 side printing, Full Color
4. Printing of promotional tarpaulins/banners	Format: 1 side printing, Full Color Size: 3ft x 6ft Other: with eyelet

Assistance Coverage: NOT MORE THAN Fifty Thousand Pesos (P 50,000.00)

Assistance Coverage	Requirements/Specifications
5. Printing of promotional materials either a single sheet brochure or a single sheet flyer/leaflet.	Format: 2 sides printing, Full Color Size: 8.5 inches x 13 inches spread Paper type: C2S120# Printing: Offset Printing Others/optional: 2 folds, 3 panels with scoring
6. Printing of technology or promotional posters	Format: 1 side printing, Full Color Size: 18 inches x 24 inches Paper type: C2S180# Printing: Offset Printing, Glossy
7. Printing of Catalogue of technologies/innovations/inventions	Paper type: C2S120# Printing: Offset Printing

Other Promotional and Marketing Assistance

Assistance Coverage	Requirements
8. Referral/endorsement to other government institutions for product/invention demonstration	<ol style="list-style-type: none"> 1. Copy of IPR documents for the product/invention 2. Description of the product/invention 3. Complete contact information of institutions where the product/invention is intended to be endorsed.

ANNEX B

CERTIFICATION

This is to certify that up to this date and upon verification with the records,

_____ of _____
(Agency/Name of Inventor/Project Leader/Head of Agency) (Address/Company Name)

has no outstanding obligations/unliquidated accounts with the Department of Science and Technology - Technology Application and Promotion Institute (DOST-TAPI).

This certification is issued to the abovementioned applicant for the purpose of availing financial/technical assistance under the Promotion and Marketing Program of DOST-TAPI.

Printed Name and Signature
TAPI – Accounting Section

Date