



INVITATION FOR BID

DEFENCE EXPORT PROMOTION ORGANIZATION (DEPO)



Defence Export Promotion Organization (DEPO),

hereinafter referred to as "the Procuring Agency" invites Bids from the eligible bidders as per bidding document for "Procurement of Services for conduct of IDEAS 2026 "Scheduled for November 24-27, 2026" for Media and Marketing Services ("Contract till December 31, 2026, extendable for next two years")" from companies / firms through online Bids (E-PADS). Bidders should be registered with relevant registration and tax departments/authorities. Joint Venture / Consortium is not allowed to participate. National Competitive bidding process shall be conducted online through E-PADS.

1. The subject procurement shall be conducted in accordance with method of procurement i.e. single stage two envelope and shall be evaluated, in terms of provisions prescribed in Public Procurement Rules, 2004, E-Pak Procurement Regulations, 2023 and any other regulations, procurement guidelines or instructions issued by the Authority (from time to time). Bid is open to all potential Service Providers.
2. Tender Notices / Details instructions are available on website of Public Procurement Regulatory Authority (PPRA) www.ppra.org.pk.
3. Pre-Bid meeting will be conducted on **March 16, 2026 at 1200 Hours at DEPO.**
4. Bidding Documents can immediately be downloaded from the websites of PPRA (www.eprocure.gov.pk) and response time shall be calculated exclusively from advertisement date of publication on PPRA website. This advertisement is also available on DEPO and PPRA Websites.
5. All Proposals (Technical & Financials) must be accompanied by a bid Security which should be submitted with Technical Proposal/bid. Details of Bid Security and procurement estimates are given below:

Ser	Description of Procurement (Scope of Services / TORs):	Bid Security Amount (PKR):
	Procurement of Services for conduct of IDEAS 2026 "Scheduled for November 24-27, 2026" Media and Marketing ("Contract till December 31, 2026, extendable for next two years") Details of Scope of Services given in Section-V of the Bidding Document	Rs. 1,000,000 (One Million Rupees only)(Refundable)

6. All Bids (Technical & financial) for subject procurement duly completed, signed, stamped and in complete conformity along with bidding document to be submitted online through E-PADS website on or before March 26, 2026 at 1030 Hours accompanied with required documents. Technical bids will be opened at 1100 Hours on the same day i.e. March 26, 2026 on E-PADS in the presence of the participant(s) who may choose to be present. Partial and conditional Bids/applications will be considered disqualified.
7. Interested eligible Bidders/Applicants may obtain further information from General Staff Officer-II (IDEAS), Defence Export Promotion Organization (DEPO) at the address given below.
8. Late submissions of bids for procurement mentioned in bidding document and supporting documents or not conforming to the prescribed method will be rejected straight away.
9. The Procuring Agency will not be responsible for any cost or expense incurred by bidders in connection with the preparation or delivery of bids for the services and supporting documents.
10. The Procuring Agency reserves the right to reject all bids for the subject procurement as per Rule 33 of PPRA Rules.

General Staff Officer-II (IDEAS)

Address: Defence Export Promotion Organization (DEPO),
Sector E-10, Defence Complex PO Box-44250, Islamabad

Contact No: 92-51-9262017-8 Email: info@ideaspakistan.gov.pk

www.ideaspakistan.gov.pk / www.depo.gov.pk