

Certification No. 15-295
Series of 2015

MEMORANDUM

Subject : **REVISIONS AND AMENDMENTS OF THE UNIFIED
DIRECTIONAL SIGNS (UDS) GUIDELINES**

This certifies that:

The records of the Office of the Corporate Secretary show that during the Three Hundred Third (303rd) Meeting of the Board of Directors of the Subic Bay Metropolitan Authority held last 19 November 2015 wherein there was a quorum to validly transact business, the following resolution was approved:

Resolution No. 15-11-5584

"Resolve, as it is hereby resolved, that upon recommendation of Management and without prejudice to COA Regulations and pertinent laws on the matter, the Board hereby approves the revisions and amendments of the Unified Directional Signs (UDS) Guidelines as contained in Management's Memorandum dated November 3, 2015, a copy of which is incorporated herein by way of reference."

Issued this 3rd day of December 2015.



RUBEN O. FRUTO
Corporate Secretary

The Consultant/Recommender



**SUBIC BAY METROPOLITAN AUTHORITY
TOURISM DEPARTMENT**

2/F Subic Bay Exhibition & Convention Center, Efficiency Road,
Subic Bay Gateway Park, Subic Bay Freeport Zone, Philippines 2222
Tel (+63-47)252.4655/4123/4200 Fax (+63-47)252-4194 www.sbma.com



MEMORANDUM

FOR : HON. ROBERTO V. GARCIA
SBMA Chairman and Administrator

FROM : MARY JAMELLE A. CAMBA
Manager, Tourism Department

SUBJECT : UNIFIED DIRECTIONAL SIGNS (UDS) GUIDELINES

Date : November 3, 2015

Julz
As noted

Teu-mu-em 11-04-903
CHADTS-14174

Samy
Pls. take my revisions.
Permit to not back
mailing

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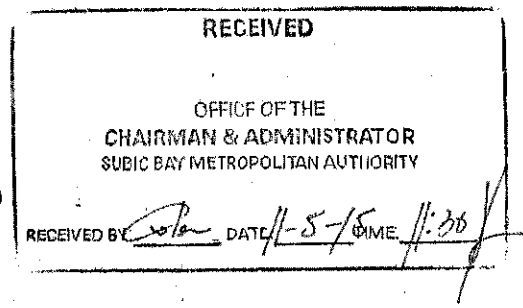
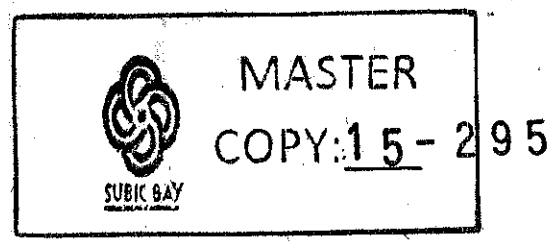
This is to respectfully endorse for your review and for the approval and ratification of the Board the revised and proposed amendments to the Unified Directional Sign Project Implementation Guidelines in accordance with your instructions during our meeting last November 2, 2015.

Also, attached for your perusal is the copy of the proposed application and Permit Form to be used.

Thank you.

[Signature]
MJAC/RRM/jmm/jdsd

Julz
Please coordinate BAP w/
Conce re: presentation of this item
to the Board on Nov 19.
ji

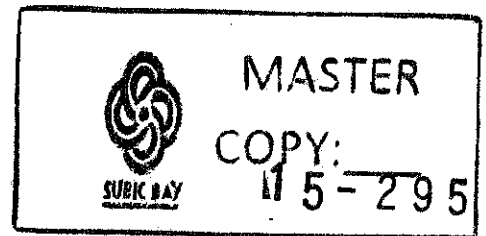


CHIEF, COMM. SUPPORT DIVISION	
<input checked="" type="radio"/> Approved	<input type="radio"/> Disapproved

Republic of the Philippines
SUBIC BAY METROPOLITAN AUTHORITY
SBF Signage Guidelines: Advertising and Marketing Activities
IMPLEMENTING RULES AND REGULATIONS

Unified Directional Sign (UDS)

- The Tourism Department, in coordination with the Roads and Bridges of the Maintenance and Transportation Department, shall be responsible in the processing, scheduling, monitoring, and issuance of permits, and all other activities related to the leasing out of unified directional signs.
 - a. In the process, signage materials must be checked by the Roads and Bridges of the Maintenance and Transportation Department for compliance to the set standards prior to release of permit and installation.
 - b. Standard Sticker/ Directional Sign Specification:
 - Sticker: Type XI, Avery Dennison or 3M Brand
 - c. Contents:
 - Color: White Text in Blue Background
 - Text Lines: LEFT Company Name (1st line), Distance in Kilometer (2nd line)
RIGHT Arrow, covering 1st & 2nd lines, pointing towards company direction
 - Font: 140mm Series D Letter, Medium Spacing without Borderline
- UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that are compliant to and updated in paying the Environmental Tourism Administrative Fee (ETAF) and tourist destinations – companies who are highly dependent from visiting clients such as Tourism and Tourism-related businesses.
 - Number of allowable spaces to be implemented:
 - a. Tourism and Tourism-related Stakeholders: Maximum of 5 spaces in staggered locations.
 - b. Limited slots for SBF Non Tourism-related Industries: Maximum of 2 spaces in staggered locations
- Limited slots will be given also to Non Subic Bay Freeport-registered companies who are highly dependent on SBF Road networks in doing business.
 - a. Number of allowable spaces to be implemented: 2 spaces, in staggered locations
 - b. Additional slot/s subject to the approval of the Chairman and Administrator.
- Permit Fees and Duration:
 - a. ETAF Compliant Stakeholders:
 - FREE OF CHARGE for the first 2 slots subject for rotation every 6 months
 - P12,000/ piece for the 3rd up to 5th slots for 12 months
 - b. SBF Tourism Stakeholders and Tourist Destination – Companies:
 - P12,000/ piece for up to 5 slots for 12 months
 - c. Non Tourism-related Industries/ Companies
 - P12,000/ piece for up to 3 slots for 12 months
 - d. Non SBF Companies (Doubled)
 - P24,000/ piece for up to 3 slots for 12 months
- Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the printing, cutting, installation, and removal of stickers/ directional sign materials.
- Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.
- All materials to be used are expected to last not lower than the twelve (12) months approved duration. Any materials that may deteriorate before the maturity date must be replaced within five (5) days upon receipt of notice from SBMA.
- No more than one (1) space shall be leased out to the same applicant-company in a single UDS set and in the same area.
- No more than 2 spaces shall be leased out to the same applicant-company within the same stretch of the SBF thoroughfares.
- SBMA, upon evaluation of concerned department/s/ office/s such as the Tourism Department, and considering the number of stakeholders that need the same, reserves the right to recommend the number of space/s to be leased out to requesting applicant-company within the same road network.
- SBMA reserves the right to refuse approval, recommend and/ or change non-conforming layout and materials at the expense of the applicant-company.
- Date of Implementation:
 - a. Guidelines shall take effect upon approval and ratification by the SBMA Board of Directors and 15 days from posting at the SBMA Website and Official Bulletin Boards of the Agency
 - b. Guidelines shall form part of the initiative to come up with an Implementing Rules and Regulations for Subic Bay Freeport Advertising and Marketing Activities (to be presented for approval and ratification by the SBMA Board of Directors) and aligned to the existing Subic Bay Freeport Signage Policy of 2001.





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TOURISM DEPARTMENT**

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Subic Bay Gateway Park, Subic Bay Freeport Zone, Philippines 2222
Tel (+63-47)252.4123/4200/4242 Fax (+63-47)252-4194 www.mysubicbay.com.ph

Revision No. 00
Effective Date: , 2015



UNIFIED DIRECTIONAL SIGNS

Date Applied: _____
O. R. No.: _____
Date Released: _____

Applicant's Information

(Please accomplish this form in duplicate)

Permit No. _____

Company Name	TIN:
Address	Bus. Style:
Contact Info	Phone:
Representative	Email:
	Position:

Details of Advertisement Activity

Category	Basic Requirements	Signature/ No. of Slots	Fees
ETAF Compliant	o Verified updated by: _____ o Additional Spaces (max. of 7 slots)	_____ pc/s x P12,000/ pc.	FREE 3 Slots P _____ .00
Tourism & Related Co.	o No. of Spaces (max. of 10 slots)	_____ pc/s x P12,000/ pc.	P _____ .00
Non Tourism Industries	o No. of Spaces (max. of 5 slots)	_____ pc/s x P12,000/ pc.	P _____ .00
Non SBF Stakeholders	o No. of Spaces (max. of 5 slots)	_____ pc/s x P24,000/ pc.	P _____ .00

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E					
A					

DURATION	Start:	Finish:	TOTAL AMOUNT:	P	_____ .00
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For Maintenance and Transportation Department Use Only:

Compliance to Sticker Standards:

- o **Sticker:** () Type XI, () Avery Dennison/ () 3M Brand
- o **Contents:**
 - _____ **Color:** White Text in Blue Background
 - _____ **Text Lines:** () LEFT Company Name (1st line),
() Distance in Kilometer (2nd line)
() RIGHT Arrow, covering 1st & 2nd lines, pointing
towards company direction
 - _____ **Font:** 140mm Series D Letter, Medium Spacing
Without Borderline

Remarks:

Checked by:

Head, Roads and Bridges
Maintenance & Transportation Department

Billed by:	Assisted by:	Verified by:
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Waiver/ Risk Acknowledgement:

This is to certify that I have read the Implementing Rules and Regulations at the back of this Unified Directional Permit Form. In consideration of the provisions stated therein, with full knowledge and acceptance of the risks associated and full knowledge of my responsibilities as an advertiser, I hereby release, indemnify and hold harmless SBMA and its personnel from all forms and manner of risks inherent in my intention to advertise, and from all claims and demands of any nature arising from such marketing and advertising activities.

Applicant's signature over printed name

Billed by:

Recommending Approval:

JULIUS DS DUMANGAS
Ads and Signage Section

RODEL R. MAYOR
Chief, Conf. Support Division

o Approved o Disapproved

Notices & Reminders

(To be accomplished by Ads & Signage Staff 30 days prior to expiration of permit)

Date Time	Contact Person	Remarks	Staff

MARY JAMELLE A. CAMBA
Officer-In-Charge



Live Work Play
My Subic Bay
It's not just a place
It's a lifestyle
www.mysubicbay.com.ph

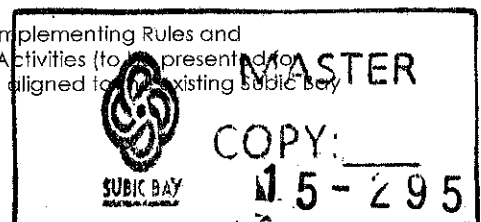
MASTER COPY:
15-295

SUBIC BAY

Republic of the Philippines
SUBIC BAY METROPOLITAN AUTHORITY
SBF Signage Guidelines: Advertising and Marketing Activities
IMPLEMENTING RULES AND REGULATIONS

Unified Directional Sign (UDS)

- The Tourism Department, in coordination with the Roads and Bridges of the Maintenance and Transportation Department, shall be responsible in the processing, scheduling, monitoring, and issuance of permits, and all other activities related to the leasing out of unified directional signs.
 - a. In the process, signage materials must be checked by the Roads and Bridges of the Maintenance and Transportation Department for compliance to the set standards prior to release of permit and installation.
 - b. Standard Sticker/ Directional Sign Specification:
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RIGHT Arrow, covering 1st & 2nd lines, pointing towards company direction
 - Font: 140mm Series D Letter, Medium Spacing without Borderline
- UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that are compliant to and updated in paying the Environmental Tourism Administrative Fee (ETAF) and tourist destinations – companies who are highly dependent from visiting clients such as Tourism and Tourism-related businesses.
 - Number of allowable spaces to be implemented:
 - a. Tourism and Tourism-related Stakeholders: Maximum of 5 spaces in staggered locations.
 - b. Limited slots for SBF Non Tourism-related Industries: Maximum of 2 spaces in staggered locations
- Limited slots will be given also to Non Subic Bay Freeport-registered companies who are highly dependent on SBF Road networks in doing business.
 - a. Number of allowable spaces to be implemented: 2 spaces, in staggered locations
 - b. Additional slot/s subject to the approval of the Chairman and Administrator.
- Permit Fees and Duration:
 - a. ETAF Compliant Stakeholders:
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 - b. SBF Tourism Stakeholders and Tourist Destination – Companies:
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 - P12,000/ piece for up to 3 slots for 12 months
 - d. Non SBF Companies (Doubled)
 - P24,000/ piece for up to 3 slots for 12 months
- Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the printing, cutting, installation, and removal of stickers/ directional sign materials.
- Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.
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- SBMA reserves the right to refuse approval, recommend and/ or change non-conforming layout and materials at the expense of the applicant-company.
- Date of Implementation:
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TOURISM DEPARTMENT**

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Revision No. 00
Effective Date: , 2015



UNIFIED DIRECTIONAL SIGNS

Date Applied: _____
O. R. No.: _____
Date Released: _____

Applicant's Information

(Please accomplish this form in duplicate)

Permit No. _____

Company Name		TIN:	
Address		Bus. Style:	
Contact Info	Phone:	Email:	
Representative		Position:	

Details of Advertisement Activity

Category	Basic Requirements	Signature/ No. of Slots	Fees
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Tourism & Related Co.	o No. of Spaces (max. of 10 slots)	_____ pc/s x P12,000/ pc.	P _____ .00
Non Tourism Industries	o No. of Spaces (max. of 5 slots)	_____ pc/s x P12,000/ pc.	P _____ .00
Non SBF Stakeholders	o No. of Spaces (max. of 5 slots)	_____ pc/s x P24,000/ pc.	P _____ .00

A
R
E
A

DURATION Start: _____ Finish: _____ **TOTAL AMOUNT:** P _____ .00

For Maintenance and Transportation Department Use Only:

Compliance to Sticker Standards:

- o Sticker: () Type XI, () Avery Dennison/ () 3M Brand
- o Contents:
 - _____ Color: White Text in Blue Background
 - _____ Text Lines: () LEFT Company Name (1st line),
() Distance in Kilometer (2nd line)
 - () RIGHT Arrow, covering 1st & 2nd lines, pointing towards company direction
 - _____ Font: 140mm Series D Letter, Medium Spacing Without Borderline

Remarks:

Checked by: _____

Head, Roads and Bridges
Maintenance & Transportation Department

Billed by: _____ Assisted by: _____ Verified by: _____

Waiver/ Risk Acknowledgement:

This is to certify that I have read the Implementing Rules and Regulations at the back of this Unified Directional Permit Form. In consideration of the provisions stated therein, with full knowledge and acceptance of the risks associated and full knowledge of my responsibilities as an advertiser, I hereby release, indemnify and hold harmless SBMA and its personnel from all forms and manner of risks inherent in my intention to advertise, and from all claims and demands of any nature arising from such marketing and advertising activities.

Applicant's signature over printed name

Billed by: _____

Recommending Approval:

JULIUS DS DUMANGAS
Ads and Signage Section

RODEL R. MAYOR
Chief, Conf. Support Division

o Approved _____ Disapproved _____



MARY JAMELLE A. CAMBA
Officer-in-Charge



Live Work Play.
My Subic Bay.
It's more fun to stay in SUBIC.
www.mysubicbay.com.ph

Notices & Reminders

(To be accomplished by Ads & Signage Staff 30 days prior to expiration of permit)

Date Time	Contact Person	Remarks	Staff

COPY:

15-295

Unified Directional Sign (UDS)

Utilization Guidelines

An amendment to the initially approved guidelines by the SBMA Board of Directors

I. The Tourism Department, in coordination with the Roads and Bridges Section of the Maintenance and Transportation Department, shall be responsible for the processing, scheduling, monitoring, and issuance of permits, and all other activities related to the leasing out of unified directional signs.

a. In the process, signage materials must be checked by the Roads and Bridges of the Maintenance and Transportation Department for compliance to the set standards prior to release of permit and installation.

b. Standard Reflective Sticker/ Directional Sign Specification:

- Sticker: Type XI, Avery Dennison or 3M Brand
- Size: 1600mm W x 420mm H

c. Contents:

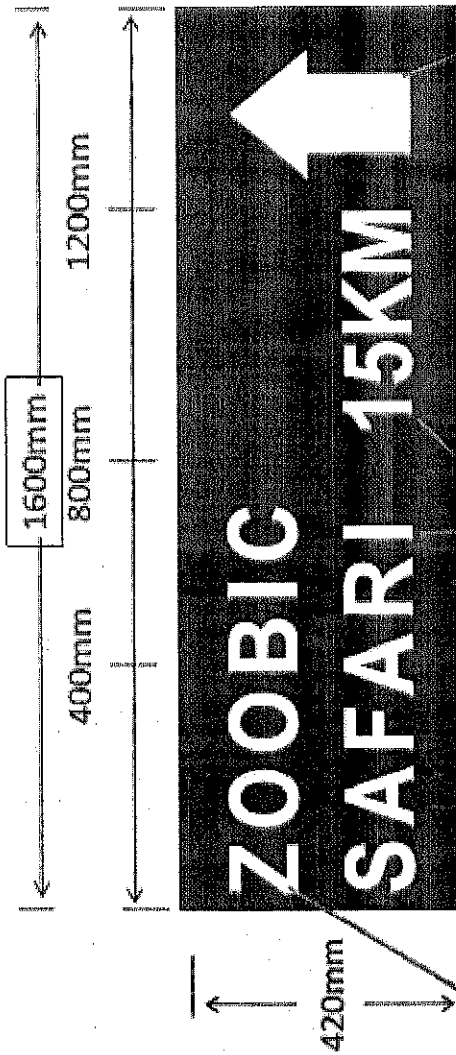
- Color: White Text in Blue Background
- Text Lines: FIRST LINE: LEFT, from 00mm-1200mm: Company Name
SECOND LINE: LEFT, from 00mm-800mm: Company Name Continuation
SECOND LINE: RIGHT, from Right Backward after 400mm: Kilometer Distance
- Arrow: FIRST and SECOND LINES: RIGHT, from Right Backward between 00mm – 400mm
- Font: 140mm Series D Letter, Medium Spacing without Borderline
Maximum of 9 characters per line including Kilometer Distance



Unified Directional Sign (UDS)

Standard Reflective Sticker/ Directional Sign Specification:

- Sticker: Type XI, Avery Dennison or 3M Brand
- Size: 1600mm W x 420mm H



FIRST LINE: LEFT, from 00mm-1200mm: Company Name
 FONT: 140mm Series D Letter, Medium Spacing without Borderline
 Maximum of 9 characters per line including Kilometer Distance (For 1st & 2nd Lines)

SECOND LINE: RIGHT, from Right Backward after 400mm: Kilometer Distance

ARROW: FIRST and SECOND LINES: RIGHT, from Right Backward: between 00mm-400mm

SECOND LINE: LEFT, from 00mm-800mm: Company Name Continuation



SUBIC BAY

MASTER
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Utilization Guidelines (proposed amendment)

II. UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that are compliant to and updated in paying the Environmental Tourism Administrative Fee (ETAF) and tourist destinations – companies who are highly dependent from visiting clients such as Tourism and Tourism-related businesses.

Number of allowable spaces to be implemented:

- a. Tourism and Tourism-related Stakeholders: Maximum of 5 spaces in staggered locations.
- b. Limited slots for SBF Non Tourism-related Industries: Maximum of 2 spaces in staggered locations

III. Limited slots will be given also to Non Subic Bay Freeport-registered companies who are highly dependent on SBF Road networks in doing business.

- a. Number of allowable spaces to be implemented: 2 spaces, in staggered locations
- b. Additional slot/s subject to the approval of the Chairman and Administrator.

IV. Permit Fees and Duration:

- a. ETAF Compliant Stakeholders:
 - FREE OF CHARGE for the first 2 slots subject for rotation every 6 months
 - P12,000/ piece for the 3rd up to 5th slots for 12 months
- b. SBF Tourism Stakeholders and Tourist Destination – Companies:
 - P12,000/ piece for up to 5 slots for 12 months



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Utilization Guidelines (proposed amendment)

- c. Non Tourism-related Industries/ Companies
 - P12,000/ piece for up to 3 slots for 12 months
- d. Non SBF Companies (Doubled)
 - P24,000/ piece for up to 3 slots for 12 months

V. Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the printing, cutting, installation, and removal of stickers/ directional sign materials.

VI. Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.

VII. All materials to be used are expected to last not lower than the twelve (12) months approved duration. Any material that may deteriorate before the maturity date must be replaced within five (5) days upon receipt of notice from SBMA.

VIII. No more than one (1) space shall be leased out to the same applicant-company in a single UDS set and in the same area.



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COPY:

15-295

Utilization Guidelines (proposed amendment)

- IX. No more than 2 spaces shall be leased out to the same applicant-company within the same stretch of the SBF thoroughfares.
- X. SBMA, upon evaluation of concerned department/s/ office/s such as the Tourism Department, and considering the number of stakeholders that need the same, reserves the right to recommend the number of space/s to be leased out to requesting applicant-company within the same road network, as well as the locations of each space/s to be leased.
- XI. SBMA reserves the right to refuse approval, recommend and/ or change non-conforming layout and materials at the expense of the applicant-company.
- XII. Date of Implementation:
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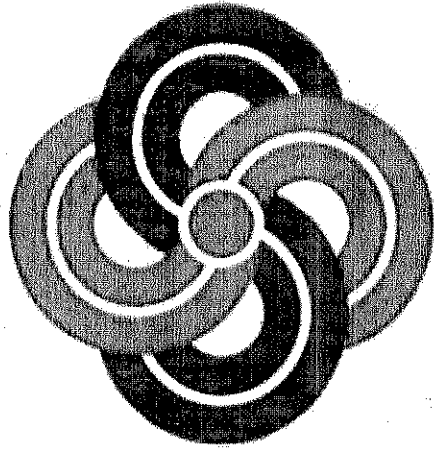


SUBIC BAY
FREEPORT AUTHORITY

MASTER

COPY: _____

15-295



SUBIC BAY
METROPOLITAN AUTHORITY

UNIFIED DIRECTIONAL SIGN (UDS)

*An amendment to the initially approved guidelines
by the SBMA Board of Directors*



Utilization Guidelines

1. The Tourism Department, in coordination with the Roads and Bridges Section of the Maintenance and Transportation Department, shall be responsible for the processing, scheduling, monitoring, and issuance of permits, and all other activities related to the leasing out of unified directional signs.

a. In the process, signage materials must be checked by the Roads and Bridges of the Maintenance and Transportation Department for compliance to the set standards prior to release of permit and installation.

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- Size: 1600mm W x 420mm H

c. Contents:

- Color: White Text in Blue Background

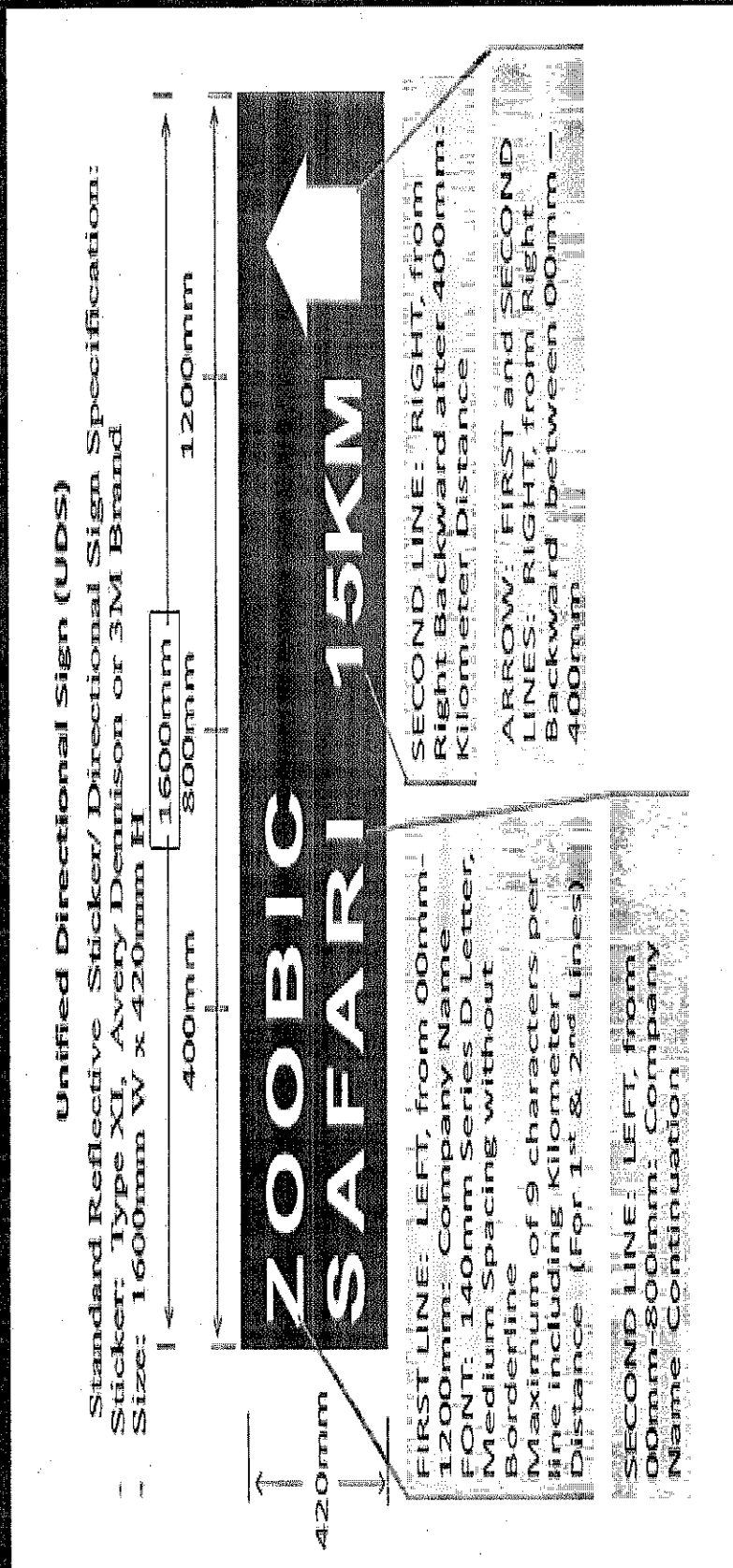
- Text Lines: FIRST LINE: LEFT, from 00mm-1200mm: Company Name

SECOND LINE: LEFT, from 00mm-800mm: Company Name
Continuation

SECOND LINE: RIGHT, from Right Backward
after 400mm: Kilometer Distance



- Arrow: FIRST and SECOND LINES: RIGHT, from Right Backward between 00mm – 400mm
- Font: 140mm Series D Letter, Medium Spacing without Borderline
Maximum of 9 characters per line including Kilometer Distance



Utilization Guidelines

II. UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that are compliant to and updated in paying the Environmental Tourism Administrative Fee (ETAF) and tourist destinations – companies who are highly dependent from visiting clients such as Tourism and Tourism-related businesses.

Number of allowable spaces to be implemented:

a. **Tourism and Tourism-related Stakeholders:** Maximum of 5 spaces in staggered locations.

b. **Limited slots for SBF Non Tourism-related Industries:**

Maximum of 2 spaces in staggered locations

III. Limited slots will be given also to Non Subic Bay Freeport-registered companies who are highly dependent on SBF Road networks in doing business.

a. **Number of allowable spaces to be implemented:** 2 spaces, in staggered locations

b. Additional slot/s subject to the approval of the Chairman and Administrator.



Utilization Guidelines

IV. Permit Fees and Duration:

a. ETAF Compliant Stakeholders:

- FREE OF CHARGE for the first 2 slots subject for rotation every 6 months
- P12,000/ piece for the 3rd up to 5th slots for 12 months

b. SBF Tourism Stakeholders and Tourist Destination/ Companies:

- P12,000/ piece for up to 5 slots for 12 months

c. Non Tourism-related Industries/ Companies:

- P12,000/ piece for up to 3 slots for 12 months

d. Non SBF Companies (Doubled):

- P24,000/ piece for up to 3 slots for 12 months

V. Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the printing, cutting, installation, and removal of stickers/ directional sign materials.

SUBIC BAY
MARINA/PORT

115-295



Utilization Guidelines

VI. Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.

VII. All materials to be used are expected to last not lower than the twelve (12) months approved duration. Any material that may deteriorate before the maturity date must be replaced within five (5) days upon receipt of notice from SBMA.

VIII. No more than one (1) space shall be leased out to the same applicant-company in a single UDS set and in the same area.



End of Presentation

Thank you

