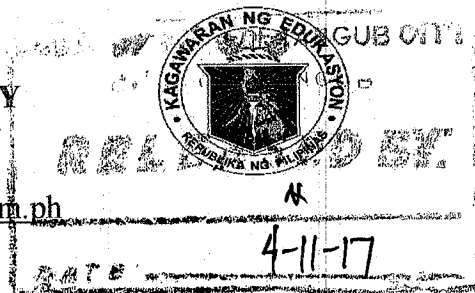




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**Division Memorandum**

No. 73, s. 2017

To: School Governance and Operations Division (SGOD)  
Curriculum Implementation Division (CID)  
School Heads, Secondary  
This Division

From: VICTORIA V. GAZO, Ph. D., CESO V  
Schools Division Superintendent

Subject: **BOOTH EXHIBIT OF LOCAL PRODUCTS/TOURISM PROMOTION  
AND SENIOR HIGH SCHOOL OUTPUTS DURING THE PALARONG  
PAMBANSA**

Date: April 10, 2017

1. In line with the *Regional Memorandum No. 141 s. 2017* entitled "*Visit Normin: Booth Exhibit of Local Products/Tourism Promotion and Senior High School Outputs,*" this division will participate in the BOOTH EXHIBIT CONTEST during the Palarong Pambansa 2017 at San Jose, Antique with the theme, "*Coverage Youth Power, Builds Sustainable Future.*"
2. To be included in the display is the Senior High School products and other local products that best depict the distinctiveness of our locality. Exhibits shall start on April 21, 2017 and shall culminate on April 29, 2017.
3. In line with this, all schools offering senior high school shall submit their senior high school products on or before April 18, 2017 c/o *Ms. Gloria L. Capuyan*.
4. Anent to this, there will be two teachers who will assist in the preparation and display of the booth exhibit at San Jose, Antique, namely:
  1. ~~James Mark P. Saporno~~
  2. Liegh S. Enayo
5. Enclosed is the guidelines for the Booth Exhibit of Local Products/Tourism Promotion and Senior High School during the Palarong Pambansa, for reference.
6. Transportation of participants shall be charged to the LGU while per diem and other expenses shall be charged to local funds subject to the usual accounting and auditing rules and regulations.
7. Immediate and wide dissemination and strict compliance of this memorandum is desired.

**GUIDELINES FOR THE BOOTH EXHIBIT OF LOCAL  
PRODUCTS/TOURISM PROMOTION AND SENIOR HIGH SCHOOL  
READINESS DURING THE PALARONG PAMBANSA 2017**

1. All participating divisions are required to display their best products and services before the opening program until the duration of the 2017 Palarong Pambansa. However, the concept of the exhibit will be aligned on the theme: **"Coverage Youth Power, Builds Sustainable Future"**. Each division shall assign a school head(s) to market or to showcase the products/services of the course offerings of SHS within the exhibit booth. This may be done through video presentation, skills exhibition or product display and sales talk.
  
2. All products/services displayed in the bazaar which are produced or rendered by the TVL, Academic, Arts and Design and Sports Tracks as certified the schools division superintendent can be offered for sale and for advocacy purposes.

**The Criteria for Judging:**

A. Senior High School Advocacy	-	30%
B. Booth Appearance	-	20%
C. Display and Presentation	-	20%
D. Marketing Strategy	-	20%
E. Sales	-	<u>10%</u>
Total	-	100%

Prepared by:

  
**RAYMUND S. ANTOLO**  
Chief, HRDD

Approved:

  
**ALLAN G. FARNAZO**  
Director IV