

Basic information and cost overview	
Project	2023年BMW全国电动车销售大赛激励训练营
Company	康辉集团北京国际会议展览有限公司
Contact	
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Position	Account Director
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Conference	
2023年BMW全国电动车销售大赛激励训练营	¥929, 870. 27
Total Net	¥929, 870. 27
VAT (6%) **	¥55, 792. 21
Gross Total	¥985, 662. 48
* Please state surcharges (i.e. Business Tax) clearly and indicate which modules are affected. ** Please note that 3rd party invoices are paid net by BMW since VAT is claimed back by your company.	

	Total						¥929,870.27	
No.	Item	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	Detailed Work load/ Comments / Deliverables
	Agency Fees							
	Agency Fees (Preparation)							
I A 1	Account Director	pax/day	1	4	6	¥1,800	¥43,200	前期方案准备及沟通
I A 2	Creative Director	pax/day	1	4	6	¥1,200	¥28,800	前期执行策划及沟通准备
I A 3	2 D Designer	pax/day	2	1	6	¥2,000	¥24,000	
I A	Sub-Total Agency Fees (Preparation)						¥96,000.00	
	Agency Fees (On site)							
I B 1	Account Director	pax/day	1	1	6	¥800	¥4,800.00	项目现场总协调, 准备1天, 活动4天3晚; back up 1天
I B 2	Account Manager	pax/day	1	1	6	¥800	¥4,800.00	项目现场总协调, 准备1天, 活动4天3晚; back up 1天
I B 3	Project Manager	pax/day	4	1	6	¥800	¥19,200.00	
I B	Sub-Total Agency Fees (On site)						¥28,800.00	
I	Total Agency Fees						¥124,800.00	

	Travel & Accomodation							
No.	Item	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	Unit price
	Site Check&Onsite Event:							Transportation, hotel and air ticket, all related expense, provide list of participants
II A1	Crew flights or Train for event (Economy class) I	unit	1	3	8	¥300	¥7,200.00	北京-阿纳亚往返预估, 以实际发生为准, 预估3人; 8天含踩点及实际活动天数; 考察去回, 活动去回共4次
II A2	Agency Staff Accomodation I	Rm/Night	1	2	8	¥500	¥8,000.00	
II A3	Agency Staff working on site traffic	unit	1	3	8	¥300	¥7,061.60	
II A	Sub-Total Onsite Event						¥22,261.60	
II	Total Travel & Accomodation						¥22,262	

	Logistics & Operations							
No.	Item	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	Unit price
	Logistics							
III A 1	Shuttle bus	unit	1	4	2	¥4,000	¥32,000.00	Shuttle Bus service, 需要承接39+内部工作人员6人, 不含agency工作人员根据行程安排准备; 请标出具体信息; 北京-阿那亚单程, 考斯特
III A 2	Shuttle bus for pick up	unit	1	2	2	¥1,500	¥6,000.00	Shuttle Bus service, 需要承接39+内部工作人员6人, 不含agency工作人员根据行程安排准备; 请标出具体信息; 秦皇岛-阿那亚单程, 考斯特
III A	Sub-Total Logistics						¥38,000.00	
	Materials	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	Sum
III B 1	Mic cover	unit	1	4	1	¥50	¥200.00	Mic cover 麦克风套
III B 2	Muster board 集合牌	unit	1	8	1	¥50	¥400.00	大巴上车集结使用
III B 3	礼品	unit	1	51	1	¥94	¥4,790.67	39+6 back up, 预算小于100/人;
III B 4	保险	unit	1	45	1	¥100	¥4,500.00	保险保额100万/人
III B	Sub-Total Materials						¥9,890.67	
III C	Materials	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	Details / Comments
III C 1	course design	Person	1	2	1	¥15,000	¥30,000.00	课程设计
III C 2	course delivery	unit	1	1	2	¥170,000	¥340,000.00	授课
III C 3	training materials	unit	1	40	1	¥275	¥11,000.00	教学资料
III C 4	logistics	unit	1	2	2	¥4,740	¥18,960.00	教学人员后勤
III C	Sub-Total Materials						¥399,960.00	
III	Total Logistics & Operation						¥447,851	

IV	Hospitality							
	Item	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	Details / Comments
IV A 1	Air ticket or Train	pax	2	38	1	¥1,860	¥141,360.00	39个人从起始地到阿那亚, 再从阿那亚返回至起始地, 详情参见sheet “机票”
IV A 2	Tea Break	pax	2	45	2	¥158	¥28,440.00	茶歇安排 (具体安排参加活动时间要求) 按照早晚各一次规划; 包含运送费
IV A 4	Welcome dinner	pax	1	45	1	¥374	¥16,821.00	常规酒店晚餐自助餐or桌餐, 含酒水
IV A 5	ROOM	pax	1	38	3	¥1,021	¥116,337.00	房费按1100/晚估算, 含单人早餐, 具体以实际情况为准;
IV A 7	RSVP	Person	1	1	1	¥4,000	¥4,000.00	来宾信息收集、酒店入住信息及拓展信息确认
	Subtotal						¥306,958.00	
IV	Total Hospitality						¥306,958.00	

	Photo & Video							
	Item	Unit	Number of time	Quantity/Time	Days	Unit price	Sum	
	Photo & Video crew							
VII 1	Photo crew	day/person	2	1	4	¥3,500	¥28,000.00	V photo, based on standard requirements, including equipment 云摄影, 含设备, 8小时内工作时间
VII A	Subtotal Photo & Video crew						¥28,000.00	
VII	Total Photo & Video						¥28,000.00	