



# 合同 Contract

编号 No: PS23071188

发布日期 Issue Date: 2024/11/20

(年/月/日) (Y/M/D)

买方: 上汽通用汽车销售有限公司

Buyer: SAIC General Motors Sales Company Limited

地址: 上海浦东金桥申江路1500号行政新楼一层

1st Floor of New Administration Building, 1500 ShenJiang Road, JinQiao, Pudong, Shanghai, 201206 China

采购员Buyer: 叶琳Ye Lin

电话 Tel: (86 21) 28902890

传真 Fax: (86 21) 28919111/28919112

合同号必须完整地显示在与此  
合同有关的一切信函/文件上

Contract No. must be shown on all  
correspondence/document pertaining  
to this contract

供应商 Supplier:	康辉集团北京国际会议展览有限公司		
供应商编号 Supplier No.:	0017015088	联系人 Contact Person:	许劲乔
地址 Address:	北京市朝阳区农展馆南路13号12层1510内002		
电话 Telephone:	010-65877464	传真 Facsimile:	010-65870596

交付说明和交付地点:

Delivery Instructions & Destination:

SRCD240263, 申请部门: 凯迪拉克市场营销事业部, 申请科室: 凯迪拉克品牌, 申请人: Ren Liwen, 任立雯 (5702), 申请人分机: 598092;

交付日期(月/日/年):

Delivery Date(M/D/Y):

09/28/2024

付款时间和方式:

Time and Method of Payment:

ZNAA (NET40周付-开票后的第40天付款)

ZNAA (Net40 weekly-40days after invoice date)

国际贸易条件:

Incoterms:

采购申请号 POR#:

SRCD240263

JPC 决议号 JPC Decision#:

GP 6000032884

编号 No.	描述及规格 Description & Specification	计量单位 Unit of Measurement	单价(见附注) Unit Price (See note)	数量 Quantity	小计 Subtotal
1	旅行社--全新XT5上市发布会旅行社费用/Cadillac XT5 launch conference travel agency 旅行社--全新XT5上市发布会旅行社费用/Cadillac XT5 launch conference travel agency	PU	1,050,000.00	1.00	1,050,000.00
总计 Total Amount				1.00	1,050,000.00

币种:

Currency: CNY

注解及说明(Comments)

合同金额不含税, 卖方应提供6%增值税专用发票。The contract price is the total amount excluding all taxes and the Seller shall provide the special VAT invoice at the rate of 6%.

上汽通用汽车销售有限公司/买方(章)

SAIC General Motors Sales Company  
Limited(Chop)

授权代表:

Authorized Representative:

日期 2024-11-20

Date

供应商/卖方(章)

Supplier(Chop)

授权代表:

Authorized Representative:

日期

Date



# 合同 Contract

编号 No: PS23071188

发布日期 Issue Date: 2024/11/20  
(年/月/日) (Y/M/D)

卖方承认, 在卖方签署本合同之前, 已经完整阅读、充分理解并接受本合同所述/所附的条款及条件, 并不可撤回地决定承担由此产生的任何及所有的职责、责任和义务。 卖方必须在收到本合同后14个日历日内安排其授权代表签署并加盖公章(如有)并返回给买方, 本合同须经买方加盖公章后方能生效, 法律另有规定或双方另有书面约定的除外。

**Seller acknowledges that the terms and conditions stated in and/or attached to this Contract have been fully read, understood and accepted before this Contract is signed and Seller irrevocably agrees to undertake any and all responsibility, liability and obligations thereof. Unless otherwise provided for in relevant laws and regulations or in this Contract, this Contract shall be returned within 14 calendar days to Buyer after Seller's receipt of this Contract which shall have been signed by Seller's authorized representative and stamped with the company chop (if any), provided that this Contract shall become effective only after it has been stamped with Buyer's company chop.**

附注: 对国外物料供应商而言 - 除非本合同中另有条款注明, 上述价格包含除中国海关征收的进口关税及进口环节增值税和消费税以外的  
一切抵达中国港口的费用。

对国内物料供应商而言 - 除非本合同中另有条款注明, 上述价格包含货物送抵买方之一切费用, 包括运费、保险费。  
且供应商须向买方提供相应的增值税发票。

所有供应商都应当在向买方开具的发票中注明本合同的编号。

Notes: For foreign goods supplier - Unless otherwise stated in this Contract, the above price shall include all expenses for goods delivered to the designated Chinese port incurred in connection with importation thereof except VAT, Custom Duty and Excise Tax.

For local goods supplier - Unless otherwise stated in this Contract, the above price includes all expenses for delivery to Buyer, including freight and insurance, and Supplier shall provide VAT invoice to Buyer.

All invoices provided to Buyer shall be marked with this Contract No. by Supplier.

## 开票信息 (针对国内供应商):

Bank Information for domestic Supplier issuing invoice:

上汽通用汽车销售有限公司 SAIC General Motors Sales Company Limited

纳税人识别号 Tax Identification Code: 913100005867594438

中国工商银行股份有限公司上海市天目东路支行 Industry and Commercial Bank of China Limited Shanghai East Tianmu Branch  
1001215519300293759

## 开票信息 (针对海外供应商):

Information for overseas Supplier issuing invoice:

SAIC General Motors Sales Company Limited

附件:

Attachment:

注: 若本合同与附件内容有冲突, 以本合同为准; 若各附件的内容有冲突, 按附件排列的先后顺序优先适用。

In cases of any conflict between the provisions of this Contract and that of the attachments thereto, the provisions of this Contract shall prevail; in cases of conflicts among the provisions of the attachments, the order of precedence for the attachments shall be governed by the descending order of the documents listed below.

1 国内技术服务一般条款 General Terms and Conditions for Local Technical Services (LS202 Version 3.2)

2 保密协议 Non-Disclosure Agreement (LS-EX1 Version 3.1)

3 安全管理协议 Safety Management and Administration Agreement (LS-EX4 Version 4.1)

4 SOR

5 SUPPLIER FINAL PRICE

Event: 凯迪拉克全新XT5上市发布会

Date: 2024.9.28

VENUE: 上海西岸

Project No:

Number of person: 400媒体, agency 20人

项目 Item	明细 Description	单价 Unit Cost	次数 Time	数量 Qty	合计 Total	备注 Remark
Hotel						
客房要求/Room request: 1. 电话: 开通国内长途、关闭国际长途 telephone: open the domestic, close the international 2. 网络: 可宽带上网 network: broadband Internet access 3. 关闭MINI BAR、洗衣服务、签单以及房间内可能有的收费项目 (如收费电视等) close MINI BAR, laundry service and the room may have charging items (e.g., pay TV, etc.) 4. 早餐: 均含一早餐 breakfast for one person 5. 环境: 干净、舒适、相对安静 (尤其针对媒体)。媒体房间尽量保证大床房, 房间朝向相对采光好, 空气流通, 无异味, 房型尽量宽敞明亮 environment: clean, comfortable, relatively quiet (especially for the media). Keep one bed room, media room at relatively daylighting is good, the air circulation, no peculiar smell, room neat wide unified as far as possible 6. 客房数量: 确定好数量后允许再上下浮动10% guest room number: make sure good quantity allowed to fluctuate 10% again 7. 酒店电梯旁、走廊显示屏及房间汗柜前, 要播放SGM的主KV the hotel elevator, corridor boot screen, screen and room to play SGM KV Hotel check-in counter: 8. 酒店大堂门口媒体签到台, 允许摆板搭建, 酒店提供签到桌、桌布座椅、鲜花, 酒店大堂不允许有其他品牌的相关签到物品 The hotel lobby entrance media check-in desk allows the back board to be set up, the hotel provides the check-in table, tablecloth seat, flowers, the hotel lobby is not allowed to have other brand related check-in items	大床房 one-bed room		1	316	0	当地五星酒店, 符合上市发布会招待 媒体相关 Media Related 316位外地媒体房间 316 OTT media rooms
	工作人员标准间 Standard room		2	10	0	公关公司工作人员 For PR AGENCY STAFF
房内welcome package: 5种甜点, 5个水果, 欢迎信, 欢迎小卡片等Dessert, fruit, Welcome letter, welcome card etc	房内小食Welcome package		1	316	0	媒体相关 Media Related 316位外地媒体房间 316 OTT media rooms
签到搭建场地费Sign In and build	4月9日晚入场搭建		2	1	0	酒店大堂允许搭建, 酒店提供签到桌、桌布座椅、鲜花, 酒店大堂不允许有其他品牌的相关签到物品 Hotel lobby
物料间Storeroom			2	1	0	用于存放活动物料、媒体礼品、打印机等, 物料存放+工作间 Material storage and staff workstation.
停车场Parking	接送机、活动前后在大堂门口停放接驳大巴, 请预留活动专用发车区		1	1	0	免费停车, 为本地媒体预留20个免费停车位
专访会议室Meeting Room			1	1	0	酒店内会议室
专访茶歇 Tea Break for Exclusive Interview			1	20	0	专访会议室准备饮品、点心, 物料购买标准按100元/人, 受邀出席媒体20人, Preparing drinks and desserts for exclusive interview, media 20 invited and RMB100 for each.
媒体用餐/media have dinner: 1. 酒店需事先准备自助午餐和晚餐券, 酒店在媒体用餐后报账收到的实际餐券与SGM结算费用。 The hotel should prepare the buffet lunch and dinner voucher in advance. The hotel will settle the fees according to the actual meal coupon.	酒店午餐/Dinner		1	420	0	媒体相关 Media Related 400位媒体与20位SGM PR及公关公司人员陪同 400 media and 20 SGM PR & agency staff
媒体用餐/media have dinner: 1. 酒店需事先准备自助午餐和晚餐券, 酒店在媒体用餐后报账收到的实际餐券与SGM结算费用。 The hotel should prepare the buffet lunch and dinner voucher in advance. The hotel will settle the fees according to the actual meal coupon and SGM after the media meal	酒店晚餐/Dinner		1	420	0	媒体相关 Media Related 400位媒体与20位SGM PR及公关公司人员陪同 400 media and 20 SGM PR & agency staff
工作人员用餐	工作人员午餐、晚餐		1	20	0	工作人员20人, 活动准备及活动日合计2天, 每天用午餐、晚餐各一次
Transportation/大巴需求 (根据媒体具体航班调整需求)						
大巴车头牌			1	20	0	
媒体接机牌	雪邦板 500*300MM		1	20	0	



工作人员清点 The staff check	19座考斯特 (全天) /Koste		1	1	0	
媒体 (酒店-Conference)	400位媒体, 54座大巴 (全天) /54 seat bus		1	10	0	
	400位媒体, 考斯特 (全天) /Koste		1	10	0	
媒体接送机 (酒店-机场) media pickup (Conference-Airport)	400位媒体, 54座大巴 (仅接机) /54 seat bus		1	25	0	
	400位媒体, GL8 (仅接机) /Koste		1	20	0	
	400位媒体, 考斯特 (仅送机) /Koste		1	30	0	
机场help			1	8	0	
About Media/媒体相关						
媒体交通费用报销 Transportation Reimbursement			1	400	0	媒体相关 Media Related 实报实销, 上限500 Not more than 500 yuan. Invoice reimbursement 400位媒体 400 media
Others/其他						
搭建 Set Up	酒店签到台搭建&高层专访室搭建		1	1	0	媒体酒店搭建物料制作及搭建: 签到牌*2、签到台*2、签到桌*2、指示 立牌*2 (媒体大巴发车区)、发光手举牌*20 领导专访物料制作物: 领导及媒体桌卡*20、小桌牌*3、指示立牌*1 费用含物流运输 (制作物的进场、撤场、运输) 及工作人员人工费、交通费
摄影费 photography			1	1	0	图片及视频形式活动记录, 拍摄及制作, 摄影团队6人, 含摄影师2人 (4,000元 /人/天)、摄像2人 (4,000元/人/天), 分别负责工厂参观拍摄、发布会彩排及 现场拍摄, 图片精修1人 (3,000元/人/天) 现场出图、视频剪辑包装1人 (3,000元/人/天), 劳务费用根据过往发布会活动经验预估。 摄影团队6人活动往返机旅、地面交通、住宿、用餐费用预计10,000元。 彩排拍摄, 当天发布会后完成图片精修及视频剪辑, 共服务3天。 摄影团队劳务费共7.6万元。 Official photos and videos shooting and editing. The photography team consists of 6 people, including 2 photographers (RMB4,000 /per/day), 2 video photographers (RMB4,000 /per/day), 1 picture editing person (RMB3,000 /per/day), and 1 video clip and packaging person (RMB3,000 /per/day). The labor cost is estimated according to the experience of
					0	
报价为净价不含税, 开具增值税专用发票可抵扣6%税费						

代建 吴明

19.3

Event: 凯迪拉克全新XT5上市发布会

Date: 2024.9.28

VENUE: 上海西岸

Project No:

Number of person: 400媒体, agency 20人

康辉集团北京国际会议展览有限公司

凯迪拉克全新XT5上市发布会

2024-9-18

项目 Item	明细 Description	单价 Unit Cost	次数 Time	数量 Qty.	合计 Total	备注 Remark
上海前滩香格里拉大酒店						
客房要求/Room request: 1. 电话: 开通国内长途、关闭国际长途 telephone: open the domestic, close the international 2. 网络: 可宽带上网 network: broadband Internet access 3. 关闭MINI BAR、洗衣服务、签单以及房间内可能有的收费项目 (如收费电视等) close MINI BAR, laundry service and the room may have charging items (e.g., pay TV, etc.) 4. 早餐: 均含一早 breakfast for one person 5. 环境: 干净、舒适、相对安静 (尤其针对媒体)。媒体房间尽量保证大床房, 房间朝向相对采光好, 空气流通, 无异味, 房型尽量视觉开阔统一 environment: clean, comfortable, relatively quiet (especially for the media). Keep one bed room, media room at relatively daylighting is good, the air circulation, no peculiar smell, room neat wide unified as far as possible 6. 客房数量: 确定好数量后允许再上下浮动 10% guest room number: make sure good quantity allowed to fluctuate 10% again 7. 酒店电梯间、走廊显示屏及房间开机画面, 要播放SGM的主KV the hotel elevator, corridor boot screen, screen and room to play SGM KV Hotel check-in counter: 8. 酒店大堂门口媒体签到台, 允许背板搭建, 酒店提供签到桌、桌布座椅、鲜花, 酒店大堂不允许有其他品牌的相关签到物品 The hotel lobby entrance media check-in desk allows the back board to be set up, the hotel provides the check-in table, tablecloth seat, flowers, the hotel lobby is not allowed to have other brand related check-in items	大床房 one-bed room	1,000	1	316	316,000	当地五星级酒店, 符合上市发布会格调 媒体相关 Media Related 316位外地媒体房间 316 OTT media rooms
	工作人员房间 Standard room	1,000	2	10	20,000	公关公司工作人员 For PR AGENCY STAFF
房内welcome package: 5种甜点、5种水果、欢迎信、欢迎小卡片等Dessert, fruit, Welcome letter, welcome card etc	房内小食Welcome package	100	1	316	31,600	媒体相关 Media Related 316位外地媒体房间 316 OTT media rooms
签到搭建场地Sign in and build	4月9日晚入场搭建	0	2	1	0	酒店大堂允许搭建, 酒店提供签到桌、桌布座椅、鲜花, 酒店大堂不允许有其他品牌的相关签到物品 Hotel lobby
物料间Storeroom		0	2	1	0	用于存放活动物料、媒体礼品、打印机等, 物料存放+工作间 Material storage and staff workroom.
停车场Parking	接送机、活动前后在大堂门口停放接驳大巴, 请预留活动专用发车区	0	1	1	0	免费停车, 为本地媒体预留20个免费停车位
专访会议室Meeting Room		10,000	1	1	10,000	酒店内会议室
专访茶歇 Tea Break for Exclusive Interview		100	1	20	2,000	专访会议室准备饮品、点心, 物料购买标准按100元/人、受邀出席媒体20人。Preparing drinks and desserts for exclusive interview, media 20 invited and RMB100 for each.
媒体用餐/media have dinner: 1. 酒店需事先准备自助午餐和晚餐券。酒店在媒体用餐后根据收集到的实际餐券与SGM结算费用。 The hotel should prepare the buffet lunch and dinner voucher in advance. The hotel will settle the fees according to the actual meal coupon	酒店午餐/Dinner	200	1	420	84,000	媒体相关 Media Related 400位媒体与20位SGM PR及公关公司人员陪同 400 media and 20 SGM PR & agency staff
媒体用餐/media have dinner: 1. 酒店需事先准备自助午餐和晚餐券。酒店在媒体用餐后根据收集到的实际餐券与SGM结算费用。 The hotel should prepare the buffet lunch and dinner voucher in advance. The hotel will settle the fees according to the actual meal coupon and SGM after the media meal	酒店晚餐/Dinner	300	1	420	126,000	媒体相关 Media Related 400位媒体与20位SGM PR及公关公司人员陪同 400 media and 20 SGM PR & agency staff
工作人员用餐	工作人员午餐、晚餐	180	1	20	3,600	工作人员20人, 活动准备及活动日合计2天, 每天用午餐、晚餐各一次
Transportation/大巴需求 (根据媒体具体航班调整需求)						
大巴车头牌		30	1	20	600	
媒体接机牌	雪弗板 500*300MM	100	1	20	2,000	
工作人员清点 The staff check	19座考斯特 (全天) /Koste	2,200	1	1	2,200	
媒体/ (酒店, conference)	400位媒体, 54座大巴 (全天) /54 seat bus	2,200	1	10	22,000	

	400位媒体, 考斯特 (全天) /Koste	2,000	1	10	20,000	
媒体接送机 (酒店-机场) media pickup (Conference-Airport)	400位媒体, 54座大巴 (仅接机) /54 seat bus	1,300	1	25	32,500	
	400位媒体, GL8 (仅接机) /Koste	800	1	20	16,000	
	400位媒体, 考斯特 (仅送机) /Koste	1,000	1	30	30,000	
机场help		800	1	8	6,400	
About Media /媒体相关						
媒体交通费用报销 Transportation Reimbursement		500	1	400	200,000	媒体相关 Media Related 实报实销, 上限500 Not more than 500 yuan, Invoice reimbursement 400位媒体 400 media
Others /其他						
搭建 Set Up	酒店签到台搭建&高层专访室搭建	50,000	1	1	50,000	媒体酒店搭建物料制作及搭建: 签到背板*2、签到台卡*2、签到桌花*2、指示立牌*2 (媒体大巴发车区)、发光手举牌*20 领导专访物料制作物: 领导及媒体桌卡*20、小桌花*3、指示立牌*1 费用含物流运输 (制作物的进场、撤场、运输) 及工作人员人工费、交通费
摄影费 photography		76,000	1	1	76,000	图片及视频形式活动记录、拍摄及制作, 摄影团队6人, 首席摄影师2人 (4,000元/人/天)、摄像2人 (4,000元/人/天), 分别负责工厂参观拍摄、发布会彩排及现场拍摄, 图片精修1人 (3,000元/人/天) 现场出图、视频剪辑包装1人 (3,000元/人/天), 劳务费用根据以往发布会活动经验预估。 摄影团队6人活动往返机票、地面交通、住宿、用餐费用预计10,000元, 彩排拍摄, 当天发布会后完成图片精修及视频剪辑, 共服务3天。 摄影团队劳务费预估共7.6万元。 Official photos and videos shooting and editing. The photography team consists of 6 people, including 2 photographers (RMB4,000 /per/day), 2 video photographers (RMB4,000 /per/day), 1 picture editing person (RMB3,000 /per/day), and 1 video clip and packaging person (RMB3,000 /per/day). The labor cost is estimated according to the experience of
小计					1,050,900	
服务费					105,090	
报价为净价不含税, 开具增值税专用发票可抵扣6%税费					1,155,990	
优惠报价为净价不含税, 开具增值税专用发票可抵扣6%税费					1,050,000	
增值税专用发云税费6%					63,000	
含税报价					1,113,000	

