

**CCT x UBR SHENYANG TRADE BRIEFING CAMPAIGN PARTICIPATION AGREEMENT**

This *CCT x UBR SHENYANG TRADE BRIEFING CAMPAIGN PARTICIPATION AGREEMENT* (this "**Agreement**") is hereby entered by and between Beijing International Resort Co., Ltd. ("**BIRC**"), a limited liability company duly established under the laws of PRC (as defined hereunder), having its registered address at Room 119, 1st Floor, Building 2, No. 5 Guanghua Road, Tongzhou District, Beijing, PRC, as represented by Beijing International Resort Co., Ltd. Theme Park and Resort Management Branch ("**MB**"; BIRC and MB referred to herein, individually or collectively, as the context may require, as "**Company**"), and CHINA COMFORT TOURISM GROUP CO., LTD., a limited liability company having its registered address at Room 1501, 1503, 1505, 1506, 1507, 1508, 12th Floor, No.13 South Road, Agricultural Exhibition Hall, Chaoyang District, Beijing ("**Partner**"). This Agreement is made effective as of November 10, 2023 (the "**Effective Date**"). Company and Partner are each referred to herein as a "**Party**" and, collectively, as the "**Parties**."

It is understood that in entering into this Agreement, MB is acting as an agent for BIRC, and is authorized by BIRC to enter into, negotiate and administer this Agreement and any modifications, amendments hereto and thereto. BIRC hereby represents that MB has the authority to act as agent for BIRC in connection with the negotiation, execution and administration of this Agreement. Universal City Studios LLC ("**UCS**") shall have no liability to Partner either under this Agreement or with respect to any matters arising out of, relating to or connected with this Agreement or the administration hereof and thereof. All obligations (including obligations stated herein as direct obligations of UCS, if any) shall be the responsibility solely of BIRC including, without limitation, all obligations to make any payments or reimbursements specified under this Agreement or otherwise due as compensation for any work performed by Partner.

**RECITALS**

**WHEREAS**, Company owns and/or operates the resort and entertainment complex commercially known as "Universal Beijing Resort", which is comprised of the following primary entertainment sectors: the Universal Studios Beijing theme park; Universal CityWalk Beijing, a resort entertainment complex; and two on-site hotels, Universal Studios Grand Hotel, and NUO Resort Hotel – Universal Beijing Resort.

**WHEREAS**, Company and Partner have agreed to partner on carrying out the *CCT x UBR Shenyang Trade Briefing Campaign* as outlined in the Exhibit A ("the **Campaign**") and incorporated herein and made a part of this Agreement.

**WHEREAS**, creative elements owned by or licensed to Company will be utilized as the central focus of the campaign as more fully described in this Agreement.

**WHEREAS**, Company and Partner wish to participate in the Campaign, subject, however, to the terms and conditions hereinafter set forth.

**NOW THEREFORE**, the Parties agree as follows:

- I. **TERM OF AGREEMENT.** This Agreement shall commence on the Effective Date and shall continue through and including November 30, 2023, or such other time as is required for Company and Partners to complete their respective obligations herein, whichever is later (the "**Term**").
- II. **CAMPAIGN COSTS.** Partner agrees to bear all costs related to or caused by the Campaign. Company bears no payment obligation under this Agreement.

Total cost	RMB 399,000.00
Cost contributed by Company (Cash)	RMB 199,500.00
Cost contributed by Partner (Cash)	RMB 199,500.00

- III. **COMPENSATION.** Company shall compensate Partner for its upfront expenditures to media agents, media entities, and other third parties in accordance with this Agreement. Total compensation for this Campaign shall be a lump sum of RMB 199,500.00 (¥199,500.00) and shall be paid to the below Partner's bank account.

Company name	COMFORT INTERNATIONAL M.I.C.E SERVICE CO., LTD
Taxpayer's registration number	91110000100005730Q



Bank name / Account code	BANK OF CHINA BEIJING CHANG HONG QIAO SUB BRANCH 336372161278
Bank address	1/F, Kaifu Hotel(No.6 Gong Ti North Road Chao yang District Beijing China
Bank code	104100004554

Included within the compensation is payment and reimbursement in full for any and all out-of-pocket costs and all expenses incurred by Partner in connection with this Agreement. As such, Partner will make no claim to Company for these expenses as additional compensation or as independent reimbursable expenses.

Partner will submit to Company a VAT Fapiao, along with all appropriate back-up documentation, including a report demonstrating that the event campaign were placed and delivered as set forth in this Agreement and its Exhibits. Company will then pay Partner within forty-five (45) days following receipt and approval by Company of the VAT Fapiao for which Company agrees has been satisfactorily performed, provided that: 1) this Agreement has been executed by the Parties; 2) Company has received all any other documentation required under the terms of the Agreement; and 3) Partner has otherwise complied with its obligations under this Agreement. Company will have no obligation to make payment to Partner if Company has withheld approval of a VAT Fapiao or any portion of a VAT Fapiao if Partner has not submitted to Company all appropriate back-up documentation to support the VAT Fapiao as reasonably requested by Company. If Company determines that a portion of any VAT Fapiao will not be paid to Partner, Company will timely notify Partner in writing.

- IV. **EXCLUSIVITY.** Partner agrees that Universal Beijing Resort shall be the exclusive theme park/resort destination in the Campaign placed by Partner and Partner shall not include any other theme park, resort destination and/or recognizable character likenesses and/or recognizable components of such likenesses of any other theme parks and/or resort destination in any manner in the Campaign described in this Agreement.

V. **ADVERTISEMENT DELIVERY.**

See Exhibit A for detailed requirements.

- VI. **PROHIBITED WEBSITES.** Partner understands and agrees that the reputation of Company in the community and in the eyes of the general public as a family oriented entertainment destination is of the utmost importance to Company and, therefore, Partner acknowledges and agrees that it shall adhere to Company's policies regarding placement of any advertising, marketing or promotional material on the World Wide Web and shall specifically agree not to place any advertising marketing or other promotional material containing intellectual property owned by or licensed to Company on any websites and/or webpages that MB has not agreed to in writing. Prior to including Company and/or Company's advertising on any website, Partner shall seek MB's prior written approval before placement on any such website. Furthermore, Partner further agrees not to include any intellectual property owned by or licensed to Company on any websites and/or webpages containing gambling, celebrity gossip, adult and/or political content.

- VII. **INDEMNIFICATION.** Partner agrees to indemnify, defend and hold Company, Beijing Shouhuan Cultural Tourism Investment Co., Ltd., Universal Beijing Owner Holding LLC, Universal (Beijing) Consulting Company Limited, Universal Beijing Development Services LLC, Universal Beijing Services LLC, Universal City Studios LLC, and NBCUniversal Media, LLC, together with their respective partners and/or joint ventures, subsidiaries, parent, affiliates, and/or each affiliated or related entity of the foregoing parties, and each of the foregoing parties' respective officers, directors, employees, agents, and assigns (collectively, the "**Indemnified Parties**"), harmless from and against any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses, (the "**Claims**") arising out of or related to (i) any breach or alleged breach of any marketing plan and/or this Agreement, including without limitation any warranty, covenant, or representation, or any act or omission of or by Partner; or (ii) any claim arising from Partner's negligent acts, errors, omissions or reckless or intentional wrongful misconduct in connection with this Agreement. The aforementioned indemnification shall apply to all such claims, demands and causes of action, except to the extent the Indemnified Parties' negligence or willful, wanton or intentional misconduct contributes to its loss.

Company agrees to indemnify and hold Partner and its officers, directors, agents, and employees harmless against any and all Claims arising out of: (a) publication of any advertisement materials



supplied by MB for use hereunder; or (b) any breach or alleged breach of any of Company's representations or warranties under any marketing plan and/or this Agreement. The aforementioned indemnification shall apply to all such claims, demands and causes of action, except to the extent Partner's negligence or willful, wanton or intentional misconduct contributes to its loss.

Neither Party shall, without the prior written consent of the other Party, settle, compromise or consent to the entry of any judgment with respect to any pending or threatened claim unless the settlement, compromise or consent provides for and includes an express, unconditional release of all claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, against the indemnified Party.

- VIII. **ONLINE THIRD-PARTY AD SERVERS.** In the event Partner uses a third-party ad server for the placement of any advertisements under this Agreement, Partner must obtain prior written consent from Company. Partner agrees that such third-party ad server shall be subject to all the terms and conditions of this Agreement and applicable media plan and shall obtain such third-party ad server's agreement to comply with these terms. The Company may request that Company's designated third-party ad server be the controlling measurement to verify the advertising placements, impressions and engagement.
- IX. **THIRD PARTY DUE DILIGENCE.** If Partner, at any time, desires to utilize a third party to manufacture or produce any Campaign materials, Partner will provide to Company the legally registered names and the physical street addresses, and other information as reasonably requested by Company, of all third-party manufacturers/factories that are involved in the design, manufacture, production or distribution of Campaign materials. Company shall perform due diligence on such third parties and advise Partner if such third party is approved for the manufacture or production of Campaign materials. Partner shall not use the services of such third party until receiving writing approval from Company. Company shall use reasonable efforts to promptly review such third parties.
- X. **CREATIVE MATERIALS APPROVALS.** All Parties must approve in writing all elements of any creative materials utilized in the Campaign, including but not limited to sales, promotional or advertising materials, and brochures, which include references to Company or its respective properties, including photographs, images, text and descriptions, which approval may be withheld at either Party's sole discretion. All references to Company and each of the intellectual properties owned by or licensed to Company, including trademarks, trade names, copyrights, logos and characters, recognizable character likenesses and/or recognizable components of such character likenesses shall be in accordance with the most recent approved resources and guidelines. Should Partner fail to obtain Company's approval in writing, Company reserves the right to seek all appropriate remedies for breach of contract, including but not limited to monetary damages, and injunctive relief.
- XI. **TRADEMARK USAGE.** All Campaign materials utilized by Partner shall be approved by Company in writing. Partner shall not make any use of the name of: Universal Studios, Universal CityWalkBeijing, and Company's registered trademarks and logos, or the names, registered trademarks, or logos of its licensor, respective partners, subsidiary, related or affiliated companies without prior written approval from Company. Such approval shall not be unreasonably withheld.
- XII. **NO LICENSE.** Except as expressly provided herein, no property, license, permission or interest of any kind or to the use of any trademark, tradename, color combination, insignia or device owned or used by a Party is or is intended to be given or transferred to or acquired by the other Party by the execution, performance or nonperformance of this Agreement or any part thereof. Neither Party shall in any way contest or deny the validity of, or the right or title of the other Party in or to such trademark, trade name, color combination, insignia or device, by reason of this Agreement nor shall either Party encourage or assist others directly or indirectly to do so, during the Term of this Agreement. In addition, neither Party shall utilize any such trademark, tradename, color combination, insignia or device in any manner which would diminish its value or reputation of the other Party.
- XIII. **INTELLECTUAL PROPERTY RIGHTS.** The Parties have entered into an INTELLECTUAL PROPERTY RIGHTS AGREEMENT, dated June 10, 2020, which will govern any and all matters hereunder related to intellectual property rights.
- XIV. **MEDIA PLAN EVALUATION, MONITORING, AND AUDIT STANDARD**



- a. Company may or may invite a third party to evaluate the Media Plan attached here to as Exhibit A (附件 A“媒体计划”). If the third party provides reasonable suggestion of improvement, Partner shall revise and improve the Media Plan accordingly and resubmit it to Company for review and written approval. Partner shall execute the Media Plan only upon MB confirming it in writing.
- b. Company may or may invite a third party to monitor the Media Plan launch points in real time during the execution. If in any case the launch point cannot be monitored, Partner shall ensure the provision of an objective and valid launch report upon the completion of the launch, or reach written agreement with Company regarding the monitoring method prior to the launch.
- c. Company may or may invite a third party audit company to track Partner's execution of the Media Plan, audit Partner's purchase prices of the launch points, and audit all materials and documents Partner submitted that reflects the results of such execution. Upon Company's request, Partner shall make its best efforts to provide all complete records relevant to the tracking and required by the audit within the timeline that Company requires, including without limitation, the authentic purchase orders by which Partner make purchase of the launch points, etc.
- d. If Partner's execution cannot fulfill what Partner has committed in the Media Plan (including without limitation the value and KPI), then Company has the right to request Partner to provide remedies accordingly, the details of which is subject to both Parties' further written agreement.

XV. **FORCE MAJEURE.** The failure of either Party hereto to comply with the terms and conditions hereof because of a natural disaster, war, fire, riot, act of public enemies, actions, orders, or regulations of governmental authorities (state, provincial, or local), unavailability of power, transportation, or materials, epidemics, pandemics and the spread of infectious diseases, including without limitation COVID-19 (as defined by the World Health Organization and any of the strains, variants or mutations thereof), and any related governmental or judicial actions taken in connection with, or as a response to, any such event, or for any other reason beyond the reasonable control of such Party whether or not existing, known, foreseen or foreseeable at the time the Campaign occurs, shall not be deemed a breach of this Agreement. In any such event, the Term of this Agreement shall be extended for a period not longer than the aggregate periods of such contingencies or revised in a separate written agreement duly executed by the Parties.

XVI. **DISPUTE RESOLUTION.** The Parties agree to engage in a good faith effort to resolve any dispute arising under or related to the Agreement ("**Dispute**"). The Party wishing to resolve the Dispute shall give written notice of the Dispute to the other Party (the "**Dispute Notice**"), and the Parties shall meet together to consult each other in a friendly manner, in an effort to resolve such Dispute by discussions between them. If such Dispute is not resolved within thirty (30) days after the date of the Dispute Notice, each Party has the right to recommend a third party to conciliate within a further thirty (30) day period. In the event a Dispute between or among the Parties is not settled in accordance with above provision, and any Party wishes to pursue further dispute resolution of such Dispute, such Dispute shall be submitted, from and after sixty (60) days after the date of the Dispute Notice by such Party to China International Economic and Trade Arbitration Commission ("**CIETAC**") for final resolution by binding arbitration, in accordance with the then effective CIETAC arbitration rules. The arbitration tribunal shall be composed of three arbitrators. The Party bringing the Dispute shall choose one arbitrator and the responding Party shall choose one arbitrator. The chosen arbitrators shall choose the third one as the chief arbitrator. If no agreement can be reached on the selection of the chief arbitrator, the chief arbitrator shall be appointed by CIETAC. The place of arbitration shall be in Beijing. The arbitral award shall be final and binding on the Parties participating in the arbitration, and each applicable Party shall waive its respective rights of recourse to the tribunal under the rules and procedures of the CIETAC and any court against the arbitral award, if any, except any right of recourse necessary for the enforcement of the arbitral award. The languages to be used in the arbitration proceeding shall be English. The arbitral award shall be written in English.

XVII. **GOVERNING LAW.** This Agreement shall be construed in accordance with the PRC laws. "**PRC**" means the People's Republic of China, excluding, for the sole purposes of this Agreement, the Special Administrative Region of Hong Kong, the Special Administrative Region of Macau and Taiwan.



- XVIII. MODIFICATION.** No provision hereof may be waived or modified except by a writing signed by both Parties. This Agreement represents the entire understanding of the Parties and supersedes all prior written or oral agreement between them with respect to the subject matter hereof.
- XIX. REPRESENTATIONS.** Partner warrants and represents that Partner has obtained all certification/qualification to comply with the laws and regulations of PRC and has the full right, power and authority to enter this Agreement and perform Partner's obligations hereunder. Further, the persons who executes this Agreement on behalf of Partner hereto expressly represents and warrants that he/she has full and complete authority to do so, knowing that the other Party intends to rely solely thereon.
- XX. CONFIDENTIALITY.** All parties will keep the terms of this Agreement confidential.
- XXI. ASSIGNMENT.** This Agreement may not be assigned by Partner without the express prior written consent of Company. Company may assign this Agreement to its parent, affiliated or subsidiary companies or to an entity that purchases substantially all of its assets, or to an entity with which it is merged.
- XXII. NOTICE.** Any written notice required or provided for under the terms of this Agreement will be given in writing and considered to have been served either by hand-delivery, mailed via registered or express mail, or by a nationally recognized courier service, and will be deemed effective upon receipt at the Party's place of business as follows or to such other address as either Party may direct by written notice given to the other.

<p><b>If to Company:</b>  Beijing International Resort Co., Ltd. Theme Park and Resort Management Branch  Marketing &amp; Sales department, floor 3, building BOH 805, project Beijing Universal Resort, Jiang Junfen bus station, Li Yuan, Tong Zhou district, Beijing  Zip Code: 101121  Attn: Alex Yue  Email: Alex.Yue@universalbeijing.com</p>	<p><b>If to Partner:</b>  CHINA COMFORT TOURISM GROUP CO., LTD.  Address: Floor15, Ruichen International center, No.13 South Road, Agricultural Exhibition Hall, Chaoyang District, Beijing  Attn: Xu Jinqiao  Email: Xujinqiao@cct.cn</p>
<p><b>With a copy to:</b>  Beijing International Resort Co., Ltd. Theme Park and Resort Management Branch  Legal department, floor 2, building BOH 805, project Beijing Universal Resort, Jiang Junfen bus station, Li Yuan, Tong Zhou district, Beijing  Attn: VP, Legal &amp; Business Affairs  Email: shawn.yun@universalbeijing.com</p>	

- XXIII. WAIVER.** No waiver of a breach, failure of any condition, or any right or remedy contained in or granted by the provisions of this Agreement will be effective unless it is in writing and signed by the party waiving the breach, failure, right or remedy. No waiver of any breach, failure, right or remedy will be considered a waiver of any other breach, failure, right or remedy whether or not similar, nor will any waiver constitute a continuing waiver unless the writing specifies. The failure of any party to insist upon strict performance of any provision of this Agreement shall not be construed as a waiver of any subsequent breach of the same or similar nature. All rights and remedies reserved to either party shall be cumulative and shall not be in limitation of any other right or remedy which such party may have at law.
- XXIV. EXHIBIT.** The exhibit(s) of this Agreement is an integrated part of this Agreement and shall have the same legal effect as this Agreement.
- XXV. LANGUAGE.** The main body of this Agreement is written in both English and Chinese, and both languages have equal legal effect. In the event of a conflict between the English and the Chinese, the English prevails. The Exhibit(s) of this Agreement is solely written in Chinese.

[Execution Page Follows]

**Execution Page**

By signing where indicated below, the Parties agree to be bound by the terms and conditions of this Agreement as of the Effective Date.

CHINA COMFORT TOURISM GROUP CO.,  
LTD.



By (Signature)

*[Handwritten Signature]*

Print Name

Title

BEIJING INTERNATIONAL RESORT CO.,  
LTD.

(as represented by Beijing International  
Resort Co., Ltd. Theme Park and Resort  
Management Branch)



By (Signature)

Joe Hoskin 康兆宁

Print Name

MB EVP and GM

Title





## 附件 A “媒体计划”

A. 推介会活动资源-双方共同承担部分（实际执行的活动资源计划以双方最终书面同意的内容为准）。其中总费用的 5% 应急经费须由双方最终书面同意方可使用。

序号	名称	说明	数量	单位	数量	单位	单价	合计
酒店：沈阳君悦酒店								
1	主会场	大宴会厅全厅，包含通宵搭建	1	天	1	场	50000	¥50,000.00
2	VIP 休息室	君府 306	1	天	1	场	4000	¥4,000.00
3	人偶间	君府 307，免费	1	天	1	场	0	¥0.00
4	茶歇	包含定制 logo	220	人	1	次	58	¥12,760.00
小计：								¥66,760.00
搭建								
1	背景墙	木质裱写真画面，5m*3m，0.3m 厚	2	块	15	平方米	320	¥9,600.00
2	冬季氛围打卡区	后木质裱写真画面背景墙，4m*3m，背景上画面分层 uv 雪弗板雕刻，雪弗板雕刻前置小黄人元素异形墙 uv 画面后附支撑，造景灯，木栅栏配仿真圣诞氛围绿植，不含地台、圣诞树	1	项	1	次	13000	¥13,000.00
3	侏罗纪打卡区	木质裱写真画面背景，4m*2.4m，柱子及拱门 uv 雪弗板雕刻后附支撑，蓝色 logo 单独 uv，仿真绿植，前置恐龙雪弗板 uv 画面后附支撑，不含地台	1	项	1	次	13000	¥13,000.00
4	功夫熊猫打卡区	木质裱写真画面背景，4m*2.4m，变木质裱写真画面背景，雪弗板雕刻平面牌楼后附支撑，前置功夫熊猫雪弗板 uv 画面后附支撑，仿真绿植及鹅卵石，不含地台	1	项	1	次	13000	¥13,000.00
5	背景板射灯	前四项区域	22	支	1	次	35	¥770.00
6	展架	丽萍展架，双面 KT 板，0.8m*1.8m，广告及指示	10	个	1	次	270	¥2,700.00
7	舞台	铝合金舞台，舞台 16m*5m*0.6m 高，含蓝色拉绒地毯	80	平方米	1	项	180	¥14,400.00
8	舞台踏步	舞台正面两侧两级踏步，各 4.5m，木质	4.5	延米	2	项	150	¥1,350.00
9	舞台斜坡	舞台左右两侧斜坡，木质，15 度，约 2m 宽*1.5m 长	2	个	1	项	1000	¥2,000.00
10	讲台	白色烤漆+正面 KT 板，讲台尺寸：0.75*1.2m，KT 板尺寸：0.6*1m	1	个	1	次	1000	¥1,000.00
11	启动仪式道具	形式待定、整体预估	1	项	1	次	15000	¥15,000.00
12	沙发租赁	主会场使用，含茶几	8	个	1	次	300	¥2,400.00
13	小黄人换装间隔断	桁架绸双面黑丝绒	1	项	1	次	1000	¥1,000.00
小计：								¥69,220.00

设备								
1	LED 屏幕 (主屏)	P3 室内屏, 16m*5m 高 (最下面 0.5m 不发光), 包含背架	80	平方米	1	天	230	¥18,400.00
2	LED 屏幕 (舞台斜 坡屏)	P3 室内屏, 8m*1m, 舞台正面前	8	平方米	1	天	230	¥1,840.00
3	处理器	诺瓦 K16	1	台	1	天	0	¥0.00
4	视频控台	迈普斯通 V8+H8	1	套	1	天	3500	¥3,500.00
5	视频服务器	Hirender S3 多媒体服务器	1	台	1	天	2200	¥2,200.00
6	返蓝电视	55 寸	1	台	1	天	500	¥500.00
7	提词器	60 寸	2	台	1	天	850	¥1,700.00
8	翻页器	一拖二翻页器	1	台	1	天	400	¥400.00
9	笔记本电脑	pc 电脑, ThinkPad	4	台	1	天	0	¥0.00
10	数字可控 硅箱/控台	正泰数字可控硅箱	1	项	1	天	0	¥0.00
11	明道 gtd 面 光灯	屏上+两侧龙门+后侧龙门	32	支	1	项	120	¥3,840.00
12	明道 gtd LED-PAR 灯	屏上+两侧龙门+后侧龙门	48	支	1	天	100	¥4,800.00
13	明道光束 灯	GTD380, 屏上+两侧龙门+后侧龙门	40	支	1	天	240	¥9,600.00
14	频闪		18	支	1	天	180	¥3,240.00
15	TRUSS 架	铝合金桁架 (含黑色丝绒布), 舞台两侧龙门 5 米*10 米 *2 组, 后侧龙门 17 米*5 米	67	米	1	天	65	¥4,355.00
16	升降葫芦	牧德	6	个	1	天	0	¥0.00
17	电脑 logo 图案灯	鸿彩 LED 700, 含 logo 片, 两侧龙门	2	只	1	天	500	¥1,000.00
18	foyer 区灯 光	灯光柱+led par 灯, 用于氛围区灯光渲染	6	组	1	天	3000	¥18,000.00
19	灯光控台		1	台	1	天	1200	¥1,200.00
20	主扩音箱	ZSLA110 线阵列音响	8	个	1	天	450	¥3,600.00
21	超低音响	ZSSH18 线阵列音响	4	个	1	天	450	¥1,800.00
22	前补音箱	ZSOUND	2	个	1	天	400	¥800.00
23	返听音响	ZSOUND	4	个	1	天	400	¥1,600.00
24	洛希克信 号放大器	RLU-1000(天放) WD845	1	个	1	天	0	¥0.00
25	调音台	ALLEN&HEATH/艾伦 SQ6	1	个	1	天	1000	¥1,000.00
26	苹果音控 电脑	mac book pro	1	台	1	天	0	¥0.00
27	洛希克无 线手持麦 克	RYW-116 RYH-53 (UR4D)	6	个	1	天	0	¥0.00
28	对讲机	含耳麦	10	台	1	天	0	¥0.00
29	鹅颈麦	SHUER	1	个	1	天	200	¥200.00
30	搭建人工	包含进场、撤场	25	人	2	次	300	¥15,000.00
31	搭建运费	包含进场、撤场	5	辆	2	趟	350	¥3,500.00
小计:								¥102,075.00
制作物								
1	三折席卡	A4 三折, 300 克铜版纸压痕+背胶	15	张	1	项	6	¥90.00
2	签到桌卡	A4 立牌, 亚克力磁吸, 包含内页	4	个	1	项	40	¥160.00
3	会议胸卡	pvc+吊绳, 数量预估, 不包含胸卡绳 logo 印刷	350	套	1	项	8.5	¥2,975.00
4	鲜花	讲台花	1	项	1	项	500	¥500.00
5	桌花	签到台花	1	项	1	项	200	¥200.00
6	签到文具	整体预估	1	套	1	项	200	¥200.00
7	打印机	彩打, 白色、红色纸张, 包含打印电脑	1	台	1	天	600	¥600.00
8	主持人手 卡	300 克铜版纸, 10cm*15cm	20	张	1	项	2	¥40.00



9	四面麦牌	亚克力	6	个	1	项	40	¥240.00
小计:								¥5,005.00
其他								
1	媒体费用	整体预留, 沈阳本地 (辽宁省) 约 30 家, 吉林、黑龙江约 20 家 (非现场)	1	项	1	次	36000	¥36,000.00
2	圣诞氛围装饰	包含冬季分为打卡区域圣诞树 1 棵, 约 2.5m 高; 内场舞台两侧 truss 悬挂圣诞装饰, 20 个; 圣诞元素拍照手举牌 10 个; 场内木质异形拱门 1 套, 包含灯带 30m, 小型圣诞树 2 棵; 圣诞花环, 圣诞松枝条, 圣诞圆球, 圣诞雪花 (冬季氛围区域)	1	项	1	次	20000	¥20,000.00
3	设计费	包含 3D 及平面	1	项	1	次	5000	¥5,000.00
4	动态 KV		1	项	1	次	2000	¥2,000.00
5	图片直播		2	人	1	场	2600	¥5,200.00
6	摄像及剪辑	2 名摄像师, 包含 1 分钟快剪	1	项	1	场	4600	¥4,600.00
7	人员差旅-现场	包含酒店 (3 晚)、机票, 按北京-沈阳经济舱往返 8 折预估, 包含 1 名工作人员, 不包含餐饮及当地车费	1	人	1	次	3300	¥3,300.00
8	人员差旅-踩点	包含机票, 按北京-沈阳经济舱往返 8 折预估 (当天往返), 包含 1 名工作人员, 不包含餐饮及当地车费	1	人	1	次	2300	¥2,300.00
9	主持人	8 小时内, 含自行服装妆发, 电视台/电台级别专业主持人	1	人	1	天	4800	¥4,800.00
10	礼仪	包含服装, 自行妆发	6	人	1	天	750	¥4,500.00
11	控台老师	视频、灯光、音响专业老师	3	人	1	天	600	¥1,800.00
12	当地工作人员	协助签到、第三方人员管理、酒店协调、控台助理等	5	人	1	天	500	¥2,500.00
13	康辉会展工作人员	全程对接, 现场执行, 包含现场补助	1	人	3	天	500	¥1,500.00
14	保险	公共责任险, 累计责任限额: 200 万	1	项	1	天	2000	¥2,000.00
小计:								¥95,500.00
总计:								¥358,560.00
税 6%:								¥21,513.60
额外应急经费 5%:								¥19,003.68
共计:								¥399,077.28
优惠金额共计:								¥399,000.00

## B. 联系人信息

为核实推荐会的交付情况, 合作伙伴应向本公司提供活动现场所有物料的照片证据 (包括但不限于演讲过程, 酒店的内饰, 签到总结等)。上述报告均应以 PPT 形式通过电子邮件发送岳磊, 北京环球度假区旅游渠道销售副经理, 电子邮箱: alex.yue@universalbeijing.com; 刘佳, 北京环球度假区渠道营销副总监, 电子邮箱: Jacky.liu@universalbeijing.com。