

Event: 凯迪拉克LYRIQ悦歌海南环岛试驾							康辉集团北京国际会议展览有限公司	
Date: 4月10-13日							凯迪拉克LYRIQ悦歌海南环岛试驾	
VENUE:							2023.3.23	
Project No:								
Number of person: 120人左右								
项目 Item	明细 Description	单价	次数 Time	数量 Qty.	小计	备注 Remark		
Hotel-酒店住宿								
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、签单权以及房间内可能的 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，房型尽量规整宽敞统一 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	公付房费	第一批 D1 媒体大床房 one-bed room	1250	1	25	31250	综合天气、当地电动车配套设施，及体现产品力，试驾地点拟安排在博鳌，酒店推荐万宁石梅湾威斯汀酒店。	
		媒体相关 Media Related 30 位外地媒体房间						
		第一批 D2 媒体大床房 one-bed room	1250	1	25	31250	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms	
		媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms						
		第二批 D1 媒体大床房 one-bed room	1250	1	25	31250	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms	
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媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms								
第四批 D1 媒体大床房 one-bed room	1250	1	25	31250	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms			
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第四批 D2 媒体大床房 one-bed room	1250	1	25	31250	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms			
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公关公司-工作人员住宿	1250	6	8	60000	工作人员住宿-标间 Staff			
房内welcome package: 甜点、水果等Desert, fruit, etc 。	媒体欢迎小食 welcome package	房内 welcome package	150	1	120	18000	媒体相关 Media Related 30份做备用 30 for back up;	
媒体用餐/media dinner: 1、餐厅门口需放置与活动相关的指示牌，方便客人找寻。 At the door of the restaurant, there should be a signage related to the activity to facilitate the search. 2、酒店需事先准备自助晚餐券。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 dinner voucher in advance. The hotel will settle the fees according to the actual meal coupon and SGM after the media meal	用餐 Meal	第一批媒体-D1媒体商务午餐 media lunch soft drinks should be included	200	1	15	3000	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms	
		第一批媒体-D1 自助晚餐 需含软饮畅饮 media dinner soft drinks should be included	300	1	20	6000	媒体相关 Media Related 30位媒体与10位工作人员陪同 30 media and 10 media team member	
		第一批媒体-D2 媒体晚餐 需含软饮畅饮 media dinner soft drinks should be included	300	1	15	4500	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms	
		第一批媒体-D2 媒体自由午餐 media lunch soft drinks should be included	200	1	30	6000	媒体相关 Media Related 30位媒体与15位工作人员陪同 30 media and 15 media team member	
		第二批媒体-D1媒体商务午餐 media lunch soft drinks should be included	200	1	15	3000	媒体相关 Media Related 30 位外地媒体房间 30 OOT media rooms	
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媒体纪念品 Media souvenir			480	1	100	48000	固定费用 媒体纪念品, 与品牌、产品元素强相关; 上限500元 Media souvenir
场地租赁 Site lease	场地租赁 Site lease	产品讲座 场地租赁-150平米会议室 Workshop	9000	4	1	36000	含搭建彩排1天
推荐拍摄点场地费 Location fee	推荐拍摄点场地费-石梅湾华润游 艇会 Location fee	推荐拍摄点场地费 Location fee	10000	4	1	40000	石梅湾华润游艇会 含预拍摄1天
Transportation/大巴需求 (根据媒体具体航班调整需求)							
媒体接机 机场-酒店(A-H) Media pick up(A-H)		GL8	1200	4	1	4800	
		专车	900	4	1	3600	
		19座考斯特	1800	4	1	7200	
		35座中巴	1800	4	1	7200	
媒体送机 酒店-机场 (H-A) Media delivery (H-A)		GL8	1200	4	1	4800	
		54座大巴	2000	4	1	8000	
工作人员用车		19座考斯特	1800	4	1	7200	
About Media/媒体相关							
媒体交通费用报销 Transportation Reimbursement			500	1	120	60000	每人上限500元
摄影摄像		含航拍、15s快剪、30S视频号剪辑	88000	1	1	88000	含航拍镜头, 具体交付物包括精修照片20张, 15s快剪小视频10支、 60s微信视频号剪辑标准视频一支
踩点			18291	1	1	18291	具体以实际结算, 预估在2万元左右
总计 (Net)						739,091	
Service fee 服务费 10%						73909.1	
Total 总计 (不含税)						813,000	

