

Basic information and cost overview	
Project	峰终客户体验决赛
Company	CMS
Quotation Date	2022.09.19
Quotation Version	4th
Contact	
Name	Amanda
Surname	An
Position	Account Manager
Mobile	15210315875
Fixed line	
Email	anlihuan@cct.cn
Conference	Price Per Conference
峰终客户体验决赛	114,675.00
Total Net	114,675.00
BBA100% in net	114,675.00
VAT (6%) **	6,880.50
Gross Total	121,555.50
BBA 100% in gross	121,555.50
* Please state surcharges (i.e. Business Tax) clearly and indicate whi ** Please note that 3rd party invoices are paid net by BMW since VAT i	



Total								
No.	Item	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Detailed Work load/ Comments / Deliverables
	Agency Fees						¥114,675.00	
	Agency Fees (Preparation)							
I A 1	Account Director	pax/day	1	1	3	¥1,200	¥3,600.00	前期操作包含方案设计, 场地考察等工作时间
I A 2	Creative Director	pax/day	1	1	3	¥1,000	¥3,000.00	前期操作包含方案设计, 场地考察等工作时间
I A 3	DTP / 2 D / 3 D Designer	pax/day	1	2	3	¥1,000	¥6,000.00	含KV设计及延展, 立体字及外场拍照区域设计图+制作图及朋友圈预热及总结宣传文案
I A	Sub-Total Agency Fees (Preparation)						¥12,600.00	
	Agency Fees (On site)							
I B 1	Account Manager	pax/day	1	2	2	¥600	¥2,400.00	会议现场工作人员工作时间, 搭建及会议日现场支持
I B 2	Project Manager	pax/day						
I B	Sub-Total Agency Fees (On site)						¥2,400.00	
I	Total Agency Fees						¥15,000.00	

Travel & Accomodation								
No.	Item	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Details / Comments
	Site Check&Onsite Event:							Transportation, hotel and air ticket, all related expense, provide list of participants
II A1	Agency Staff working on site traffic	unit	1	1	1	¥330	¥330.00	北京本地交通
II A	Sub-Total Onsite Event						¥330.00	
II	Total Travel & Accomodation						¥330	

Logistics & Operations								
No.	Item	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Details / Comments
	Logistics							
III A 1	Shuttle bus for deale	unit					¥0.00	Suttle Bus service, 40+ seats 40座以上大巴外出用餐摆渡
III A	Sub-Total Logistics						¥0.00	
	Materials					Unit price		
III B 1	Shuttle board 大巴车辆标识牌	unit					¥0.00	place in front of the shuttle, paper with plastic cover and printed BMW logo 新东机场+四的站前 印车口, 并已过期
III B 2	拍照互动墙	unit					¥0.00	尺寸4m*2.5m, 木质结构背景墙
III B 3	拍照互动区域道具	unit					¥0.00	拍照雪弗板, 尺寸45*20cm手举牌
III B 4	LED发光手环	unit					¥0.00	LED发光字手环
III B 5	评委桌卡	unit					¥0.00	250G铜版纸
III B 6	Gift	unit					¥0.00	伴手礼, 标准130元, 不可低于130元。
III B 7	零食大礼包奖励	unit					¥0.00	团队奖第一名获得
III B 8	奖杯	unit	1	25	1	¥598	¥14,950.00	
III B 9	奖牌	unit	1	15	1	¥85	¥1,275.00	
III B 11	定制口罩	unit	1	100	1	¥3	¥300.00	医用外科口罩, 高品质, 定制, 符合CI要求
III B 12	签到及互动区域道具费用	unit					¥0.00	预估费用, 以实际采用方案道具费用结算
III B 13	物料运输及杂项	unit	1	1	1	¥560	¥560.00	预估费用, 以实际产生费用结算
III B	Sub-Total Materials						¥17,085.00	
III	Total Logistics & Operation						¥17,085	

	Hospitality							
	Item	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Details / Comments
IV A 1	Venue rental event date(s)	pax	1	1	1	¥22,000	¥22,000.00	会议1天全天使用, 万豪酒店大宴会III, 课桌摆放。
IV A 2	Venue rental event date(s)	pax					¥0.00	万豪酒店小会议室90平米左右, 半天候场使用
IV A 3	Tea Break	pax	1	5	1	¥80	¥400.00	上下午5人茶歇。
IV A 4	午餐	pax	1	5	1	¥160	¥800.00	会议日午餐
IV A 5	Dinner	pax					¥0.00	外出用餐, 包含酒水
IV A	Subtotal						¥23,200.00	
IV	Total Hospitality						¥23,200.00	

	Setup / Construction						Setup Vendor	
	Item	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Details / Comments All descriptions shall be written in EN and CN
V A 1	Direction Board指示牌	unit					¥0.00	0.8m*2m, 木结构喷绘, 符合宝马标准
V A 2	LED P3高清主屏7*4M	unit	1	28	1	¥250	¥7,000.00	Meeting Requirements满足会议需求, 会议日一天
V A 3	S3控台	unit	1	1	1	¥1,500	¥1,500.00	LED控台
V A 4	电脑	unit	1	1	1	¥300	¥300.00	控台电脑 (苹果)
V A 5	电视	unit					¥0.00	
V A	Subtotal Setup/ Construction						¥8,800.00	
V	Total Setup / Construction						¥8,800	

VI	AV	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Details / Comments
A	AV	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	Details / Comments



VI A3	Scoring system	unit	1	1	1	¥1,000	¥1,000.00	评分系统
VI A	Subtotal						¥1,000.00	
B	音响							
VI B1	Wireless Handheld Microphone无线/段手持麦克风/头戴麦	unit					¥0.00	
VI B2	Shure UA845 microphone amplifier麦克风放大器	unit					¥0.00	
VI B3	线阵音响	unit	1	4	1	¥300	¥1,200.00	Meeting Requirements满足会议需求, 会议日一天
VI B4	线阵超低音响	unit	1	4	1	¥300	¥1,200.00	Meeting Requirements满足会议需求, 会议日一天
VI B5	反听音响	unit	1	2	1	¥300	¥600.00	Meeting Requirements满足会议需求, 会议日一天
VI B6	调音台	unit	1	1	1	¥800	¥800.00	Meeting Requirements满足会议需求, 会议日一天
VI A	Subtotal						¥3,800.00	
C	灯光							
VI C1	COB面光灯 ACME 100	unit	1	6	1	¥200	¥1,200	Meeting Requirements满足会议需求, 会议日一天
VI C2	控台	unit	1	1	1	¥500	¥500.00	
VI C3	灯柱	unit	1	2	1	¥300	¥600.00	
VI C4	灯柱包黑	unit	1	2	1	¥100	¥200.00	
VI C5	All necessary Patching cable, power Distro&Silicon box ect. 电源线材, 电	unit	1	1	1	¥200	¥200	Meeting Requirements满足会议需求, 会议日一天
VI C6	运输及搭建	unit	1	1	1	¥1,800	¥1,800.00	包含组装, 拆卸的运输及人工
VI C	Subtotal						¥4,500.00	
VI	Total AV						¥9,300	
	Photo & Video							
	Item	Unit	Number of ti	Quantity/Tim	Days	Unit price	Sum	
	Photo &Video crew							
VII 1	Photo crew	day/person	1	1	1	¥2,800	¥2,800.00	V photo, based on standard requirements, including equipment, photo live stream and retouching
VII 2	Video crew	day/person						云摄影, 含设备, 8小时工作时间, 含云照片直播及修图
VII 3	Video Post-production/ editing	day/person	1	1	1	¥4,000	¥4,000.00	剪辑90秒总结视频, 费用包含音乐版权购买费。
VII 4	直播竞赛部分	day/person	1	1	1	¥34,160	¥34,160.00	线上竞赛设备及技术人员费用
VII A	Subtotal Photo &Video crew						¥40,960.00	
VII	Total Photo & Video						¥40,960.00	

