

集团客户参加2024北京车展&别克日活动SOW (SRMS240007)
SOW of SRMS240007 Invite Fleet Customers To Attend 2024 Beijing Auto Show & Buick Day

Event: 2024年集团客户参加别克日&北京车展活动 2024 Fleet customers attend Buick Day & Beijing Autoshow
Date: 24~28, April 2024
VENUE: 北京 Beijing

项目 Event		内容 Content	单价 Unit	数量 Qty	次数 Time	单位 Unit	小计 Sub-Total
北京朝阳区、东城区国际 锁豪华酒店 (如诺金、洲际 、威斯汀等同级别) Beijing Chaoyang/Dongcheng District International Luxury Hotel (NUO or Intercontinental or Westin , etc)	住宿@4月24日 Room@24th Apr	客户住宿, 高级大床房、双床房 (含服务费、早餐及上网费) Customer accommodation, superior bed room, twin bed room (including service charge, breakfast and Internet surcharge)	1200.00	11	1	间 room	13200.00
	住宿@4月26日 Room@26th Apr	客户住宿, 高级大床房、双床房 (含服务费、早餐及上网费) Customer accommodation, superior bed room, twin bed room (including service charge, breakfast and Internet surcharge)	1200.00	33	1	间 room	39600.00
	住宿@4月27日 Room@27th Apr	客户住宿, 高级大床房、双床房 (含服务费、早餐及上网费) Customer accommodation, superior bed room, twin bed room (including service charge, breakfast and Internet surcharge)	1200.00	33	1	间 room	39600.00
	欢迎果盘 Welcome Fruit	时令水果 (4种) Seasonal fruits (4 kinds)	80.00	33	1	个 unit	2640.00
	接待区域 Reception area	酒店内放置签到到板、签到桌 Check-in back board and check-in table inside the hotel	0.00	1	1	次 times	0.00
餐饮 Food & Beverage	4月24日 午餐, 自助午餐 Buffet Lunch	酒店 自助午餐 (非独立包场), 含软饮, 按实结算 Guests sign up for the buffet lunch in the hotel, including soft drinks and service charges. Actual settlement	300.00	15	1	人 person	4500.00
	4月24日 晚餐, 社会餐厅围桌 Dinner	围桌 (有包房或独立就餐区域), 含酒水, 特色社会餐厅 Chinese special dinner round table, including drinks & service charge, independent dining area (package Hall)	20665.00	1	1	次 times	20665.00
	4月26日 自助晚餐 Buffet Dinner	酒店 自助晚餐 (非独立包场, 18:00-21:30), 含软饮, 按实结算 Guests sign up for the buffet dinner in the hotel, including soft drinks and service charges. Actual settlement	300.00	35	1	人 person	10500.00
	4月27日 午餐 Lunch	凭发票报销含税 Lunch in the exhibition hall (auto show day); - reimbursed according to the actual situation, including tax	5706.00	1	1	次 times	5706.00
	4月27日 晚餐 Dinner	围桌 (有包房或独立就餐区域), 含酒水, 特色社会餐厅 Chinese special dinner round table, including drinks & service charge, independent dining area (package Hall)	18785.00	1	1	次 times	18785.00
交通 Transfer	4月24日&25日, GL8接送机 (火车站) (八成新) Transfer:Buick GL8 (pick up day, delivery day)	别克GL8, 机场 (火车站) 酒店往返接送机, 含司机餐补、油费、停车费、过路费等 80% new, Airport & train station - Hotel pick-up, including driver, fuel, meals and passing bridge fees, parking fees	1300.00	6	2	辆 car	15600.00
	4月24日, 考斯特 coset buses (Auto Show Day), 80% new	酒店--北京正大中心--晚餐--酒店, 含司机餐补、油费、过路费, 加班等 Hotel-BJ Zhengda Centre-dinner-hotel, including driver, fuel, meals and passing bridge fees, parking fees,overtime pay	2200.00	2	1	辆 car	4400.00
	4月26日&28日GL8接送机 (火车站) (八成新) Transfer:Buick GL8 (pick up day, delivery day)	别克GL8, 机场 (火车站) 酒店往返接送机, 含司机餐补、油费、停车费、过路费等 80% new, Airport & train station - Hotel pick-up, including driver, fuel, meals and passing bridge fees, parking fees	1300.00	25	2	辆 car	65000.00
	4月27日, 43座大巴 (八成新), 1辆 43 luxury air-conditioned buses (Auto Show Day), 80% new	酒店--顺义新国展--酒店--晚餐--酒店, 含司机餐补、油费、过路费, 加班等 Hotel-auto show-hotel-dinner-hotel, including driver, fuel, meals and passing bridge fees, parking fees,overtime pay	3200.00	1	1	辆 car	3200.00
	4月27日, GL8 (接待重要客户) (九成新) Buick GL8 (Auto Show Day) VIP	机动车, 含司机、汽油, 12小时200公里 VIP reception car, 90% new, 12 hours and 200 kilometers	1800.00	1	1	辆 car	1800.00
搭建及AV Building and AV	大堂背景板 Lobby background board	长5米*高3米 5M*3M	166.67	15	1	平米 m²	2500.00
	欢迎卡 Welcome Card	210*297; 材质: 300克进口铜板纸, 四色印 210*297; material: 300 grams of imported copper plate, four color printing.	10.00	0	1	个 unit	0.00
	餐券 (酒店自助晚餐) Meal coupon (hotel buffet dinner)	60*100; 材质: 300克进口铜板纸, 四色印刷,复哑膜 双面印刷 60*100; material: 300 grams of imported copper plate, four color printing, double dummy film double-sided printing.	0.00	100	1	个 unit	0.00
	桌号牌、菜单 Table Number, Menu	180*200; 纸张: 300克进口铜板纸, 四色印刷,复哑膜, 内页180克硫酸纸四色印刷(特色晚餐, 每桌2张) 180*200; Paper: 300 grams of imported copper sheet paper, four-color printing, dumb film, inner page 180 grams of sulfuric acid paper four-color printing (featured dinner, 2 tables per table)	15.00	0	1	个 unit	0.00
	接机牌 Pick up card	420mm*297mm, 写真KT板加不锈钢手柄 420mm*297mm, photo KT board with stainless steel handle	50.00	6	1	个 unit	300.00
	打印耗材 printer supplies	墨盒及纸张, 按1次*1场计算 Ink cartridge and paper, calculated by 1 time*1 field	800.00	1	1	次 times	800.00
	人工费 Labor cost	人工搭建及拆卸, 含晚上进场加班费 Manual construction and disassembly, including nighttime overtime pay	400.00	4	2	人 person	3200.00
其他 Others	火车票 Train ticket	部分客户乘坐高铁, 全国至北京, 以武汉到北京二等座票价为平均票价 customers take the high-speed rail, the whole country to Beijing, the average fare from Wuhan to Beijing second-class seats	319.27	15	2	人 person	9578.00
	保障用品 Security supplies	车上零食/饮用水/纸巾/打火机/药品/伞/零星车服门票购买 Snacks on the car / drinking water / paper towels / lighters/drugs/umbrella/sporadic auto show tickets	110.00	0	1	人 person	0.00
	保险 Insurance	包含50万意外死亡及伤残; 2万意外医药费; 100元/天住院补贴 500,000 emergency deaths and disabilities; 20,000 accidental medical expenses; 100 yuan/day hospitalization subsidy.	10.00	0	1	人 person	0.00
创意、拍摄、制作 Creativity, photography and production	现场记录 Live record	现场活动摄影、摄像 (4月24日、26日、27日) Live event photography, videography	2000.00	1	0	人 person	0.00
	后期制作 Post-production	活动结束后客户满意度回访, 活动报告制作, 视频剪辑 Customer satisfaction return after event, event report production, video editing	0.00	1	1	个 unit	0.00
以上合计 Total							261574.00
服务费 (不含税) Service charge (excluding tax)			10%				26157.40
活动执行人员 Event executive	地接人员 (含服装) Ground connection staff (including clothing)	4月24日: 接机接站、活动引领4人; 4月26日: 接机2人, 高铁1人, 酒店2人; 4月27日: 车展引领2人; 4月28: 送机1人 4/24: 4 pick-up at Beijing Airport and Railway Station; 4/26: 2 hotel reception, 6 pick-up at Beijing Airport and Railway Station; 4/27: car show predecessor reception, event location guide, etc. 2 people; 4/28: 1 drop off	500.00	12	1	人 person	6000.00
	地接服务人员用餐、通讯补贴 Communication fee, meal supplement (Ground connection staff)		100.00	12	1	人 person	1200.00
	项目经理(总控) Project manager	1人*5天 (活动前准备及收尾工作) 1 person*5 days (pre-event preparation and finishing work)	800.00	1	5	人 person	4000.00
	机票: 北京往返 (如有) Air tickets, Beijing round trip(if need)		0.00	2	1	人 person	0.00
	住宿费 Accommodation fee	项目组用房, 普通标准间 (会务组使用, 含服务费、早餐及上网费) Project group room, common standard room (used by the conference group, including service charge, breakfast and internet access)	600.00	1	5	间 room	2000.00
	通讯费、餐补、市内交通 Communication fee, meal supplement, city traffic	按一次活动每人计算 Calculated per person per activity	200.00	2	1	人 person	400.00
	小计 Subtotal						
总价 (不含税6%) Total price (excluding tax6%)							301331.40
结算总价 (不含税6%) Total price (excluding tax6%)							300000.00