

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、东城区国际连锁豪华酒店(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 酒店内放置签到海报、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, 穿梭巴士 (Auto Show Day), 80% new coset buses (Auto Show Day), 80% new 酒店-北京正大中心-晚餐-酒店, 含司机餐补、停车、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、停车、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 m ²	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, 复亚膜 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, 复亚膜, 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
	打印机耗材 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 顾客乘坐高铁, 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/零星车展门票购买 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 活动现场摄影、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日: 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	4	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						13600.00
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

