

# BMW路演活动策划方案

Creative Proposal for BMW Demo Day

康辉集团国际会议展览有限公司

Presented by CMS

# 目录

CONTENTS



## 01. 公司案例

company  
showcase



## 02. 活动布局规划

Event Layout planning



## 03. 展示方案

Set-up & display  
design



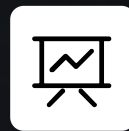
## 04. 礼品推荐

Giveaway  
recommendations



## 05. 人员标识推荐

Staff attires



## 06. 预算及其他

Budget & others

# 01

PART ONE

## 公司案例

company case



# 案例分享 MICE Showcase

2017年凯迪拉克全新一代XTS格调  
上市发布会

Cadillac XTS launch 2017

7000人 北京凯迪拉克中心

接待运营-Logistic





# 案例分享 Event Showcase

2018凯迪拉克上海交大3V3篮球赛

Cadillac Basketball Game

90人 上海

风范 勇敢上场  
2018凯迪拉克上海交大3V3篮球赛



风范 勇敢上场  
2018凯迪拉克上海交大3V3篮球赛





# 案例分享 Event Showcase

2019年宝马经销商总经理金融  
训练营

2019 BMW Financial  
Training Camp

60人 北京





# 案例分享

## Event Showcase

2019年雷克萨斯中国精品会议  
2019Lexus China boutique  
Conference

300人 海口





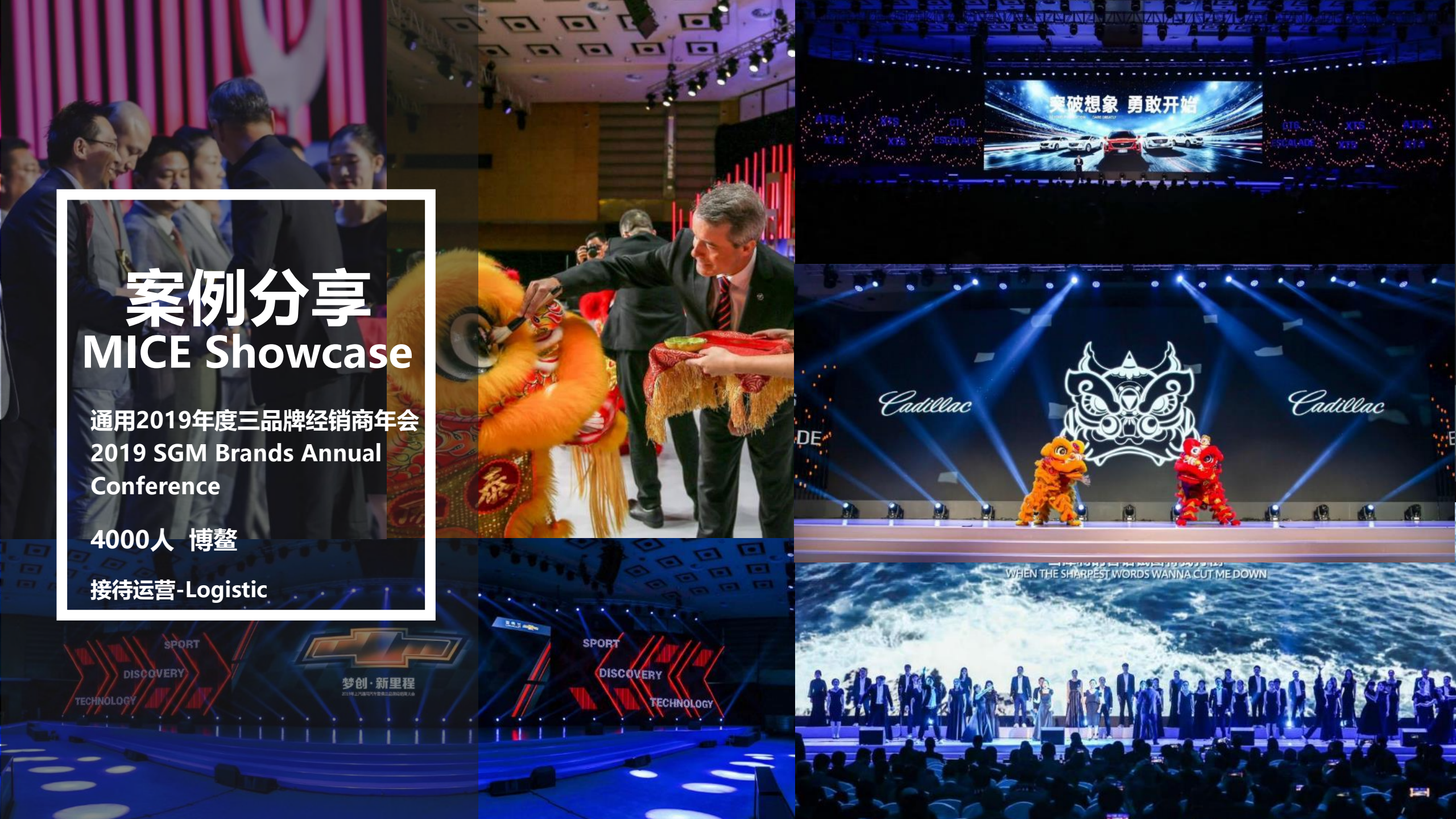
# 案例分享

## MICE Showcase

通用2019年度三品牌经销商年会  
2019 SGM Brands Annual  
Conference

4000人 博鳌

接待运营-Logistic





# 案例分享

## MICE Showcase

凯迪拉克纵横之旅  
Cadillac's Journey

接待运营-Logistic





# 案例分享

## MICE Showcase

2019梅赛德斯-奔驰北区驾趣公园

体验营销-Experiential marketing







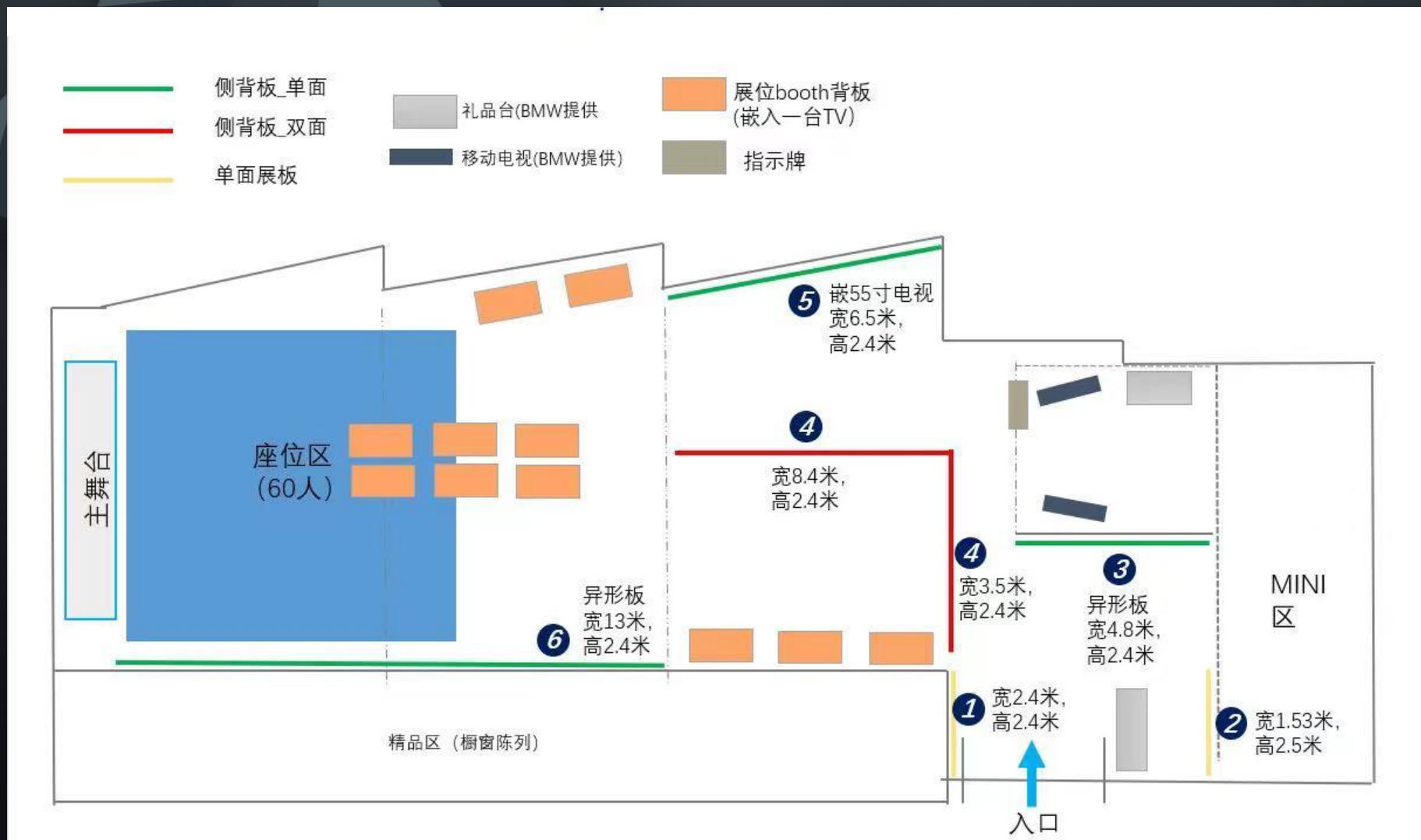
02

PART TWO

## 活动布局规划

Event layout planning

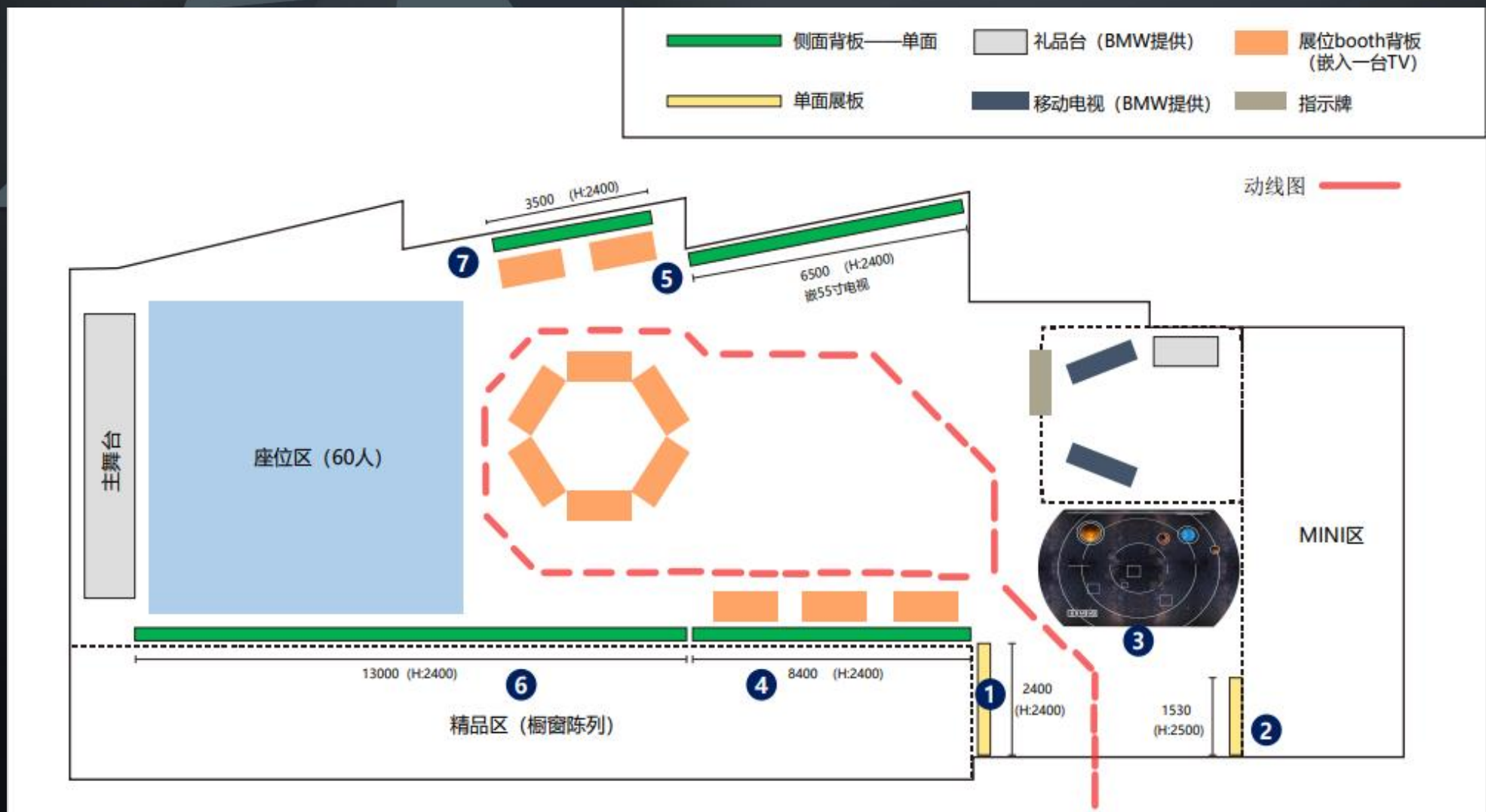




根据活动展示设计布局安排，对重点位置展板③异形板双面进行展示方式的推荐，推荐方案为双面形式

According to the approved layout structure, we propose to paint booth 3 double-sided (front & back)





根据活动场地进行布局调整，④号背板的一半和⑥号背板平行，另一半放在⑦号位置进行展示，中间扩大booth展台的空间进行展示

Layout option 2: make half of booth 4 in parallel with booth 6, move the other half to booth 7, to enlarge the display area in the central area



# 03

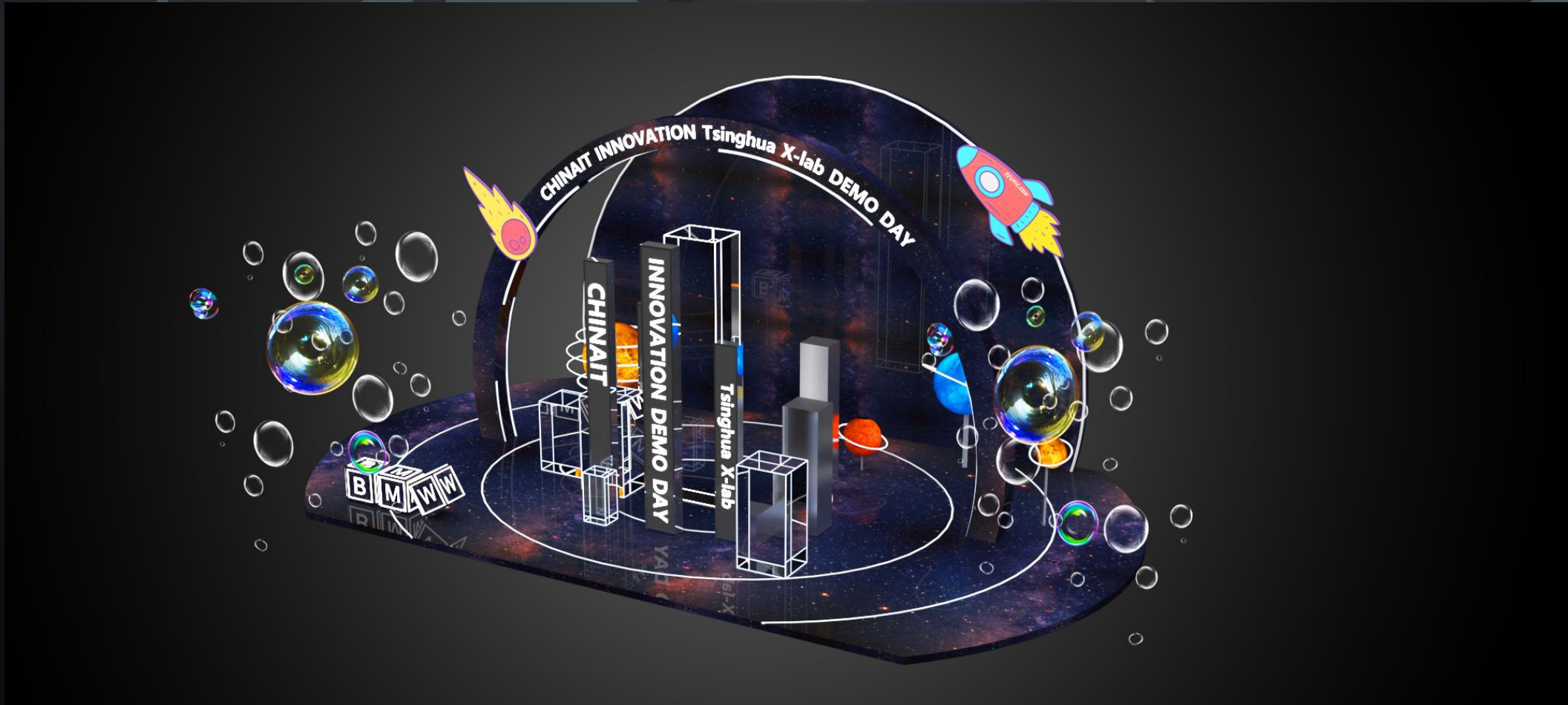
PART three

## 展示方案

Set-up & display design



## option 1

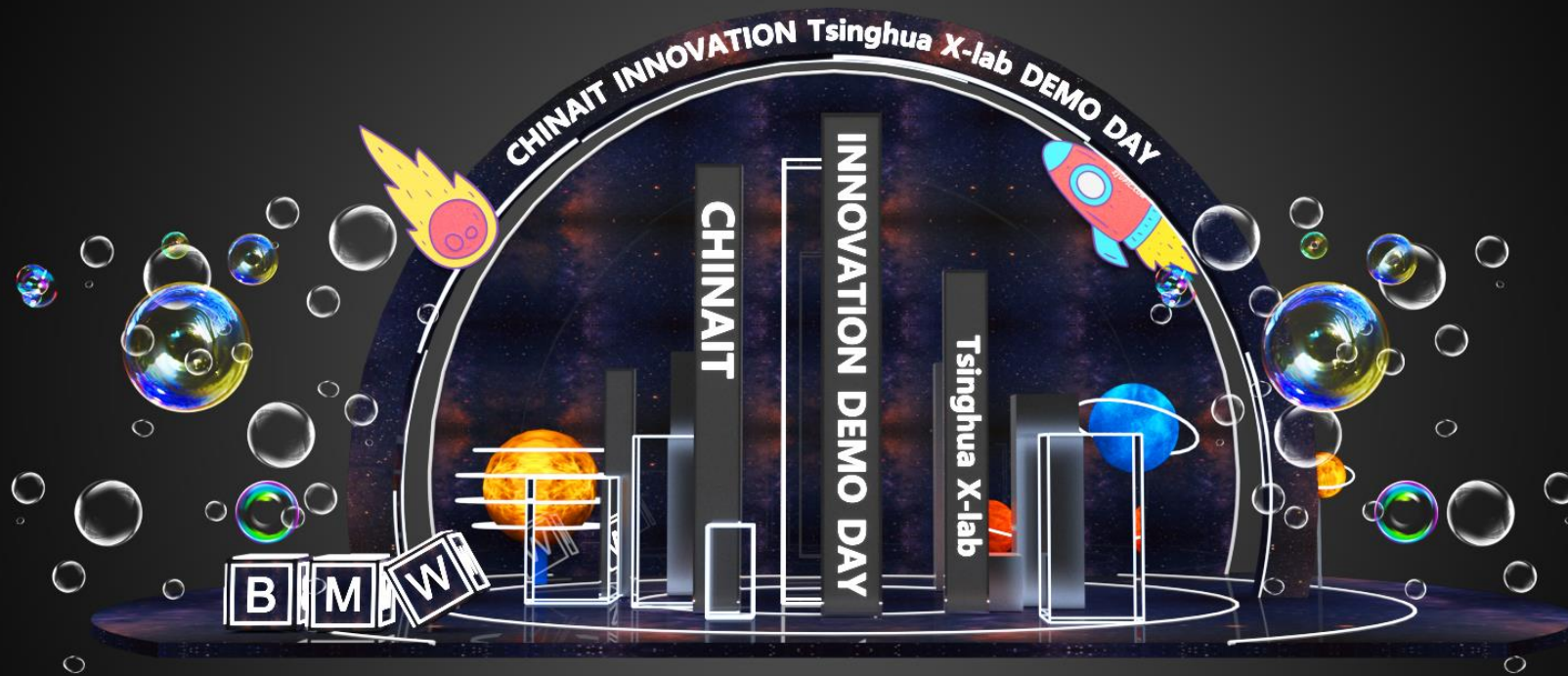


展板③异形板使用灯光堆头、发光字和宇宙星空形象进行展示，两侧使用泡泡机进行互动，体现梦幻和科技感

lighted display stack, racks and words in outer-space theme. Foaming machines will be set aside the booth to promote futuristic and dreamy tonality



## option 2



③号展示板背面按照正面的形象制作相应的形象喷绘进行装饰

Back side of the booth will be painted accordingly to visual in front



## option 2

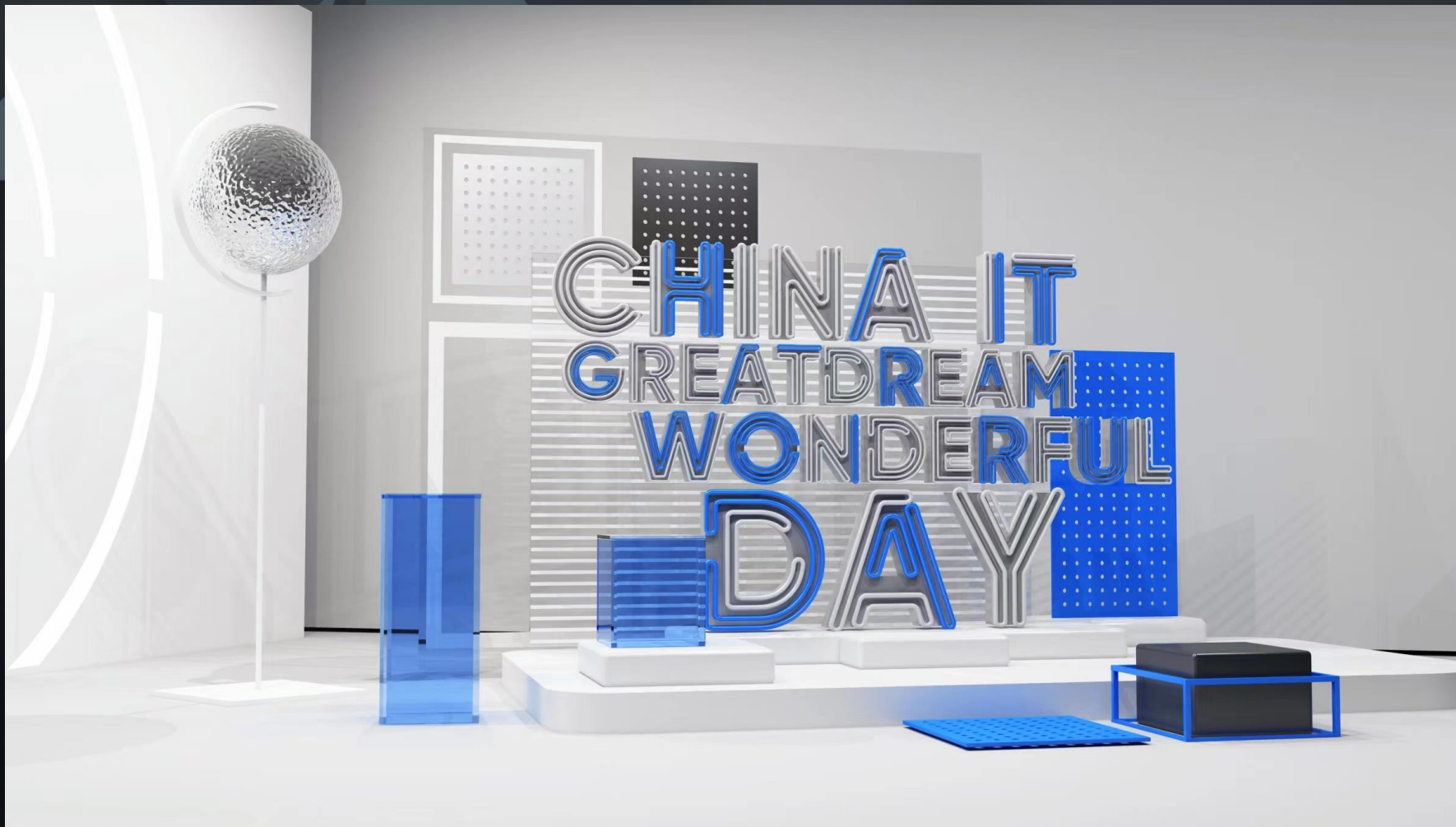


③号展示板背面正面的科技感背墙并配以logo点缀。

On the back and front of the display board no. 3, the high-tech back wall is decorated with logo.



## option 2



③号展示板背面旁边设置星球模型和立体字以及其他的道具来体现科技工业风效果。

On the back of the display board, a model of a planet, three-dimensional characters and other props are set up to reflect the effect of technology and industry.

option 2



③号展示板背面和前面的形象一致

The back of the display board no. 3 is the same as the front



# 04

PART four

## 礼品推荐

Giveaway recommendations



活动现场配备环保无纺布手提袋，方便来访人员装入各种奖品，手提袋上可印制logo等图案

Handbags will be provided on site, design of the handbag can be tailored with event visual and corporate logo

## 邀请函（实体贺卡） Invitation Card (crafted)



①纸质封套卡片 185mm\*125mm  
封套250克彩卡，内页250克珠光白。配丝带和封口  
单价：4元

① Hard copy invitation size 185mm\*125mm  
250 grams color-printed envelope with 250 grams  
pearly white invitation letter  
Price: 4 Yuan



②PVC卡片 85mm\*54mm  
白色PVC进行印刷，使用镭射效果进行装饰  
单价：5.5元

②PVC material card 85mm\*54mm  
White PVC printed card with laser effect  
Price: 5.5 Yuan





## 进门礼品推荐1: Giveaway option 1



①卡通造型挂钩：汽车座椅背挂钩内饰用品车内车用  
座位靠背车载收纳（一对）  
包装可定制印刷  
单价：5.50元

①Cartoon hanger for auto interior use (a pair)  
Price: 5.5Yuan



②网红创意小夜灯  
包装可定制印刷。  
单价：4.50元

②Creative bedroom lamp  
Price: 4.5Yuan

## 进门礼品推荐2: Giveaway option 2



③小熊毛巾伴手礼小礼品，颜色可多选。  
包装可定制印刷  
单价：5.50元

③Teddy bear towel  
Price: 5.5Yuan



④卡包：小巧大容量防消磁防盗刷韩ins驾驶证零钱包  
包装可定制印刷  
单价：8.50元

④Small purse (logo and packing and be tailored)  
Price: 8.5Yuan



巡游奖礼品推荐1:  
Prize option 1



①3d立体百变针画礼物益智解压玩具  
包装可定制印刷  
单价：28元

①Quick-shape toy  
Price: 28Yuan



②双色滑梯油水液体滴沙漏新颖创意玩具，解压神器  
包装可定制印刷。  
单价：26元

②Two-color slide oil-water hourglass novel creative toy  
Price: 26Yuan



巡游奖礼品推荐2:  
Prize option 2



③解压神器魔法球，黑科技高级减压会飞的回旋球  
包装可定制印刷  
单价：25元

③Boomerang ball  
Price: 25Yuan



④解锁玩具益智思维训练高智商烧脑解闷解压玩具  
包装可定制印刷  
单价：27元

④Puzzle  
Price: 27Yuan



### 巡游奖礼品推荐3: Prize option 3



⑤ mini小风扇，多位置调节。可装入盲盒  
包装可定制印刷  
单价：16元

⑤Mini fan  
Price: 16Yuan



⑥ Big enter按键电脑USB大号回车键午睡枕解压出气发泄  
减压神器礼物  
包装可定制印刷  
单价：27元

⑥Punch pad  
Price: 27Yuan

## 巡游奖礼品推荐4: Prize option 4



⑦魔幻松鼠杯解压玩具捏捏乐，办公室整蛊减压  
包装可定制印刷  
单价：26元

⑦ Squeeze kit  
Price: 26Yuan



⑧创意3D流沙画沙漏摆件液体，桌面装饰品  
包装可定制印刷  
单价：27.5元

⑧Liquid sand-clock  
Price: 27.5Yuan



## 巡游奖礼品推荐5: Prize option 5



⑨乐高暴力熊积木男童玩具，加做亚克力透明块底座  
包装可定制印刷  
单价：29元

⑨ Lego  
Price: 29Yuan



⑩漂浮笔水中画画遇水可漂浮，可擦安全无毒趣味画笔  
包装可定制印刷  
单价：27.5元

⑩Floating-draw marker  
Price: 27.5Yuan

巡游奖礼品推荐6:  
Prize option 6



⑪多功能收纳盒  
包装可定制印刷  
单价：25元

⑪ Storage box  
Price: 25Yuan



⑫多功能充电线礼盒  
包装可定制印刷  
单价：24.5元

⑫E-charge kit  
Price: 24.5Yuan



# 05

PART five

## 人员标识推荐

Staff Attires

方案1: T恤衫+魔术贴+肩章  
Option 1: T-shirt + Stickers + Badges



工作人员不分性别统一着装，根据分工的职能不同设计不同颜色内容的肩章并使用魔术贴贴付在T恤上以示区别。

on-site staff will be in same T-shirt uniform, with different badges of their functions



方案2：冰袖+logo  
Option 2: dry-fit sleeve + logo



工作人员不分性别根据分工的职能不同设计不同颜色的冰袖进行区分示意，冰袖上可印制图案和logo等。



Sleeve in different colors as of different supporting functions

方案3：丝巾+logo  
option 3 scarves + logo



男士丝巾

工作人员根据性别以及分工的职能不同设计不同颜色丝巾进行区分示意，丝巾上可装饰logo



女士丝巾

Scarves in different colors as of different supporting functions





06

PART six

## 预算及其他（预算另附）

Budget and other (budget will be sent via different mean)

## 其他：关于活动的防疫事项 Requirements due to epidemic control

### 消毒剂/消毒药水 Disinfectants

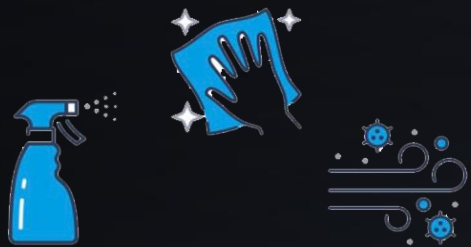
在整个展馆的显著位置设置消毒用品及消毒站。

Disinfection supplies and disinfection stations will be set up in a prominent position throughout the exhibition hall

### 现场清洁 Daily and hourly cleaning

针对门把手、楼梯扶手等频繁接触的表面，将进行每日定时清洁和消毒工作。

Regular daily cleaning and disinfection will be carried out on frequently touched surfaces such as doorknobs and stair handrails.



### 健康与安全指导 Safety Instructions

指导其卫生礼仪如:切勿握手问候于肘弯处咳嗽/打喷嚏、避免触摸脸部

Conduct hygiene etiquette such as: do not shake hands to greet cough/sneeze at elbow and avoid touching face

### 佩戴口罩 Masks

保证社交距离保持1.5米以上的情况下，所有人都必须佩戴口罩

All must wear a mask if social distancing is at least 1.5 meters





其他：关于进场施工  
about out set-up team

### 施工手续办理

#### All procedures will be strictly followed

由于之前参与过多次宝马的活动，对活动场地和施工手续的办理以及搬入口位置、货车停放的位置都十分了解，可以更好的提高进场施工的效率。另外对于佳程广场的物业管理要求也很熟悉。

As I have participated in many BMW activities before, I have a good understanding of the activity site and construction procedures, as well as the location of moving entrance and truck parking, which can better improve the efficiency of construction. 21/5000 In addition, I am also familiar with the property management requirements of Jiacheng Square.

### 施工现场保护

#### Strict safety regulations and protection

施工时会对现场的设计进行保护，如地面铺设地毯，出入门按照防撞条，玻璃会进行标识防护等，确保道具搬入和施工搭建时不对其他设施进行损坏。

During construction, the design of the site will be protected, such as laying carpet on the ground, according to the anti-collision strip at the entrance, and the glass will be marked for protection, etc., to ensure that the props will not damage other facilities when moving in and constructing.

### 现场人员维护

#### Well trained and experienced staffs

整个施工过程中从人员和货车到位、道具搬运和搭建以及现场活动时都会有专业负责人在现场监督和管理，确保出现紧急情况时能立刻做出反应并积极解决各类问题。

The whole construction process and vans in place, props from personnel handling and building activities will be on-site at the scene, director of professional supervision and management, to ensure that in an emergency to respond immediately and actively to solve various problems.

### 撤场还原及卫生

#### Deconstruction and venue restore

活动完结时安排专业人员进行道具撤除，打扫现场卫生并还原其他的设施道具，保证现场不留有垃圾和污渍。

At the end of the activity, arrange professionals to remove props, clean the site and restore other facilities and props to ensure that there is no garbage and stains on the site.



THANKS

—— 感谢聆听 ——