



Basic information and cost overview

Project	2023 MINI South Region Agent Annual Workshop	
Company	BMW Financial Services (China) Co., Ltd.	
Quotation Date	2023.12.20	
Quotation Version	V1	
Contact		
Name	Marco	
Surname	Ma	
Position	Account Director	
Mobile	158 0177 8313	
Fixed line	-	
Email	make@cct.cn	
Cost Breakdown for event operation		
Agency fees	40,382.00	
Set-up & Operation	89,996.00	
Hospitality	62,257.00	
Photo	7,320.00	
Total Net	199,955.00	
VAT (6%) **	11,997.30	
Gross Total	211,952.30	

* Please state surcharges (i.e. Business Tax) clearly and indicate which modules are affected.
** Please note that 3rd party invoices are paid net by BMW since VAT is claimed back by your company.





							¥199,955	Detailed Work load/ Comments / Deliverables
No.	Item	Unit	Quantity	Days	Unit price	Sum		
I	Agency Fees							
A	Agency Fees (Preparation)					¥11,552		
1	Account Director	person	1	2	¥1,776.00	¥3,552.00		
2	Account Manager	person	1	2	¥800.00	¥1,600.00		
3	Creative Director	person	1	3	¥800.00	¥2,400.00		
4	DTP / 2D / 3D Designer	person	1	4	¥1,000.00	¥4,000.00		
B	Agency Fees (On site)					¥6,810		
1	Account Director	person	1	2	¥1,200.00	¥2,400.00		
2	Account Manager	person	1	2	¥1,200.00	¥2,400.00		
3	Staff (please define in comment)	person	1	1	¥2,010.00	¥2,010.00		
C	Agency Fees (Post event)					¥3,000		
1	Account Manager	person	1	3	¥1,000.00	¥3,000.00		
D	Site Check					¥8,720		
1	Flights for site check (Economy class)	Round trip	2	2	¥1,600.00	¥6,400.00		
2	Agency Staff Site Check Accomodation	Round trip	1	3	¥450.00	¥1,350.00		
3	Site check local transportation	Units	1	2	¥485.00	¥970.00		
E	Onsite Event:					¥10,300		
1	Agency Staff	person	2	3	¥800.00	¥4,800.00		
2	Agency Staff Accomodation	room/night	1	3	¥500.00	¥1,500.00		
3	Agency Staff working car rental	car/day	2	4	¥500.00	¥4,000.00		
I	Total Agency Fees					¥40,382		
II	Set-up & Operation							
	Item	Unit	Quantity	Days	Unit price	Sum	Details / Comments	
A	Venue Fees					¥30,000		
1	Venue Rental 会议场租	day	1	1	¥20,000.00	¥20,000.00		
2	会议设备租借及搭建 (LED 屏幕)	day	1	1	¥10,000.00	¥10,000.00		
B	Workshop Material					¥33,727		
1	会议 - 背景板 (主KV)	each	1	1	¥8,000	¥8,000.00		
2	会议 - 指示立牌	set	3	1	¥900.00	¥2,700.00		
3	会议 - 伴手礼	each	1	1	¥5,825.00	¥5,825.00		
4	会议 - 颁奖环节 奖杯	each	20	1	¥100.00	¥2,000.00		
5	会议 - Flower of rostrum桌花	each	1	1	¥2,800.00	¥2,800.00		
6	会议 - 桌面MINI氛围物	each	9	1	¥200.00	¥1,800.00		

根据方案具体展开，例如双面相框摆放纸质议程小卡+桌面相框照片+贴纸等。



7	MINI CORNER	结构	set	1	1	¥8,000.00	¥8,000.00	MINI CORNER 木架结构
8	MINI CORNER	制作物+装饰物	set	1	1	¥2,602.00	¥2,602.00	MINI CORNER 装饰物+照片印刷+分组手环+麦标
C	Outdoors						¥19,067	
1	下午共创研讨会		each	1	1	¥18,407.00	¥18,407.00	青岛啤酒博物馆游览+剧本杀体验+分组手环
2	保险		each	66	1	¥10.00	¥660.00	意外赔付25万
D	Gala Dinner Material						¥1,942	
1	晚宴 - 主题布置		set	1	1	¥1,942.00	¥1,942.00	亚克力桌面定制MINI立体字 + 运费+晚宴道具
E	RSVP						¥660	
1	RSVP		person	66	1	¥10.00	¥660.00	
F	Logistics						¥4,600	
1	运输费用		set	2	1	¥2,300	¥4,600.00	青岛美高梅酒店-青岛啤酒博物馆-晚宴地点 超时2.5小时+司机餐费
II	Total Set-up & Operations						¥89,996	
III	Hospitality							
A	Catering		Unit	Quantity	Days	Unit Price	Sum	Details / Comments
1	Tea break		pax	1	1	¥5,366.00	¥5,366.00	
2	Buffet Lunch		pax	63	1	¥338.00	¥21,294.00	
3	Gala Dinner		pax	1	1	¥33,597.00	¥33,597.00	
B	Manpower						¥2,000	
2	onsite helper		person	2	1	¥1,000.00	¥2,000.00	会议当日全天the helper
III	Total Hospitality						¥62,257	
IV	Photo							
	摄影摄像		Unit	Quantity	Days	Unit Price	Sum	
			pax	1	1	¥5,820.00	¥5,820	8小时内拍摄，本地摄影，超时6小时，每小时220元
	云相册		pax	1	1	¥1,500.00	¥1,500	8小时内直播在线修图
IV	Total Photo						¥7,320	