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# 主场馆活动预订政策

## Mercedes-Benz Arena Event Booking Policy

### 1. 工作范围 Scope of Work

本预订政策的目的是为了优化主场馆所有活动的预订流程，保证场馆相关利益。

The purpose of Mercedes-Benz Arena Event Booking Policy is to optimize the booking process of all the events in Main Arena, and to guarantee venue benefit.

### 2. 工作职能 Work Functions

#### 2.1 活动部 Event Department

活动部是场馆活动预订政策的工作部门，主要负责：

Event Department is responsible for work of the Event Booking Policy including:

a) 负责活动预订的信息收集和整理

Event booking information collecting and organizing

b) 活动预订过程中的总体进度控制

Control overall progress of event booking process

c) 活动预订过程中的对外联络工作

External communication regarding event booking process

#### 2.2 财务部 Finance Department

财务部是负责核实主场馆活动预订过程中所涉及的支出和收入款项的主要部门，如有需要，配合出具相关票据。

Finance Department is responsible for verifying all incomes and expenses referring to the booking process of all events in Main Arena, and cooperating to issue relevant receipt if needed.

#### 2.3 活动评审委员会 Event Evaluation Committee

活动评审委员会主要负责审核审批活动预订（包括但不限于预订方、活动项目性质和内容。）

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Event Evaluation Committee is mainly responsible for evaluating and approving event booking. (including but not limited to “Pending Hirer”, event type, quality and content)

## 2.4 法务部 Legal Department

法务部是负责预订流程中的预订方的资质信用审核和流程合规控制。

Legal Department is responsible for examining and verifying the qualification and credit of “Pending Hirer” and regulation control referring to the booking process.

## 3. 工作流程 Work Process

### 3.1 预订流程 Booking Process

#### 3.1.1 预订需求确认 Confirmation of Event Booking Requirement

##### a. 活动预订方信息收集整理

Collecting and organizing event booking information from “Pending Hirer”

梅赛德斯-奔驰文化中心接受未来活动的档期预订。预订途径和方式通过场馆官方网站予以公告并由活动部进一步告知通知。“预订方”通过场馆官网下载并填写《梅赛德斯-奔驰文化中心主场馆活动预订信息登记表》（附件 A.1）并以邮件形式发送官方指定邮箱【[events@mbarena.com](mailto:events@mbarena.com)】，或通过场馆官网不时公布的其他方式包括电话微信等，联系到场馆活动部预订人员。

Mercedes-Benz Arena accepts venue booking for any future event. Booking contact information is published on the venue official website and Event Department can inform widely. The “Pending Hirer” must download from venue official website and fill in the “Mercedes-Benz Arena Main Stage Event Booking Info Registration” (Appendix A.1) and send e-mail to the appointed account [events@mbarena.com](mailto:events@mbarena.com), or contact Event Department booking staffs by the contact information announced on the venue official website.

##### b. 评审委员会评定

Evaluating by Event Evaluation Committee

所有活动预订需求信息由活动部汇总，并 7 日内书面提交活动评审委员会，由活动评审委员会，7 日内完成对该活动信息登记表所指活动及“预订方”的评审。

Event Department should collect all the booking requirements and submit in written form

within 7 days to Event Evaluation Committee. Event Evaluation Committee evaluates the “Pending Hirer” and the event according to the Event Booking Info Registration within 7 days.

c. 评定结果反馈

Giving feedback of evaluation result

活动部 7 个工作日内，将根据活动评审委员会的评审结果，告知“预订方”的预订情况。如活动不符合评审标准，则视为梅赛德斯-奔驰文化中心拒绝接受其活动预订（附件 A.5）。如活动符合评审标准，则由活动评审委员会对其进行预订排位并由活动部发出《梅赛德斯-奔驰文化中心活动档期预留确认函》（附件 A.2），并告知“预订方”该档期将仍然保持被“档期挑战”的可能。（参见 3.3 挑战流程）

Within 7 work days, Event Department inform the “Pending Hirer” the evaluation result from Event Evaluation Committee and the booking status. If the event doesn’t match the evaluation standard, Mercedes-Benz Arena rejects the booking requirement (Appendix A.5). If does, Event Evaluation Committee should rank the booking pencil for the event. Event Department sends “Mercedes-Benz Arena Venue Booking Confirmation Letter” to the “Pending Hirer” (Appendix A.2) and informs that the booking date may still be challenged. (refer to 3.3 Schedule Challenging Process).

d. 当两个或以上的“预订方”希望预订同一档期的同一项目，该项目通过评审委员会评定后，预订方应在签约前向场馆提交能证明其具有举办该活动的第三方证明，比如《艺人/艺人经纪公司授权书》。

When two or more “Pending Hirer” wish to make a booking on the same date for the same project, after the event passed the evaluation from Event Evaluation Committee, the “Pending Hirer” should submit a certification from a third party before signing the contract with venue, such as an Artist Authorization Letter, to guarantee the ability to hold the event.

### 3.1.2 预订资料要求 Booking Materials Requirement

“预订方”在提交预订申请时，应向梅赛德斯-奔驰文化中心提交以下资料，以便确定档期预订：

“Pending Hirer” should provide Mercedes-Benz Arena the following materials when submit booking information to confirm the booking date.

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- a) 签约主体的《营业执照或副本》的复印件或扫描件  
A copy or scanning copy of the signing party's business license or its duplicate copy
  - b) 具有举办同类活动的经验履历证明  
A certification demonstrating the experience of promoting or holding similar events
  - c) 其他场馆认为有必要提交的文件并正式提出要求的;  
Other venue required necessary documents or materials.

### 3.2 预订签约流程 Booking to Signing Process

如“第一预订方”有意向签约，经过活动评审委员会审核通过后，提供能证明其具有举办该活动的第三方证明，比如《艺人/艺人经纪公司授权书》。梅赛德斯-奔驰文化中心会出具《场馆活动服务合同》，并要求其在 2 个工作日内签订。“第一预订方”在签订《场馆活动服务合同》后 5 个工作日内或按合同要求支付活动服务费。如未能按时支付费用，活动部将执行《主场馆催款流程》，上报总经理办公室，由总经理办公室决定后续处理方案。

If the “1<sup>st</sup> Pencil” has intention to sign the contract, after approved by Event Evaluation Committee, it should provide the certification by the third party, e.g. Artist/Artist Agency Authorization Letter. Mercedes-Benz Arena provides Arena Event Service Agreement and asks the “Pending Hirer” to sign it within 2 work days. The “1<sup>st</sup> Pencil” should pay Event Service Charges within 5 work days or by contract terms after signing Event Service Agreement. If the payment cannot be finished within the required time, Event Department should carry out “Main Arena Event Service Charges Chasing Procedure” and report to GM office for their decision on follow up work.

“第一预订方”完成签约生效后，活动部将在 1 个工作日内，告知其他排位靠后的“预订方”该档期已被签约的情况（附件 A.3）。

After the “1<sup>st</sup> Pencil” signed the contract, Event Department needs to inform later “Pending Hirers” within 1 work day that the date has been signed (Appendix A.3).

### 3.3 挑战流程 Schedule Challenging Process

如排位靠后的“预订方”有意向签约，需以书面或邮件形式向活动部提交申请。活动部将该等申请提交活动评审委员会进行评定。通过活动评审委员会同意后，方可启动档期签约挑战流程。排位靠后的“预订方”需先支付 25 万元人民币挑战保证金，活动部将通过

邮件形式向“第一预订方”提出档期签约挑战（附件 A.4），并给予“第一预订方”2 个工作日确认是否签署《场馆活动服务合同》，同时需要支付 25 万元人民币挑战保证金及该活动的第三方证明，比如《艺人/艺人经纪公司授权书》。

If the later “Pending Hirer” requires signing the contract, must send the application in written form or via e-mail to Event Department. Event Department submits it to Event Evaluation Committee. By approval from Event Evaluation Committee, the later “Pending Hirer” can start the process of challenging the schedule. The later “Pending Hirer” needs to firstly pay RMB 250,000 as challenging deposit, then Event Department will inform the “1st Pencil” via e-mail about the schedule challenging (Appendix A.4), and give the “1st Pencil” 2 work days to confirm whether they will sign Arena Event Service Agreement. The “1st Pencil” also need to pay RMB 250,000 as challenging deposit and provide the certification by the third party, e.g. Artist/Artist Agency Authorization Letter.

- a) 若“第一预订方”在 2 个工作日内确认签署《场馆活动服务合同》，并支付 25 万元人民币挑战保证金及提供《活动授权书》，则视为排位靠后的“预订方”挑战失败，梅赛德斯-奔驰文化中心将在二十个工作日内全额归还其他排位靠后的“预订方”已支付的挑战保证金。

If the “1st Pencil” confirms to sign Arena Event Service Agreement within 2 work days, pay RMB 250,000 as challenging deposit and provides the Artist Authorization Letter, thus the later “Pending Hirer” challenging failed. Mercedes-Benz Arena should return all the paid challenging deposit back to the later “Pending Hirer” within 20 work days.

- b) 若“第一预订方”未能在 2 个工作日内确认签署《场馆活动服务合同》，则视为排位靠后的“预订方”挑战成功并启动活动签约流程。该“预订方”签订《场馆活动服务合同》时，25 万元人民币挑战保证金将转换为活动服务费的一部分。

If the “1st Pencil” cannot confirm to sign Arena Event Service Agreement within 2 work days, thus the later “Pending Hirer” challenging succeeded and will start the process to sign the contract. After this “Pending Hirer” finished signing Arena Event Service Agreement, the paid challenging deposit RMB 250,000 can be transferred into a part of Event Service Charges.

### 3.4 所有活动的预订和签约流程中的特殊情况，活动评审委员会具有最终选择权与决定权。

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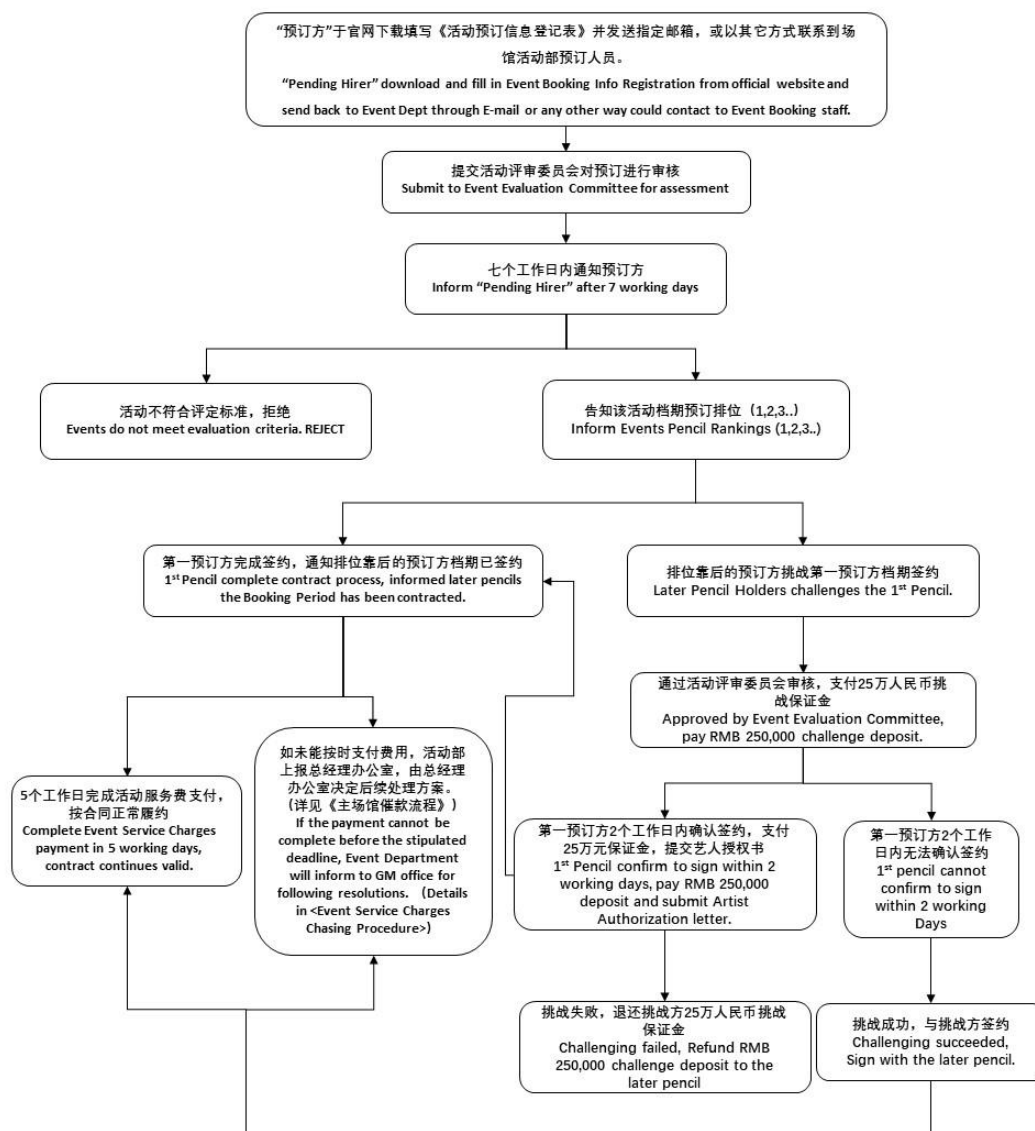
All event booking and signing process, and under any special circumstances, Event Evaluation Committee has the rights of final selection and decision.

**3.5 签约异常处理 Deal with abnormal situation of signing contract**

合同签署生效后, 如有活动取消或变更等异常情况, 将根据双方签订的《场馆活动服务合同》及相关文件执行。

Any abnormal situation such as event cancellation or change happened after signing the contract will be dealt with relevant terms in Arena Event Service Agreement and other documents previously agreed by both signing parties.

**图表一：预订及签约流程**  
Chart 1: Booking and Signing Process



附录 A

Appendix A

(资料性附录 Material Appendix)

A.1 梅赛德斯-奔驰文化中心主场馆活动预订信息登记表

Mercedes-Benz Arena Main Stage Event Booking Info Registration

活动名称 Event Name: \_\_\_\_\_

活动日期 Event Date: \_\_\_\_\_

活动场次 Event Number: \_\_\_\_\_

活动类型 Event Type: \_\_\_\_\_

(演唱会 Concert、体育赛事 Sports、多日多场次家庭秀 Family Show、企业活动 Corporation Event、其他 Others)

主办方名称 Promoter: \_\_\_\_\_ (需附公司介绍 with company profile)

承办单位(报批公司)名称 Co-Promoter: \_\_\_\_\_ (需附公司介绍 with company profile)

装台日需求 Load-in Days: \_\_\_\_\_ (不超过 2 日 No more than 2 days)

其他特殊需求 Other Requirements : \_\_\_\_\_

联系人 Contact: \_\_\_\_\_

手机 Phone: \_\_\_\_\_

邮箱 E-Mail: \_\_\_\_\_

艺人信息 Artist Info

姓名 Artist Name: \_\_\_\_\_

国籍 Nationality: \_\_\_\_\_

发行唱片数量 Released Albums Num: \_\_\_\_\_

最近三年演唱会数量 Concerts Num in the last 3 years: \_\_\_\_\_

最近三年演唱会平均上座率 Average Audience Percent in the last 3 years: \_\_\_\_\_ %

是否有取消过的演出或活动 If having any cancelled concert or event: 有 Yes 无 No

取消原因 The Reason for the cancellation: \_\_\_\_\_

微博粉丝数 Weibo Fans: \_\_\_\_\_

公司盖章 Seal:

日期 Date:



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**附录 A**

**Appendix A**

**(资料性附录 Material Appendix)**

**A.2 梅赛德斯-奔驰文化中心活动档期预留确认函**

**Mercedes-Benz Arena Venue Booking Confirmation Letter**

Dear xxx,

We have received the booking request from your company. Mercedes-Benz Arena has now reserved the date from xxx to xxx for your use. (You can get the \_\_\_ booking pencil.)

**Insert the words if it's the 1<sup>st</sup> pencil:**

*There is no absolute guarantee of this date. Mercedes-Benz Arena reserves the right to move the 1<sup>st</sup> Pencil to the 2<sup>nd</sup> Pencil anytime. Only after providing Artist Authorization Letter, signing Arena Event Service Agreement and paying all Event Service Charges, this date will be guaranteed. If there's any other event promoter wishing to contract this date, we will contact you immediately and require paying a deposit, providing Artist Authorization Letter and signing contract within 2 work days, otherwise the date will be released.*

We look forward to cooperating with your company!

Best,

尊敬的 xxx,

我方已收到贵公司的档期预订需求，梅赛德斯-奔驰文化中心年/月/日至年/月/日的档期已为贵公司进行预留（第\_\_\_预订）。

**如是第一预订，还需插入：**

*对于上述候选状态的日期来说，它并不是一个被绝对保证的档期。梅赛德斯-奔驰文化中心随时保留权力可将第一预定延后至第二预定。只有在提供活动授权证明和完成场馆活动服务合同签署，并全额支付活动服务费后，所订日期才能被保证。如果有任何其它活动组织者希望在同一日期与我们签订合同，我们将在第一时间和您们联系，要求在两个工作日内支付押金，提供活动授权证明和签署合同。如果达不到这些要求，该日期将被解除锁定状态。*

期待与贵公司的合作!

商祺

**附录 A**

**Appendix A**

**(资料性附录 Material Appendix)**

**A.3 梅赛德斯-奔驰文化中心活动档期预订失效通知书**  
**Mercedes-Benz Arena Official Notice on an Invalid Booking Pencil**

Dear xxx,

You are holding the XX Pencil of the date from xxx to xxx for the event xxx.

We regret to inform you, now the 1<sup>st</sup> Pencil of this date has signed the contract with our company.

We will no longer reserve the XX Pencil for you on this schedule.

We look forward to cooperating with your company in the future!

Best,

尊敬的[姓名]:

年/月/日至年/月/日是由您公司第 XX 预订。

我们遗憾地通知您，目前该档期的第一预订方已与我司完成签约，我司将不再为您保留该档期的第 XX 预订。

我们期待未来与贵司的合作！

祝好

**附录 A**

**Appendix A**

**(资料性附录 Material Appendix)**

**A.4 梅赛德斯-奔驰文化中心档期挑战通知书**

**Mercedes-Benz Arena Official Challenge Notice**

Dear [Name],

This is an official challenge for xxx, a date which you currently hold as the 1<sup>st</sup> pencil. We have been approached by another interested party who is prepared to sign the Arena Event Service Agreement for this date.

If you need to secure this date, you should confirm to sign the Arena Event Service Agreement with us, pay RMB 250,000 as deposit and provide the Event Authorization Letter within 2 work days. After signing the Arena Event Service Agreement, the previously paid deposit of RMB 250,000 will be regarded as part of Event Service Charges.

Please let us know your intention by xxx, otherwise your 1<sup>st</sup> pencil will be canceled and the date will be released.

Best,

尊敬的[姓名]:

年/月/日至年/月/日是由您公司**第一**预订。

目前有另外一家公司有兴趣对该档期进行签约。

如您需要保留上述档期,请在**两个工作日**内确认与我方签署《场馆活动服务合同》,并于**两个工作日**内支付 25 万元人民币挑战保证金及提供《活动授权书》。《场馆活动服务合同》签订成功后,已支付的 25 万元人民币挑战保证金将转换为活动服务费的一部分。

请在年/月/日/点前回复,否则我们将不再保留您的**第一**预订。

祝好

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**附录 A**

**Appendix A**

**(资料性附录 Material Appendix)**

**A.5 梅赛德斯-奔驰文化中心拒绝接受活动预订通知书**

**Mercedes-Benz Arena Official Rejection of Event Booking Requirement**

Dear [Name],

Your company submit a Mercedes-Benz Arena Main Stage Event Booking Info Registration for XXX event on the date DD/MM/YY.

We regret to inform you that this event booking requirement doesn't get the approval from venue Event Evaluation Committee. We will no longer reserve your booking information.

We look forward to cooperating with your company in the future!

Best,

尊敬的[姓名]:

年/月/日是由您公司递交了《XX 项目》的《梅赛德斯-奔驰文化中心主场馆活动预订信息登记表》。

我们遗憾地通知您，目前该预订未能通过我司评审委员会的审核，我们将不再保留您的预订信息。

我们期待未来与贵司的合作！

祝好