

Client: PPG
 Event: Trade Elle 26 - UK
 Number of attendees: 135 40 customers
 Version: 1
 Date coded: 2.12.24

Turkey - May 2026				
ITEM	Units	No.	Unit Quote £	Total Quote £
FLIGHTS				
Economy flight allowance (hold luggage pp)	131	1	400.00	52,400.00
Internal flight - Istanbul to Cappadocia	131	1	150.00	19,650.00
Sub total				72,050.00
ACCOMMODATION & DOR COSTS				
Four Seasons Istanbul				
R&B accommodation - B&B	71	1	502.80	35,698.80
Porterage allowance	131	1	11.26	1,475.06
Gift drop allowance	131	1	10.00	1,310.00
Argos in Cappadocia				
Standard rooms	40	2	567.00	45,360.00
Deluxe rooms	11	2	720.00	15,840.00
Junior Suite	10	2	1,025.00	20,500.00
Suite	10	2	1,098.00	21,960.00
Porterage allowance	131	1	11.26	1,475.06
Gift drop allowance	131	1	10.00	1,310.00
Sub total				144,928.92
PROGRAMME				
Advance Party				
Airport Transfer - based on 1 flight arrival	1	1	180.00	180.00
Extra Night Accommodation	6	1	502.80	3,016.80
Dinner Allowance (includes up to x 5 couples early arrivals)	16	1	100.00	1,600.00
Drinks allowance (includes up to x 5 couples early arrivals)	16	1	50.00	800.00
DAY 1				
Deluxe 45-seater coach	4	1	475.00	1,900.00
English Speaking Assistance	4	1	135.00	540.00
Conference				
Room Hire allowance	1	1	8,000.00	8,000.00
Welcome Drinks	131	1	20.00	2,620.00
Evening Program				
Sunset Bosphorus Cruise with Cityvan Yacht				
Rental Fee	1	1	4,000.00	4,000.00
Cocktails with unlimited local drinks ** with one created cocktail unique to this event	131	1	65.00	8,515.00
Logo reflected under Bosphorus bridge - complimentary				
Dinner at Ruby Restaurant & Club	135	1	165.00	22,275.00
** including unlimited local drinks for 3 hours				
** option to stay for the club				
Deluxe 45-seater coach	4	1	475.00	1,900.00
English Speaking Assistance	4	1	135.00	540.00
DAY 2				
Morning Program				
Oriental Markets of Istanbul	131	1	47.00	6,157.00
** including transfers, professional guidance & rooftop visit with permission				
Turkish street foods at Samsun Restaurant				
** privatized	135	1	145.00	19,575.00
** lunch for 135 pax incl. 40 Turkish wine bottles				
Drinks allowance	131	1	30.00	3,930.00
Transfer to the Airport & Flight to Cappadocia				
Deluxe 45-seater coach	4	1	475.00	1,900.00
English Speaking Assistance	4	1	135.00	540.00
All Transportation throughout Cappadocia program / per 45-seater deluxe coach	4	1	3,500.00	14,000.00
Afternoon Program				
Visit Goreme Open Museum incl. Dark Church / per person ** UNESCO World Heritage	135	1	32.00	4,320.00
Dinner				
Dinner at Nahha Restaurant / per person ** privatized	135	1	165.00	22,275.00
Unlimited Drinks Package Supplement	131	1	35.00	4,585.00
Turkish Acoustic Music	1	3	750.00	2,250.00
DAY 3				
Hot Air Balloon experience	135	1	315.00	42,525.00
** including a landing celebration with juices, fruits, cakes, mimosa and bubbles				
Optional Activities				
Hiking or Biking or Horseback riding or quad biking in the Valleys / per person	135	1	55.00	7,425.00
Lunch Program (Surprise)				
Traditional Cappadocia lunch at Old Greek House / menus from per person	135	1	68.00	9,180.00
** with local musicians & traditional local cooking foods				
Unlimited Local Drinks Supplement / per person	131	1	20.00	2,620.00
Afternoon free time				
Guests can use Argos Hotel Spa free - treatments at own cost				
Gala Dinner				
Silk Road Themed Dinner at Saruhan Caravanserai** privatized	1	1	13,500.00	13,500.00
Menus from per person				
** including furniture, tableware, cutlery, glassware, basic décor	135	1	330.00	44,550.00
** including unlimited local drinks				
Whirling Dervishes	1	1	4,950.00	4,950.00
** 3 dervishes and 3 musicians **2*15 minutes show				
Aquarium artist - Deniz Güngör - Optional	1		3,150.00	0.00
Fire dances - Optional	2		1,650.00	0.00
Turkish Folk Dances - Optional	4		1,050.00	0.00
Entertainment - DJ performance	1	1	3,000.00	3,000.00
AV allowance	1	1	4,500.00	4,500.00
Heating	1	1	2,000.00	2,000.00
DAY 4				
Departure Transfers - included				
Sub total				329,468.80
AV, PRINT & BRANDING				
AV & Registration				
Website and Registration	1	1	2,450.00	2,450.00
App build and population	1	1	3,000.00	3,000.00

AV allowance for conference	1	1	8,000.00	8,000.00
Pre Event Mailouts				
Allowance per mailout for print/creation, postage	1	1	3,885.00	3,885.00
Final 2 week Mailout				
Allowance including print, luggage tag and postage	1	1	2,250.00	2,250.00
Onsite Gift Allowance				
Gift	71	1	56.50	4,011.50
Additional print allowance - letters, packaging etc	1	1	400.00	400.00
Onsite Branding Allowance				
Key card holder	1	1	100.00	100.00
Menus	1	1	343.75	343.75
Uniform allowance	1	1	2,000.00	2,000.00
Sub total				26,440.25
STAFF & EXPENSES				
Istanbul				
Flight allowance (hold luggage pp)	4	1	550.00	2,200.00
Accommodation - nearby hotel				
Accommodation - single occupancy - 2 people 3 nights	2	3	502.80	3,016.80
Accommodation - single occupancy - 3 people 1 night	2	1	502.80	1,005.60
Accommodation - nearby hotel				
Accommodation - single occupancy - 2 people 2 nights	2	2	400.00	1,600.00
Accommodation - single occupancy - 2 people 2 nights	2	2	400.00	1,600.00
UK travel expenses - mileage / parking	4	1	110.00	440.00
Onsite expenses	12	1	55.00	660.00
In-destination transfer	1	1	550.00	550.00
Sub total				11,072.40
SITE VISIT				
Flight allowance (hold luggage pp)	2	1	550.00	1,100.00
Accommodation - single occupancy	2	2	468.24	1,872.96
UK travel expenses - mileage / parking	2	1	110.00	220.00
Onsite expenses	2	2	110.00	440.00
In-destination expenses	2	1	110.00	220.00
Sub total				3,852.96
MISC				
Gala dinner prize	5	1	10.00	50.00
Photographer allowance	1	1	5,000.00	5,000.00
Contingency	1	1	15,000.00	15,000.00
Sub total				20,050.00

MANAGEMENT FEES					
PRE-EVENT					
Account Director	10	1	450.00	4,500.00	
Project Manager	15	1	400.00	6,000.00	
Account Executive	20	1	350.00	7,000.00	
Health & safety and crisis management	1	1	450.00	450.00	
SITE VISIT					
XSEM site visit - Offered complimentary					
ONSITE					
Managing Director	6	1	500.00	3,000.00	
Senior Account Manager	4	1	500.00	2,000.00	
Project Manager	6	1	450.00	2,700.00	
Project Manager	4	1	450.00	1,800.00	
DESIGN TIME					
Creative time (List items the time includes)	7	1	500.00	3,500.00	
Launch Video	2	1	500.00	1,000.00	
Motion Graphics	3	1	500.00	1,500.00	
Email Campaigns - monthly	10	1	500.00	5,000.00	
Congratulations Video	1	1	500.00	500.00	
Sub total				39,150.00	
TOTAL				587,213.33	
TOTAL PER CUSTOMERS (120)				4,893.44	

All costs are subject to change/availability at time of booking