



# GREAT HOTELS OF THE WORLD

## SALES PLAN 2022

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## GREAT HOTELS OF THE WORLD – SALES PLAN 2022

Event	Market	Segment	Cost per Member
<b>JANUARY</b>			
<b>The Micebook EXPO re-Engineered (12-13 Jan)</b> One-to-one meetings with an Evening Event targeting Incentives.	UK	MICE	1 Member Table £1400 2 Members sharing table £950 each
<b>GHOTW UK Winter Sales Calls (18-19 Jan)</b> 2 days face to face sales calls, to Senior Director level Key Accounts in UK, escorted by our GHOTW UK Sales Office.	UK	MICE	<b>2500 € per set of Sales Calls</b> Double Punch Package: 2 sets: 2125 € each Triple Punch Package: 3 sets of sales calls 1800 € each
<b>Be Our Guest - MICE UK (DBF) (24-25 Jan)</b> Exclusive venue in the UK; 20 qualified UK MICE buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	UK	MICE	<b>GHOTW members save over 500€ - £ 2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each
<b>MICE London &amp; Midlands: Sales Calls + AIEA Awards (27-28 Jan)</b> 1 day Sales Calls in London with GHOTW Sales Office + 1 day Midlands AIEA Member Agencies Event Workshop with 20-30 MICE Buyers	UK	MICE	<b>1500€ per hotel</b> , including escorted sales calls, agency breakfast and table at the AIEA awards & event workshop
<b>FEBRUARY</b>			
<b>Break the ICE Forum (3-5 Feb)</b> 25-35 qualified BENELUX MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday. 70% Benelux, 30% rest Europe.	BENELUX	MICE & Corporate	GHOTW members save up to <b>400€: 3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each
<b>GHOTW USA Winter Virtual Sales Calls (17-18 Feb)</b> A cost-effective way to kick-start key contacts on the USA market. Qualified buyers, with international experience, eager to hear about your hotel.	USA	MICE & Leisure	GHOTW members save <b>300€: Sales Calls: 1200 €</b> Double Punch: 2 sets of Sales Calls: 1000€ each Triple Punch : 3 sets of Sales calls for 900€ each
<b>Europe Congress (27 Feb-1 Mar)</b> 2 days of 30-40 pre-scheduled meetings and networking. +80 European buyers. 65% Agen, 25% Corp 10% Assoc. <b>Centre &amp; East European hotels</b>	Global	MICE	<b>GHOTW members save 200€! 4300€ for 2 day event</b> Shared table 2650€ for 2 day event
<b>MARCH</b>			
<b>Be Our Guest - MICE UK (DBF) (7-8 Mar)</b> Exclusive venue in the UK; 20 qualified UK MICE buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay.	UK	MICE	<b>GHOTW members save over 500€ - £ 2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each <b>SAVE: BeOurGuest +GHOTW Spring Sales Calls £ 3700</b>
<b>GHOTW UK Spring Sales Calls (8-9 Mar)</b> 2 days face to face sales calls, to Senior Director level Key Accounts in UK, escorted by our GHOTW UK Sales Office.	UK	MICE	<b>2500 € per set of Sales Calls</b> Double Punch Package: 2 sets sales calls 2125 € each Triple Punch Package: 3 sets sales calls 1800 € each <b>SAVE: BeOurGuest +GHOTW Spring Sales Calls £ 3700</b>

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<b>MARCH</b>			
<b>SMU New York (14-16 Mar)</b> US meeting and incentive travel buyers with international business. 2 full days of one-to-one scheduled meetings, networking events and meals.	<b>USA</b>	<b>MICE</b>	<b>SAVE 200€ when sharing a table - 4 900€</b> Includes: event participation and Hotel-Dedicated feature in GHOTW newsletter +3000 MICE Buyers.
<b>ICJ MICE Advantage International (17-19 Mar)</b> Leading German MICE event: 2 days 1-to-1 meetings & networking 50-60 luxury MICE & Leisure buyers. All hosted buyer data. Includes accomm, full board & events	<b>Germany</b>	<b>MICE</b>	<b>GHOTW members save up to 300€</b> GHOTW Member price - 5 500€
<b>Be Our Guest, Private Travel UK (18 Mar)</b> Exclusive venue in the UK; 20 qualified UK High End Leisure buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	<b>UK</b>	<b>Leisure</b>	<b>GHOTW members save over 500€ - £ 2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each
<b>Break the ICE Forum (23-25 Mar)</b> 25-35 qualified UK MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday. 70% UK, 30% rest Europe	<b>UK</b>	<b>MICE &amp; Corporate</b>	<b>GHOTW members save up to 400€: 3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each
<b>All About People (25-27 Mar)</b> 3-day event-80/100 UK MICE buyers. Approx 30 1-on-1 appointments. Networking activities and “All About People” awards ceremony	<b>UK</b>	<b>MICE</b>	<b>GHOTW members save over 200€! £4029 p/table.</b> Meetings, Activities, Meals and 2 nts Accommodation included
<b>GHOTW Scandinavian Sales Calls (28-30 Mar)</b> Participation in 2 days face to face sales calls, to Senior Director level Key Accounts in Stockholm escorted by our GHOTW Sales Office.	<b>Scandinavia</b>	<b>MICE &amp; Leisure</b>	<b>2 700€ per set of Sales Calls.</b> <b>SAVE: NORDIC SUMMIT+ GHOTW Sales Calls: 6 600€</b>
<b>The Nordic MICE Summit (31 Mar-1 Apr) Copenhagen</b> 20 1-to-1 meetings, networking sessions, 2 nts' accomm., transfers, evening and meals. Pre tour Copenhagen.	<b>Scandinavia</b>	<b>MICE</b>	<b>GHOTW members save over 800€!</b> GHOTW Member price: 4 200€ per table   3 360€ per hotel, when sharing. <b>SAVE: NORDIC SUMMIT+ GHOTW Sales Calls: 6 600€ 1 table   5 760€ per hotel when sharing table</b>
<b>APRIL</b>			
<b>Be Our Guest, MICE France (4 Apr)</b> Exclusive venue in Paris /South France; 20 qualified French MICE buyers 10 suppliers and 1-to-1 appointments. Welcome reception, dinner & stay	<b>France</b>	<b>MICE</b>	<b>GHOTW members save over 500€ - £ 2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each
<b>GHOTW USA Virtual Sales Calls (17 Apr)</b> A practical, cost-effective way to kick-start key contacts on the USA market, as we move towards recovery. Qualified buyers, with international experience	<b>USA</b>	<b>MICE &amp; Leisure</b>	<b>GHOTW members save 300€: Sales Calls: 1200 €</b> Double Punch: 2 sets of Calls: 1000€ each Triple Punch : 3 sets of calls for 900€ each
<b>IMEX (26-28 Apr)</b> Europe's leading MICE show. Package includes table at GHOTW stand, pre-scheduled meetings, hotel featured in GHOTW dedicated Press Release & Buyers newsletter. Includes GHOTW Pre-Show dinner with 7 buyers.	<b>Germany</b>	<b>MICE</b>	<b>GHOTW Member price – 5 900€</b>

This calendar is subject to change without prior notice and dependent on minimum number of hotels for registration to proceed.  
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Event	Market	Segment	Cost per Member
<b>MAY</b>			
<b>GHOTW Germany Spring Sales Calls (10-11 May)</b> Participation at a 2/3 days face to face sales calls to Senior/Director level Key Accounts in Germany, escorted by our GHOTW Germany Sales Office.	<b>Germany</b>	<b>MICE &amp; Leisure</b>	<b>2700 € per set of Sales Calls</b> Double Punch Package: 2 sets sales calls 2295 € each Triple Punch Package: 3 sets sales calls 1950 € each. <b>SAVE: Break the Ice DACH +GHOTW Sales Calls: 5500€</b>
<b>Break the ICE Forum (12-14 May) Hohe Salve Resort, Tirol, Austria</b> 25-35 qualified DACH MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday. 70% DACH, 30% rest Europe.	<b>DACH</b>	<b>MICE &amp; Corporate</b>	<b>GHOTW members save up to 400€: 3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each. <b>SAVE: Break the Ice DACH +GHOTW Sales Calls: 5500€</b>
<b>Be Our Guest, Private Travel UK (20-21 May)</b> Exclusive venue in the UK; 20 qualified UK Leisure buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	<b>UK</b>	<b>Leisure</b>	<b>GHOTW members save over 500€ - £2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each.
<b>Europe Congress (22-24 May)</b> 2 days of 30-40 pre-scheduled meetings and networking. +80 European buyers. 65% Agen, 25% Corp 10% Assoc. <b>North &amp; West European hotel members</b>	<b>Global</b>	<b>MICE</b>	<b>GHOTW members save 200€! 4300€ for 2 day event</b> Shared table 2650€ for 2 day event
<b>JUNE</b>			
<b>Be Our Guest - MICE UK (DBF) (20-21 Jun)</b> Exclusive venue in the UK; 20 qualified UK MICE buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	<b>UK</b>	<b>MICE</b>	<b>GHOTW members save over 500€ - £2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each <b>SAVE: BeOurGuest + GHOTW Spring Sales Calls £ 3700</b>
<b>GHOTW UK Summer Sales Calls (21-22 Jun)</b> Participation at a 2 days face to face sales calls, to Senior Director level Key Accounts in UK, escorted by our GHOTW UK Sales Office. SPECIAL DEAL: Add the 1 day Be Our Guest Programme to make the most of your travel plans.	<b>UK</b>	<b>MICE</b>	<b>2500 € per set of Sales Calls</b> Double Punch Package: 2 sets sales calls 2125 € each Triple Punch Package: 3 sets sales calls 1800 € each <b>SAVE: BeOurGuest + GHOTW Spring Sales Calls £ 3700</b>
<b>Break the ICE Forum (23-25 Jun)</b> 25-35 qualified EUROPE MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday.	<b>Europe</b>	<b>MICE &amp; Corporate</b>	<b>GHOTW members save up to 400€: 3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each
<b>Connections Luxury (26-29 Jun)</b>	<b>EUROPE</b>	<b>High-End Leisure</b>	<b>TBC</b>
<b>The Meetings Show (29-30 Jun)</b> The UK's undisputed MICE show. Package includes table at GHOTW stand, pre-scheduled meetings, hotel featured in GHOTW dedicated Press Release & Buyers newsletter. Includes GHOTW Pre-Show dinner with 7 buyers	<b>UK</b>	<b>MICE</b>	<b>GHOTW Member price – 5 900€</b>

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<b>AUGUST</b>			
<b>Break the ICE Forum (18-20 Aug)</b> 25-35 qualified BENELUX MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday.	<b>Europe</b>	<b>MICE &amp; Corporate</b>	<b>GHOTW members save up to 400€: 3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each
<b>GHOTW USA Virtual Sales Calls (27-28 Aug)</b> A practical, cost-effective way to kick-start key contacts on the USA market, as we move towards recovery. Qualified buyers, with international experience.	<b>USA</b>	<b>MICE &amp; High end Leisure</b>	<b>GHOTW members save 300€: Sales Calls: 1200 €</b> Double Punch: 2 sets of Calls: 1000€ each Triple Punch : 3 sets of calls for 900€ each
<b>MICE by Melody (30 Aug-1 Sep)</b> Unique MICE Roadshow: Frankfurt, Dusseldorf, Munich afterwork networking evening events for approx 40 DACH buyers with international business to place.	<b>DACH</b>	<b>MICE</b>	<b>GHOTW members save 300€! GHOTW 4880€ for 3 city package.</b> Transport and accommodation excluded but organised by GHOTW.
<b>SEPTEMBER</b>			
<b>Be Our Guest, Private Travel France (15-16 Sep)</b> Exclusive venue for 20 qualified French Leisure buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	<b>France</b>	<b>Leisure</b>	<b>GHOTW members save over 500€ - £ 2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each
<b>Connections Luxury (25-28 Sep)</b>	<b>Global</b>	<b>Leisure</b>	<b>TBC</b>
<b>Be Our Guest - MICE UK (DBF) (26-27 Sep)</b> Exclusive venue in the UK; 20 qualified UK MICE buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	<b>UK</b>	<b>MICE</b>	<b>GHOTW members save over 500€ - £ 2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each <b>SAVE: BeOurGuest + GHOTW Spring Sales Calls £ 3700</b>
<b>GHOTW UK Autumn Sales Calls (27-28 Sep)</b> Participation at a 2 days face to face sales calls, to Senior Director level Key Accounts in UK, escorted by our GHOTW UK Sales Office. SPECIAL DEAL: Add the 1 day Be Our Guest Programme to make the most of your travel plans.	<b>UK</b>	<b>MICE</b>	<b>2500 € per set of Sales Calls</b> Double Punch Package: 2 sets calls 2125€ each Triple Punch Package: 3 sets calls 1800€ each <b>SAVE: BeOurGuest + GHOTW Spring Sales Calls £ 3700</b>
<b>GHOTW Germany Autumn Sales Calls (27-28 Sep)</b> Participation at a 2/3 days face to face sales calls to Senior/Director level Key Accounts in Germany, escorted by our GHOTW Germany Sales Office.	<b>Germany</b>	<b>MICE &amp; Leisure</b>	<b>2700 € per set of Sales Calls</b> Double Punch Package: 2 sets calls 2295€ each Triple Punch Package: 3 sets calls 1950€ each. <b>SAVE: DACH Break the Ice+GHOTW Sales Calls: 5500€</b>
<b>Destination Wedding Planner (DWP) Congress - Bali (27-29 Sep)</b> 2 day congress with access to 100 pre-qualified A-list International Destination Wedding Planners. 1-1 appointments and networking opportunities, including all event meals; complete Marketing and Branding, Pre, Post and during event.	<b>Global</b>	<b>Weddings</b>	<b>3630€ when sharing a table!</b> <a href="#">DWP-Video 2019 Link</a> <a href="#">Dubai-Post Show Report Link</a>
<b>Break the ICE Forum (29 Sep-1 Oct) INFINITY HOTEL, Munich</b> 25-35 qualified DACH MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday. 70% DACH, 30% rest Europe.	<b>DACH</b>	<b>MICE &amp; Corporate</b>	<b>GHOTW members save up to 400€: 3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each <b>SAVE: DACH Break the Ice+GHOTW Sales Calls: 5500€</b>



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Event	Market	Segment	Cost per Member
<b>OCTOBER</b>			
<b>Europe Congress (23-25 Oct)</b> 2 days of 30-40 pre-scheduled meetings and networking. +80 European buyers. 65% Agen, 25% Corp 10% Assoc. <b>Southern European hotel members</b>	Global	MICE	<b>GHOTW members save 200€!</b> <b>4300€ for 2 day event</b> Shared table 2650€ for 2 day event
<b>All About People (28-30 Oct)</b> 3-day event-80/100 UK MICE buyers. Approx 30 1-on-1 appointments. Networking activities and “All About People” awards ceremony	UK	MICE	<b>GHOTW members save over 200€!</b> <b>£4029 p/table.</b> Meetings, Activities, Meals and 2 nts Accommodation included.
<b>NOVEMBER</b>			
<b>GHOTW Meet Up UK (7-8 Nov)</b> GHOTW's Signature MICE Event. 2 days, 2 locations, and 1 to 1 meetings with 20-30 senior, MICE Buyers. Price includes 2 workshops and 2 networking meals.	UK	MICE & Leisure	<b>GHOTW Member price: 4500€</b>
<b>Be Our Guest, Private Travel UK (11-12 Nov)</b> Exclusive venue in UK; 20 qualified UK High End Leisure buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	UK	Leisure	<b>GHOTW members save over 500€ - £2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each
<b>Break the ICE Forum (17-19 Nov)</b> 25-35 qualified EUROPE MICE buyers, 1-to-1 appointments. 2 Dinners and cocktail reception & evening party on the Friday.	Europe	MICE & Corporate	<b>GHOTW members save up to 400€:</b> <b>3300 € for 1 Forum</b> Double Punch: 2 Forums: 2999 € each Triple Punch Package: 3 Forums: 2800 € each
<b>Be Our Guest - MICE UK (DBF) (21-22 Nov)</b> Exclusive venue in the UK; 20 qualified UK MICE buyers and 10 suppliers, up close and personal with 1-to-1 appointments. Welcome reception, dinner & stay	UK	MICE	<b>GHOTW members save over 500€ - £2200 for 1 event</b> Double Punch: 2 Events: £ 2020 each Triple Punch Package: 3 Events: £ 1850 each <b>SAVE: BeOurGuest + GHOTW Spring Sales Calls £ 3700</b>
<b>GHOTW Winter UK Sales Calls (23-24 Nov)</b> 2 days face to face sales calls, to Senior Director level Key Accounts in UK, escorted by our GHOTW UK Sales Office.	UK	MICE	<b>2500 € per set of Sales Calls</b> Double Punch Package: 2 sets calls 2125€ each Triple Punch Package: 3 sets calls 1800€ each <b>SAVE: BeOurGuest + GHOTW Spring Sales Calls £ 3700</b>
<b>IBTM Barcelona (29 Nov-1 Dec)</b> One of Europe's leading MICE shows. Package includes table at GHOTW stand, pre-scheduled meetings, hotel featured in GHOTW dedicated Press Release & Buyers newsletter. Includes GHOTW Pre-Show dinner with 7 buyers.	Global	MICE	<b>GHOTW Member price – 5 900€</b>
<b>DECEMBER</b>			
<b>GHOTW Germany Winter Sales Calls (6-8 Dec)</b> Participation at a 2/3 days face to face sales calls to Senior/Director level Key Accounts in Germany, escorted by our GHOTW Germany Sales Office.	Germany	MICE & Leisure	<b>2700 € per set of Sales Calls</b> Double Punch Package: 2 sets sales calls 2295 € each Triple Punch Package: 3 sets sales calls 1950 € each
<b>GHOTW Christmas UK Sales Calls (13-14 Dec)</b> 2 days face to face sales calls, to Senior Director level Key Accounts in UK, escorted by our GHOTW UK Sales Office.	UK	MICE	<b>2500 € per set of Sales Calls</b> Double Punch Package: 2 sets calls 2125€ each Triple Punch Package: 3 sets calls 1800€ each

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All events are invoiced in Euros. Prices exclude VAT.

## SMART SAVINGS WITH OUR SALES PACKAGES

Save up to 1600 € with our Smart Sales Packages and ensure your hotel is present at the right events, with the right buyers.

**Package Prices valid only until 31st December 2021!**

### GLOBAL MICE SALES - SILVER PACKAGE

- 1 Sales Calls UK
- 1 Sales Calls Germany
- 1 Break the Ice Forum
- 1 AIEA agency event
- 1 Exclusive E-mail shot to GHOTW GLOBAL MICE database
- 1 MICEBook networking event visitor
- 1 GHOTW UK Meet Up

GLOBAL MICE SALES - SILVER PACKAGE
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9200 €
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### UK MICE SALES - BRONZE PACKAGE

- 1 GHOTW Sales Calls UK
- 1 GHOTW UK Meet Up
- 1 Exclusive E-mail shot to GHOTW GLOBAL MICE database
- 3 posts with MICE offers/news on GHOTW LinkedIn

UK MICE SALES - BRONZE PACKAGE
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4500 €
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### BLEISURE SALES PACKAGE- SILVER PACKAGE

- 1 GHOTW UK Meet Up
- 1 UK MICE Sales Calls
- 1 Be Our Guest Private Travel Forum
- 1 Exclusive E-mail shot to GHOTW Bleisure database
- 1 Press release with hotel Bleisure news and package
- 3 posts with Bleisure offers/news on GHOTW Instagram, Facebook & LinkedIn

BLEISURE SALES PACKAGE
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6400 €
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## SMART SAVINGS WITH OUR SALES PACKAGES

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Save up to 1600 € with our Smart Sales Packages and ensure your hotel is present at the right events, with the right buyers.

**Package Prices valid only until 31st December 2021!**

### GERMANY MICE SALES

#### GERMANY MICE SALES - SILVER PACKAGE

2 GHOTW Sales Calls Germany

1 Break the ICE Forum Germany

1 Exclusive E-mail shot to GHOTW DACH database

GERMANY MICE SALES - SILVER PACKAGE
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5900 €
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#### GERMANY MICE SALES - BRONZE PACKAGE

1 GHOTW Sales Calls Germany

1 Break the ICE Forum Germany

1 Exclusive E-mail shot to GHOTW DACH database

GERMANY MICE SALES - BRONZE PACKAGE
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5100 €
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