

No. : 031/PM JUPITER/MKT/MD/II/2026
Kepada Yth : Finance Dept
Cc Yth : Matthew Yap – Vice President; Thomas D. – Marketing Director ; Bambang S
– Sales Director; Ferdinand D. – HoD Jupiter ; Marketing Support; File
Dari : Yosabeth M. – PE Jupiter; Yohana M. – PM Jupiter;
Perihal : Event AFPA 2026 (Asia Federation of Psychiatric Associations)
Hari / Tanggal : ~~Rabu, 25 Februari 2026~~ Kamis, 02 April 2026

Dengan hormat,

Dalam rangka bentuk dukungan berkesinambungan kepada user-user Mersifarma untuk mengikuti acara ilmiah yang berkelanjutan, kami berencana mengikuti dan memberikan support kepada event SOUTH-EAST ASIA AFPA Regional Congress dengan tema "*Mental Health in Digital Era : Adversity Mental Health Challenges in A Dynamic Global Society*". Acara tersebut diadakan dengan rincian sebagai berikut :

Nama Event : SOUTH-EAST ASIA AFPA Regional Congress 2026
Tema : *Mental Health in Digital Era : Adversity Mental Health Challenges in A Dynamic Global Society*
Tempat : Royal Ambarukmo Hotel
Tanggal : Kamis – Minggu, 30 April - 3 Mei 2026
Target peserta : ±500 peserta
Support diajukan : Sesi expert meeting & 1 Booth

Totol Dan Diajukan = Rp 85.820.000 -/ Rp 84.900.000,
Selain itu kami juga berencana untuk mengadakan Round Table Discussion (RTD) dengan user-user di area Yogyakarta dengan rincian sebagai berikut :

Presentasi Product (PP)

Nama Kegiatan : PP Siaby
Tempat : TBA
Hari /Tanggal : Rabu, 29 April 2026
Jumlah Peserta : 10 orang (list peserta terlampir)
Produk Fokus : Siaby
Total Biaya : Rp2.000.000
• Fee Konsumsi = Rp2.000.000 (@Rp200.000/orang)

Presentasi Product (PP)

Nama Kegiatan : PP Sikzonoate
Tempat Kegiatan : TBA
Hari /Tanggal : Selasa, 28 April 2026
Jumlah Peserta : 10 orang (list peserta terlampir)
Produk Fokus : Stelosi
Total Biaya : Rp2.000.000
• Fee Konsumsi = Rp2.000.000 (@Rp200.000/orang)

Tujuan kami mengajukan support kegiatan ini yaitu :

1. Menjalin hubungan dan kerjasama yang baik dengan user psikiatri area Yogyakarta dan sekitarnya sekaligus mensupport pengembangan update ilmu mengenai Kesehatan jiwa,

2. Menjaga dan meningkatkan sales produk dengan pengembangan sales terlampir di Divisi Jupiter sebagai berikut,

Divisi	Avg Sales 3 Bulan Terakhir	Estimasi Sales per Bulan	Growth
Jupiter	Rp 4,970,076,860	Rp 5,182,368,585	4.27%
Mercury	Rp 2,240,105,923	Rp 2,501,730,000	11,68%

Adapun dalam acara ini benefit yang kita dapatkan dari paket sponsorship adalah :

- Mendapatkan sesi expert meeting 60 menit
- Mendapatkan potongan harga sebesar 19% untuk satu *sesi expert meeting* & 1 Booth sehingga menjadi Rp45.000.000 dari harga awal sebesar Rp55.000.000
- Mendapatkan harga Pembangunan vendor yang paling murah setelah membandingkan 3 vendor, yaitu menjadi Rp6.500.000
- Pemutaran video produk sebelum acara symposium & workshop, *lunch break*, dan penutupan acara,
- Penempatan logo PT Mersifarma TM, sharing dengan logo Mitra lainnya selama acara pada backdrop photobooth, dan layar symposium,
- Mendapatkan kesempatan untuk *branding* produk Jupiter dan *reminding* produk-produk kepada user.

Berikut adalah rincian biaya Sponsorship Event AFPA 2026 :

Keterangan Biaya	Nominal Biaya	Nomor Rekening Penerima	PIC	Tgl Transfer
Sponsorship				
Sesi expert meeting & 1 Booth	Rp45.000.000	Bank Mandiri No Rekening : 1300033316160, atas nama PT Bersama Lestari Lintas Karya	Finance	Kamis, 16 21 April 2026
Pembangunan Booth	Rp6.500.000	Bank BCA No Rekening : 0182788226 , atas nama Gogod Setyo	Finance	Kamis, 16 21 April 2026
Operational Marketing				
Uang Saku, uang makan, transport dalam kota tim marketing	4.400.000 Rp3.930.000	Bank Mandiri No. Rekening : 1380009922464 ` atas nama Yohana Mutiara Sakti	Marketing	Kamis, 23 April 2026
PP Siaby @10 orang	Rp2.000.000			
PP Sikzonoate @10 orang	Rp2.000.000			
Entertain Divisi Jupiter	Rp5.000.000			
Snackbooth	Rp1.500.000			
Konsumsi Training dgn tim sales @ 13orang	Rp650.000	Bank No. Rek : an TBA	Finance	Senin, 27 April 2026
Fee Speaker 1 Symposium dr Santi Yuliani, SpKJ	Rp4.500.000			
Fee Speaker 2 Symposium dr Warih, SpKJ	Rp4.500.000			
Fee Moderator Symposium dr Ida, SpKJ	Rp2.500.000	Bank No. Rek : an TBA	Finance	Senin, 27 April 2026
Hotel Tim Marketing	Rp4.500.000	-	Purchasing	-

2.550.000

Transportasi Luar Kota	Rp2.800.000	-	Purchasing	-
Pengiriman Promat	Rp1.000.000	-	GA	-
Total	Rp85.830.000			

84.900.000

Demikian permohonan ini kami ajukan. Atas perhatian dan persetujuan yang Bapak berikan kami ucapkan terima kasih.

Hormat kami,

Mengetahui,

Menyetujui,


Yosabeth M.

PE Jupiter


Mirna P.

PE Mercury


Yohana M.

PM Jupiter


Aditva G.

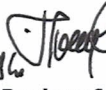
JPM Mercury


Ferdinand D.

SM Jupiter


A.N.Toni

SM Mercury


Bambang S.

Sales Director


Thomas D.

Marketing
Director


Matthew Yap

Vice President

F. Tirtokoesnad

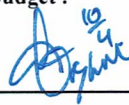
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Fee Sponsorship Event AFPA 2026 menggunakan budget :

AFPA MKTJUP26-MA013 : 70.000.000

WCAP MKTJUP26-MA012 : 70.000.000

RTD Mercury MKTMER26-MA136 : Rp2.000.000



Diketahui,


Indira D.
HR Dept.

Note : Sebagai informasi tambahan :

- Terdapat 51 dokter yg disupport RBP (detail terlampir).
- Total RBP 588.235.000 - (utk* Registrasi, Hotel, Tiket, Rental).
- * Biaya registrasi : Rp 2.000.000 - Rp 4.500.000 / org.
- Pak Bambang, akan hadir dalam event ini.

k.

NAMA EVENT : Event APFA 2026
 TANGGAL EVENT : Kamis - Minggu, 30 April - 3 Mei 2026
 TEMPAT EVENT : Royal Ambassador Hotel
 EST. JAMALAH PESERTA : +/- 500 orang

NO	DESKRIPSI	QTY	HARGA SATUAN	TOTAL	KETERANGAN	PIC
1	SPONSORSHIP PAKET EXHIBITION BOOTH	1	45,000,000	45,000,000	PT Benasara Event Utama Karya	Finance
2	PRABANGSIJIAN EXHIBITION BOOTH	1	6,500,000	6,500,000	Genged Production	Finance
GRAND TOTAL				51,500,000		

OPERASIONAL MARKETING											BINA TRANSPORTASI											HOTEL											UANG MAKAN											UANG SANDU PESTIA											TOTAL BAYAR																																																																																																																																																																																																																																																																																																																																																																																																																																
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SUB TOTAL JUPITER					2,200,000	800,000	-	-	-	3,500,000	4	14,000,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	50,000	6	300,000	4,100,000	Event Salda - Mergu																																																																																																																																																																																																																																																																																																																																																																																																																																														
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1	PE JUPITER	NO	22 April 2026	-	-	-	-	-	-	-	-	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000</

MARKETING	4,500,000	15,550,000	100%
PURCHASE	4,500,000	5,350,000	
FINANCE	6,100,000		
GA	1,000,000		
TOTAL	16,100,000	84,900,000	

Dinas Sukma

NOTE: Hotel PE K SM bersama.

19/4/26

fludin

Keterangan & Keterangan

Nama Pemegang

Tanggal

Dari

Tujuan

Transportasi

Paket

05.5.2026

05.5.2026

05.5.2026

05.5.2026

05.5.2026

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