

No : 079/PM MERCURY/MKT/MD/VII/2026  
Kepada : Finance Dept.  
Cc. Yth : DMD, MD, VP, Purchasing Dept, Marketing Support  
Dari : Putri Ayu – PE Mercury;  
Perihal : Makassar Cardiovascular Update-XXIV 2026  
Hari/Tanggal : ~~Jumat, 24~~ Juli 2026  
~~Senin, 29~~

Bersama dengan memo dinas ini kami mengajukan permohonan dana untuk event kardiologi yang akan dilaksanakan pada:

Nama acara / Event : Makassar Cardiovascular Update-XXIV 2026  
Tema : Bridging Artificial Intelligence, Diagnostics, and Therapeutic Excellence  
Tempat : Claro Hotel Makassar  
Tanggal : 29-30 Agustus 2026  
Target peserta : ± 800 peserta  
Support diajukan : **Stand Pameran** → 29-30 Agust 2026 -  
**Total Biaya Yang di ajukan : Rp 51.880.000**

Tujuan dari mengajukan support event tersebut adalah:

1. Memulai hubungan baik dengan dokter Spesialis Kardiologi (Sp.JP) wilayah Sulawesi
2. Meningkatkan brand awareness produk baru Riban dan Antirol melalui acara Makassar Cardiovascular Update-XXIV 2026
3. Menambah user baru untuk spesialis dokter kardiologi di wilayah Sulawesi
4. Mengembangkan dan meningkatkan sales produk Mercury dengan detail sbb.

| Divisi  | Rata-rata sales perbulan | Estimasi Sales | Growth |
|---------|--------------------------|----------------|--------|
| Mercury | 76,491,866               | 87,420,500     | 14.29% |

Benefit support acara ini:

1. 1 Booth selama event berlangsung, 29-30 Agustus 2026

Adapun dengan rincian biaya kegiatan event tersebut, sebagai berikut:

| Nama                  | Spesifikasi                            | Harga                             | Informasi Rekening                                                         | PIC | Keterangan                       |
|-----------------------|----------------------------------------|-----------------------------------|----------------------------------------------------------------------------|-----|----------------------------------|
| Support Acara         | Stand Pameran (include tax)            | 20.000.000                        | Bank Mandiri<br>No. Rekening 1170011465580<br>An. PP PERKI-CABANG MAKASSAR | FIN | Tanggal transfer 10 Agustus 2026 |
|                       | Pembangunan Booth (3x2 m)              | 14.430.000                        | Bank BCA<br>No. Rekening 1988811717<br>An. PT. CITY NEONINDO INDAH MURNI   | FIN | Tanggal transfer 22 Agustus 2026 |
| Operational Marketing | Entertain @200.000 (25 dokter) Mercury | 5.000.000                         | Bank Mandiri<br>No. Rekening 1380009922464<br>An Yohana Mutiara Sakti      | MKT | Tanggal transfer 22 Agustus 2026 |
|                       | Snack Booth (15-16 29-30 Agustus 2026) | 1.000.000                         | Bank Mandiri<br>No. Rekening 1380009922464<br>An Yohana Mutiara Sakti      | MKT | Tanggal transfer 22 Agustus 2026 |
|                       | Uang makan dan uang saku (8 orang)     | <del>2.270.000</del><br>1.720.000 | Bank Mandiri<br>No. Rekening 1380009922464<br>An Yohana Mutiara Sakti      | MKT | Tanggal transfer 22 Agustus 2026 |

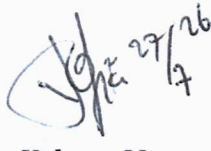
|                                        |                               |                                                                       |     |                                  |
|----------------------------------------|-------------------------------|-----------------------------------------------------------------------|-----|----------------------------------|
| Uang Konsumsi Training (8 orang)       | 320.000<br><del>280.000</del> | Bank Mandiri<br>No. Rekening 1380009922464<br>An Yohana Mutiara Sakti | MKT | Tanggal transfer 22 Agustus 2026 |
| Uang makan tim JV                      | 400.000                       | Bank Mandiri<br>No. Rekening 1380009922464<br>An Yohana Mutiara Sakti | MKT | Tanggal transfer 22 Agustus 2026 |
| Biaya kirim promat                     | 1.500.000                     |                                                                       |     |                                  |
| Biaya transport dalam kota (@ 1 orang) | 400.000                       | Bank Mandiri<br>No. Rekening 1380009922464<br>An Yohana Mutiara Sakti | MKT | Tanggal transfer 22 Agustus 2026 |
| Biaya hotel                            | 2.600.000                     | Dipesankan Purchasing                                                 | PCS |                                  |
| Biaya transport                        | 4.500.000                     | Dipesankan Purchasing                                                 | PCS |                                  |
| <b>GRAND TOTAL SUPPORT</b>             | <b>51.880.000</b>             |                                                                       |     |                                  |

~~52.420.000~~ -  
51.880.000

Demikian permohonan ini kami ajukan dan besar harapan kami agar permohonan ini dapat diberikan persetujuan. Terima kasih atas perhatian dan persetujuannya

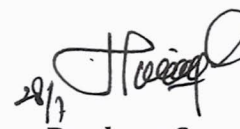
Hormat Saya,

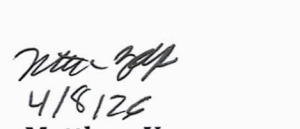
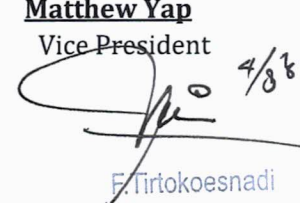
  
**Putri Ayu**  
PE Mercury

  
**Yohana M**  
PM

  
**A.N Toni**  
Sales Manager  
Mercury

Mengetahui  
  
**Thomas Dewa**  
Marketing  
Director

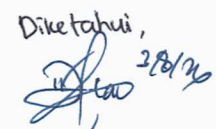
  
**Bambang S**  
Sales Director

Menyetujui  
  
**Matthew Yap**  
Vice President  
  
F. Tirtokoesnadi

Support tersebut menggunakan budget event mercury 2026 sbb:

1. SCU SURABAYA CARDIOLOGY UPDATE (ASCA 2025) - MKTMER26-MA036 : Rp.30.000.000
2. PIT IPD (ILMU PENYAKIT DALAM) 2026 JAKARTA- MKTMER26-MA040 : Rp.30.000.000

Notes : Pengajuan ini kurang dari 2 bulan karena baru mendapatkan deal harga dari panitia di tanggal 13 Juli. Selanjutnya menunggu kelengkapan invoice dari panitia, input KK, data peserta yang diajukan entertain (harus masuk MCL terlebih dahulu) sehingga baru diajukan ditanggal 24 Juli

Diketahui,  
  
**Indriani Dian**  
HR Manager

AJUAN BUDGET EVENT MARKETING  
 NAMA EVENT :  
 WANGAL EVENT :  
 TEMPAT EVENT :  
 EST JUMLAH PESERTA :

: Makassar Cardiology Update XXIV 2026  
 : Sains Minggu, 15-16 Agustus 2026  
 : Clario Hotel Makassar  
 : 500 peserta

29-30 AUG 2026

SPONSORSHIP

| NO          | DESKRIPSI         | QTY | HARGA SATUAN | TOTAL      | KETERANGAN          | PGC     |
|-------------|-------------------|-----|--------------|------------|---------------------|---------|
| 1           | EXHIBITION BOOTH  | 1   | 20.000,000   | 20.000,000 | Transfer ke Panitia | Finance |
| 2           | PEMBANGUNAN BOOTH | 1   | 14.430,000   | 14.430,000 | Transfer ke Vendor  | Finance |
| GRAND TOTAL |                   |     |              | 34.430,000 |                     |         |

OPERASIONAL MARKETING

| NO          | NAMA LENGKAP PESERTA | JAB | DIVISI  | KOTA ASAL | TGL   | BIAYA TRANSPORTASI |            |              |            | HOTEL           |        |             | UANG MAKAN     |           |             | UANG SAKU PESERTA |        |             | TOTAL BIAYA | KETERANGAN |  |
|-------------|----------------------|-----|---------|-----------|-------|--------------------|------------|--------------|------------|-----------------|--------|-------------|----------------|-----------|-------------|-------------------|--------|-------------|-------------|------------|--|
|             |                      |     |         |           |       | Luar Kota          | Dalam Kota | Rental Mobil | Keterangan | Biaya per malam | Jumlah | TOTAL BIAYA | Biaya per hari | Jumlah    | TOTAL BIAYA | Biaya per hari    | Jumlah | TOTAL BIAYA |             |            |  |
| 1           | YOHANA M.            | PM  | MERCURY | IKT       | 26-30 | 4,500,000          | 400,000    |              | pesawat    | 650,000         | 4      | 2,600,000   | 120,000        | 5         | 600,000     | 40,000            | 5      | 200,000     | 8,300,000   |            |  |
| 2           | SEPRIANY BIMBIN      | KSM | MERCURY | MKS       | 29-30 |                    |            |              |            |                 |        |             | 40,000         | 2         | 80,000      | 50,000            | 2      | 100,000     | 180,000     |            |  |
| 3           | SOFYAN TALIB         | DM  | MERCURY | MKS       | 29-30 |                    |            |              |            |                 |        |             | 40,000         | 2         | 80,000      | 40,000            | 2      | 80,000      | 160,000     |            |  |
| 4           | MUHAMMAD FACHRI      | DM  | MERCURY | MKS       | 29-30 |                    |            |              |            |                 |        |             | 40,000         | 2         | 80,000      | 40,000            | 2      | 80,000      | 160,000     |            |  |
| 5           | SURIADI TASIR        | MR  | MERCURY | MKS       | 29-30 |                    |            |              |            |                 |        |             | 40,000         | 2         | 80,000      | 30,000            | 2      | 60,000      | 140,000     |            |  |
| 6           | ARY HARI             | MR  | MERCURY | MKS       | 29-30 |                    |            |              |            |                 |        |             | 40,000         | 2         | 80,000      | 30,000            | 2      | 60,000      | 140,000     |            |  |
| 7           | YITRAH MUHAMMAD      | MR  | MERCURY | MKS       | 29-30 |                    |            |              |            |                 |        |             | 40,000         | 2         | 80,000      | 30,000            | 2      | 60,000      | 140,000     |            |  |
| SUB TOTAL   |                      |     |         |           |       | 4,500,000          | 400,000    | -            |            |                 |        | 2,600,000   | 360,000        | 1,880,000 | 270,000     |                   |        | 640,000     | 9,220,000   |            |  |
| OTHERS      |                      |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             |             |            |  |
| 1           | ENTERTAIN            |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             | 5,000,000   | NET        |  |
| 2           | SNACK BOOTH          |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             | 1,000,000   | NET        |  |
| 3           | TRAINING             |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             | 285,000     | NET        |  |
| 4           | PAUZA                |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             | 400,000     | NET        |  |
| 5           | Konsumsi             |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             | 1,500,000   | GA         |  |
| SUB TOTAL   |                      |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             |             |            |  |
| TOTAL       |                      |     |         |           |       | 4,500,000          | 400,000    | -            |            |                 |        | 2,600,000   |                | 1,880,000 |             |                   |        |             | 640,000     | 17,450,000 |  |
| GRAND TOTAL |                      |     |         |           |       |                    |            |              |            |                 |        |             |                |           |             |                   |        |             |             | 17,450,000 |  |

| Nama      | Nama HOTEL             | c. in           | c. out          |
|-----------|------------------------|-----------------|-----------------|
| Yohana M. | Hotel Remy Panakkukang | 12 Agustus 2026 | 16 Agustus 2026 |
|           |                        |                 |                 |
|           |                        |                 |                 |

27/7.

| Keberangkatan & Kepulangan |                 |      |        |              |       |
|----------------------------|-----------------|------|--------|--------------|-------|
| Nama Penumpang             | Tanggal         | Dari | Tujuan | Transportasi | Pukul |
| Yohana M                   | 12 Agustus 2026 | CGK  | UPG    | Pesawat      | 6.00  |
| Yohana M                   | 16 Agustus 2026 | UPG  | CGK    | Pesawat      |       |

|                                       |
|---------------------------------------|
| Dibuat Oleh,                          |
|                                       |
| Puri Ayu Dharma Reksa<br>(PE MERCURY) |

|                 |
|-----------------|
| Ditutupi Oleh,  |
|                 |
| Yohana M.<br>PM |

|                         |
|-------------------------|
| Ditutupi Oleh,          |
|                         |
| A.N. TONI<br>SM MERCURY |

|            |            |   |
|------------|------------|---|
| MARKETING  | 8,800,000  | ✓ |
| PURCHASING | 7,100,000  | ✓ |
| FINANCE    | 34,430,000 | ✓ |
| GA         | 1,500,000  | ✓ |
| TOTAL      | 51,830,000 | ✓ |

|             |            |      |
|-------------|------------|------|
| MERCURY     | 51,880,000 | 100% |
| GRAND TOTAL | 51,880,000 |      |

Diketahui,

Indriani Dian  
 HR Manager