

Budweiser Hotel



Key Visual







Key Contacts



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Partner Relationships



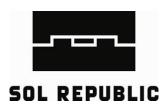








































Content Calendar



Programming Week by Week

Mon 09/06	Tues 10/06	Wed 11/06	Thurs 12/06	Fri 13/06	Sat 14/06	Sun 15/06
Man of the Match Press Conference & Behind the Scenes Media Tour	Welcome Party	China Charity Night	Opening Party with Nicky Romero	Welcome Party	Playboy June Edition Launch Party	Playboy Pool Party

Mon 16/06	Tues 17/06	Wed 18/06	Thurs 19/06	Fri 20/06	Sat 21/06	Sun 22/06
Ambassador s of Excellence (corporate event)	Welcome Party	VIP Viewing Party		World of Vice Party	Welcome Party	Fusion Pool Party



Content Calendar



Programming Week by Week

Mon 23/06	Tues 24/06	Wed 25/06	Thurs 26/06	Fri 27/06	Sat 28/06	Sun 29/06
Viewing Party	Welcome Party			Welcome Party	UFC Party	Pool Party with Major Lazer

Mon 30/06	Tues 01/07	07 Wed 02/07 Thurs 03/07		Fri 04/07	Sat 05/07	Sun 06/07
Welcome Party	FIFA Interactive World Cup Draw	EA Gaming Tournamen t	Welcome Party	Viewing Party with Above and Beyond & Chinese DJ		Welcome Party & Bud Cup After Party



Content Calendar



Programming Week by Week

Mon 07/07	Tues 08/07	Wed 09/07	Thurs 10/07	Fri 11/07	Sat 12/07	Sun 13/07
Mini Cooper Party with Cia.Maritim a Fashion Show			Welcome Party	Special Party with Zedd	Game Screening Special Party with Jorge Ben Jor	Final Game Party



Accreditation & Security



There will be **NO** access to the hotel without appropriate and approved accreditation.

- Aside from the hospitality guest list, the master guest list will be managed by Banco de Eventos.
- Banco de Eventos will have a producer on site exclusively dedicated to accreditation and access control.

Type of Credential	Audience	Issued By	Distributed By	Notes				
	Hospitality Guests	RPMC	RPMC					
	Hotel Staff	RPMC	Banco de Eventos					
PERMANENT	Partners	RPMC	Banco de Eventos	 Consist of lanyard, photo, name and role/function of the 				
ACCREDITATIO	Event Staff	RPMC	Banco de Eventos	individual.				
N	Press	RPMC	Banco de Eventos	Color coded for staff, artists, press, etc.				
	AB InBev	RPMC	Banco de Eventos					
	Ambev	RPMC	Banco de Eventos					
DAY PASSES		RPMC	Banco de Eventos	 Consist of lanyard, name and date Passes are collected at the end of the day. 				
WRISTBANDS	For parties and functions <u>ONLY</u>	Banco de Eventos	Banco de Eventos	Color coded for each event date.Wristbands are collected at the end of the function.				



Credentials



- *All guests, employees, staff, contractors, talent and one-off visitors will be issued a credential.
- ❖The credential will be the security basis for controlling access. No credential, no entry into the Pestana Hotel.
- *All identification and access badges remain the property of Anheuser-Busch InBev and are non-transferable.
- ❖The bearer must wear and visibly display the badge at all times (wrist bands for pool parties) while in the Pestana Hotel.
- ❖The badge must be either be worn on either the outer most garment of clothing or otherwise be visibly displayed with the photo (if any) visible to all.
- ❖Under no circumstances is the badge to be used by anyone other than whom it is issued.
- Credentials will be issued and validated in the lobby of the hotel and at the hotel employee entrance area.

Accreditation & Security



Group owners are responsible for compiling an initial list of visitors, and for sending daily updates to Banco de Eventos.

All guests of the hotel will need to be named on the official Accreditation List, generated by Banco de Eventos, 24 hours in advance of their arrival.

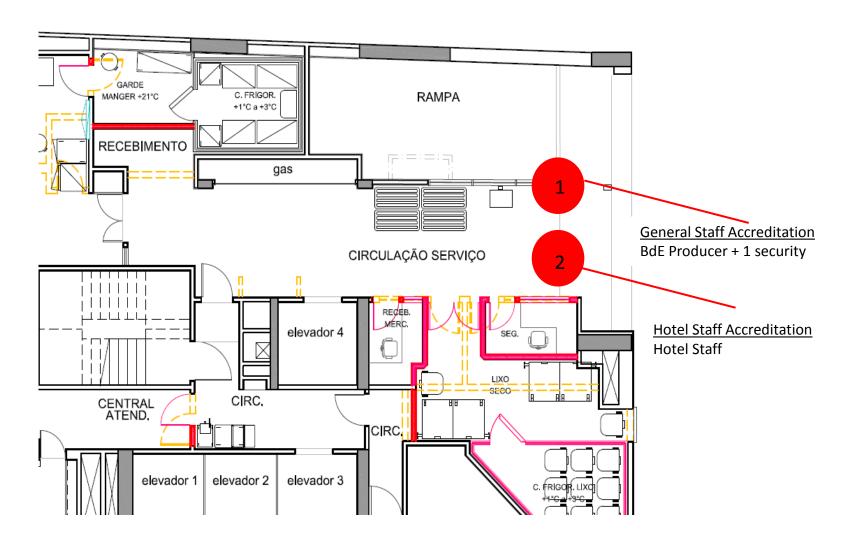
Accreditations can be picked up with a valid form of ID at the dedicated credentials desk in the Hotel, between the hours of 7:00AM and 7:00pm for staff, and between 10:00AM and 7:00PM for external guests. (See map on following slides for location details)

ABInBev	Accreditation List																							
Event Accreditation Information		Personal	I Information				Identification	Contact In	ormatio	ın		Emergeno	cy Contact Infor	mation										
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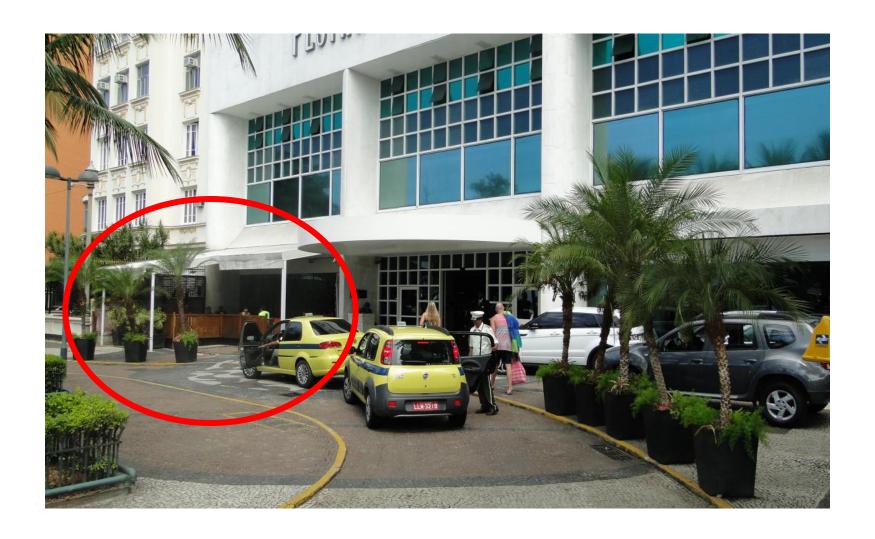
Accreditation & Security – Staff







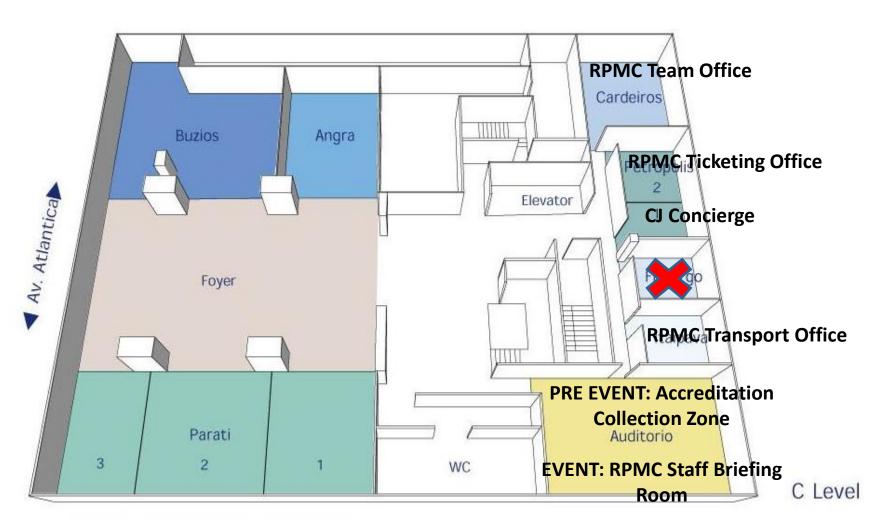
Accreditation & Security - External Guests ABInBev





Functional Spaces

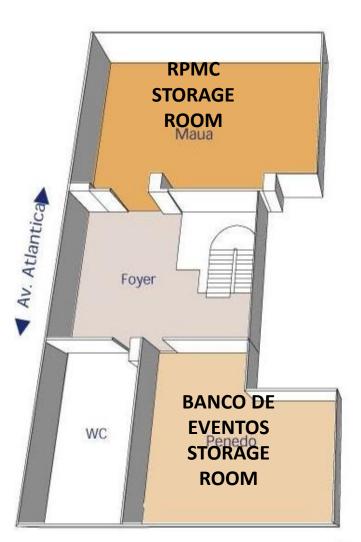


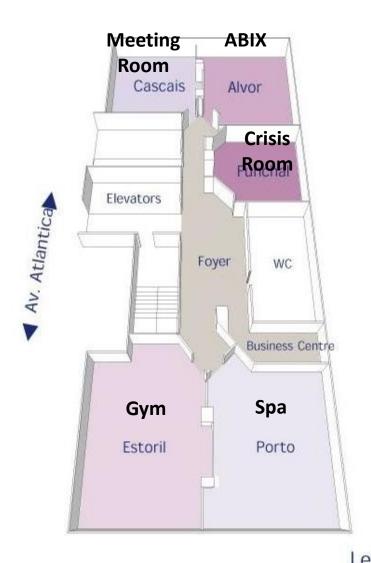




Functional Spaces







Pestana Evacuation Plan



