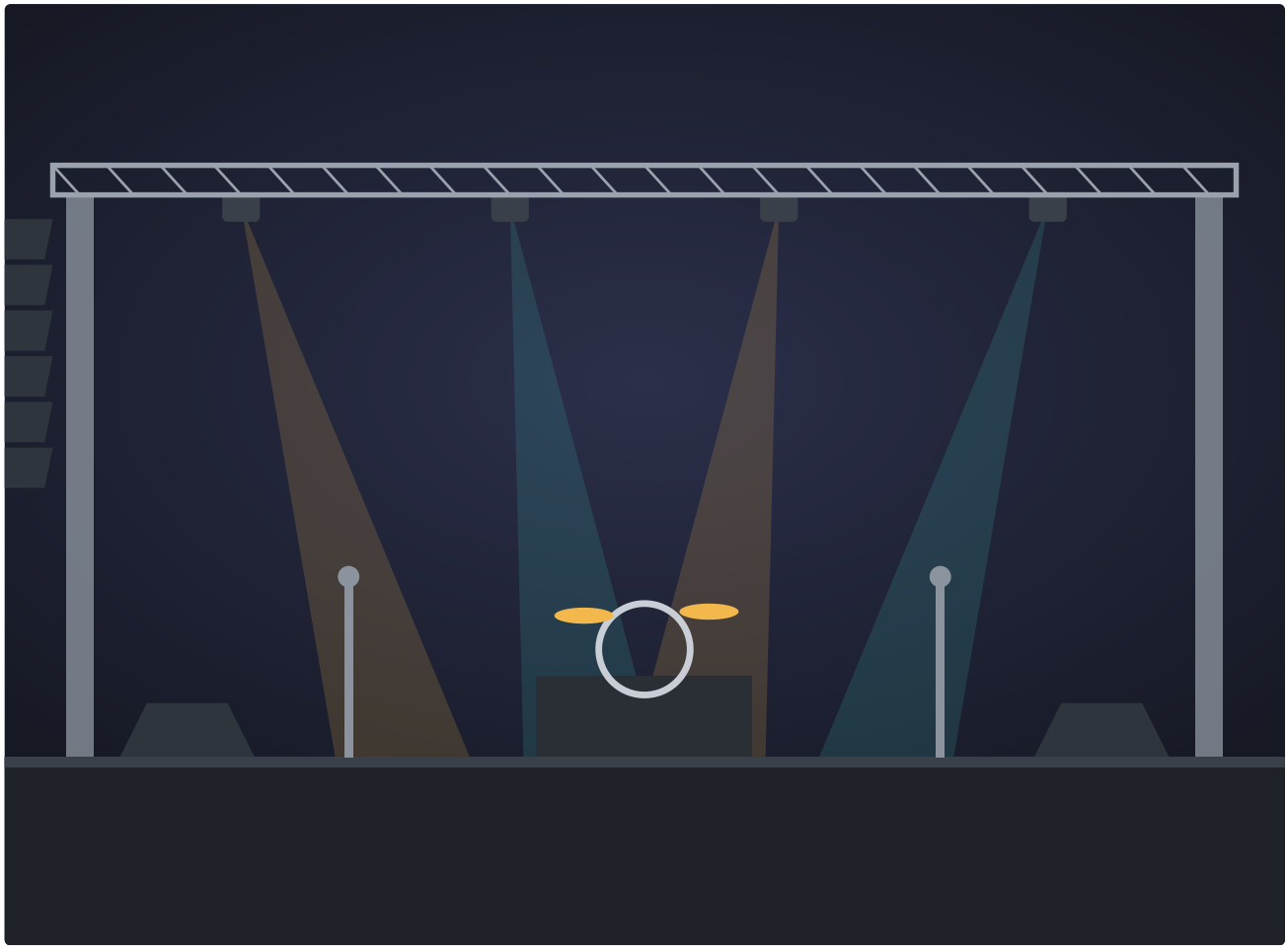


Event proposal

Kestrel Medical Systems 2027 Sales Kickoff. 220 attendees, Ko Olina, Oahu, January 19–21, 2027.

PROPOSAL # TW-P-27-014
ISSUED Sep 8, 2026
VALID UNTIL Oct 9, 2026

CREATED BY

Tradewind Event Partners
Keoni Alapa'i
+1 808 555 0142
keoni@tradewindevents.example

PREPARED FOR

Kestrel Medical Systems
Rachel Okafor
+1 303 555 0177
rachel.okafor@kestrelmed.example
Event: 2027 Sales Kickoff, Jan 19–21, 2027

Cover letter

Dear Rachel,

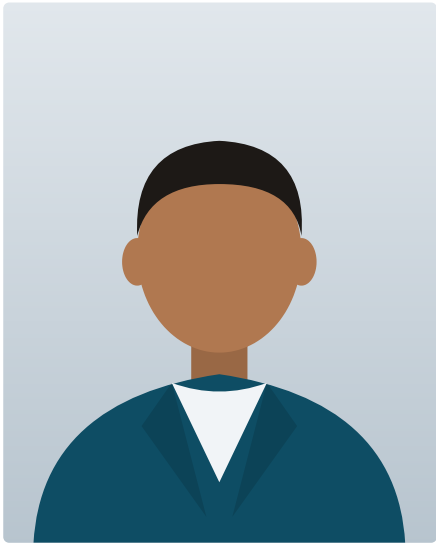
Thank you for the brief and for the call last week. You asked for a kickoff that does two jobs at once: launch the new monitoring line to the whole sales team, and thank the people who made 2026 a record year.

This proposal builds the three days around that. The first morning is the product launch in the ballroom, streamed live to the reps who cannot travel. The breakouts on day two are run by your product managers, and the evenings belong to the team: a lū'au on the beach on arrival and the awards dinner to close.

Every price here is itemized so your finance team can see where the money goes. We hold the ballroom and the room block for you until October 9.

Mahalo,

Keoni Alapa'i



YOUR CONTACT

Keoni Alapa'i

Director of Events

+1 808 555 0142

keoni@tradewindevents.example

Made with ExtraflowDoc

extraflowdoc.com

Your event

THE GOAL

Launch the Vireo monitoring line to the sales team, train it to sell it, and recognize the top performers of 2026.

WHERE AND WHEN

Ka'ena Bay Resort, Ko Olina, Oahu. Arrivals on Tuesday, January 19; meetings on January 20 and 21; departures on January 22.

WHAT WE TAKE CARE OF

- **Venue.** Ballroom, breakouts, meals
- **Production.** Stage, AV, livestream, app
- **People.** Transfers, activity, staff

The kickoff in numbers

Based on the 220 attendees in your brief. The final count is confirmed 30 days before arrival.

220

Attendees

Sales, product and leadership

3

Days

Arrival, two meeting days

4

Breakout rooms

50 seats each

140

Remote viewers

Livestream of the main sessions

8

Meals and events

Including the lū'au and awards

6

Our staff on site

From arrival to departure

Made with ExtraflowDoc

extraflowdoc.com

Program at a glance

A draft built from your brief. Session titles and speakers are yours to change until December 15.

DAY	TIME	SESSION	WHERE
Tue, Jan 19	From 11:00	Arrivals, registration and lei greeting	Resort lobby
Tue, Jan 19	6:00–9:30 pm	Welcome lū'au and Polynesian show	Beach lawn
Wed, Jan 20	8:30–11:30	General session: 2026 results and the Vireo launch	Ballroom
Wed, Jan 20	1:00–5:00	Product breakouts, four rotations	Breakout rooms
Thu, Jan 21	8:30–11:00	General session: 2027 plan and territories	Ballroom
Thu, Jan 21	12:30–4:30	Team afternoon: canoe or catamaran	Ko Olina Marina
Thu, Jan 21	7:00–10:30 pm	Awards dinner	Ballroom
Fri, Jan 22	Until 11:00	Departures and airport transfers	Resort lobby

Breakfast, lunch and both breaks are served on the two meeting days. Weather plans for the lū'au and the team afternoon are on page 9.

What we need from you

- ☐ Signed proposal and deposit by October 9, to hold the ballroom
- ☐ Attendee list for the room block by November 20
- ☐ Speakers, slides and award winners by January 5
- ☐ Final attendee count by December 20

Made with ExtraflowDoc

extraflowdoc.com

The ballroom



The stage sits on the long wall so no seat is further than 70 feet from it. For the awards dinner the room turns over in the afternoon while the team is on the water, and the bar and food stations move to the back corners, away from the stage.

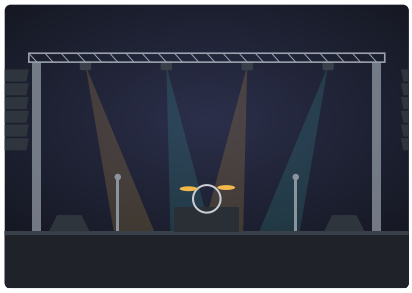
Rooms we hold for you

ROOM	SET	CAPACITY	USED FOR
Ka'ena Ballroom	Theater, then rounds	240	General sessions, awards dinner
Makai 1 to 4	Classroom	50 each	Product breakouts
Lanai Room	Boardroom	16	Leadership and speaker prep
Beach lawn	Lū'au tables	260	Welcome dinner

Made with ExtraflowDoc

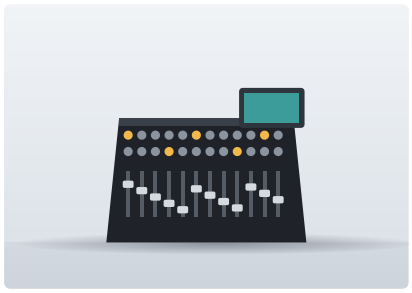
extraflowdoc.com

Production



General session

Branded stage, LED wall and confidence monitors for every speaker.



Sound and video

A crew of six from setup day to the last award.



Product demos

Demo stations for the Vireo line in the breakout foyer.

For the people in the room and at home

Livestream

The two general sessions streamed to about 140 field reps, with a recording in your portal by the next morning.

Event app

Agenda, rooms, the activity choice and push notices for schedule changes, all in one app.

Registration

Online registration collects dietary needs, shirt sizes and each guest's choice of activity.

Show caller

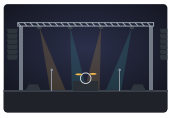
One producer calls every cue, so sessions start and finish on time.

Made with ExtraflowDoc

extraflowdoc.com

Investment

For 220 attendees. Every line is subject to Hawaii general excise tax.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Venue and meals					
1	**Ballroom and 4 breakout rooms, 2 meeting days** Code: VN-ROOM Ka'ena Ballroom set theater-style for 220, with four breakout rooms for 50 each.	2 days	$9,500.00	–	4.71%	$19,895.28
2	**Breakfast buffet** Code: ML-BRK 220 attendees on each of the two meeting days.	440 covers	$48.00	–	4.71%	$22,115.17
3	**Working lunch** Code: ML-LUN	440 covers	$62.00	–	4.71%	$28,565.43
4	**Morning and afternoon breaks** Code: ML-BRE	440 covers	$26.00	–	4.71%	$11,979.05
5	**Welcome lū'au on the beach lawn** Code: ML-LUA Dinner, open bar for 3 hours, and a Polynesian show on the evening of January 19.	220 guests	$165.00	–	4.71%	$38,010.46
6	**Awards dinner** Code: ML-AWD Plated three-course dinner and bar in the ballroom, January 21.	220 guests	$185.00	–	4.71%	$42,617.78
					Subtotal: Venue and meals	**$163,183.17**
	Production					
7	**General session stage, set and LED wall** Code: PR-STG • 32 × 12 ft stage with branded set • 6 × 3 m LED wall and two side screens • Confidence monitors and a speaker timer 	1 package	$38,500.00	–	4.71%	$40,314.12
8	**Audio, lighting and video crew** Code: PR-CRW 6 technicians for setup day and both meeting days.	18 crew-days	$1,150.00	–	4.71%	$21,675.38
9	**Breakout room AV** Code: PR-BRK Projector, screen, two wireless microphones and a tech on call per room.	8 room-days	$1,450.00	–	4.71%	$12,146.59

Made with ExtraflowDoc

extraflowdoc.com

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Production, continued					
10	**Livestream and recording of the general sessions** Code: PR-LIV Audience: About 140 field reps who cannot travel	1 package	$9,800.00	–	4.71%	$10,261.78
11	**Event app and registration** Code: PR-APP	220 attendees	$18.00	–	4.71%	$4,146.60
					Subtotal: Production	**$88,544.47**
	Ground and activities					
12	**Airport arrival transfers** Code: GR-ARR Shared coaches from HNL to the resort with a greeter and lei on arrival.	220 guests	$42.00	–	4.71%	$9,675.39
13	**Team afternoon: outrigger canoe or catamaran sail** Code: GR-TEAM Guests choose one when they register. Includes guides, safety gear and transport.	220 guests	$135.00	–	4.71%	$31,099.46
					Subtotal: Ground and activities	**$40,774.85**
	Staff and management					
14	**On-site event staff** Code: ST-SITE 6 staff for 4 days: registration, room captains, transfers and the run of show.	24 staff-days	$680.00	–	4.71%	$17,089.00
15	**Event management fee** Code: MG-FEE Planning from contract to wrap-up, vendor contracts, budget control and the post-event report.	1 fee	$28,500.00	–	4.71%	$29,842.92
					Subtotal: Staff and management	**$46,931.92**

Subtotal	$324,160.00
Hawaii GET (Oahu 4.712%)	$15,274.42
Total	**$339,434.42**

Not in this price

INCLUDED

- Venue, meals and bar as listed
- All production, the livestream and the app
- Arrival transfers and the team afternoon
- Our staff and management from now to wrap-up

NOT INCLUDED

- Hotel rooms: attendees book them on the resort's room block
- Flights and departure transfers
- Gifts, awards and printed materials
- Gratuities, which are always optional

Made with ExtraflowDoc extraflowdoc.com

Payment schedule

The ballroom and the room block are held once the deposit is paid. The final invoice follows the confirmed attendee count.

Payments

Deposit, 30% On signing, to hold the venue	$101,830.33
Second payment, 40% 90 days before arrival	$135,773.77
Final balance, 30% 30 days before, with the final count	$101,830.32
Total	**$339,434.42**

Bank details

BANK
Bank of the Pacific Isles

ACCOUNT NAME
Tradewind Event Partners LLC

ROUTING
121 555 044

ACCOUNT
•••• 5126

Wire and ACH only. Please quote the proposal number with every payment.

Good to know

What if it rains on the lū'au?

The resort holds the Lanai Pavilion as a covered backup. We decide by 2 pm on the day.

And if the sea is too rough?

The team afternoon moves to a hike and food tour at the same price per guest.

Can the attendee count change?

Yes, until December 20. Per-guest lines follow the final count; fixed lines do not change.

Who do we deal with?

Keoni is your single contact from signing to the post-event report.

Made with ExtraflowDoc

extraflowdoc.com

Terms

1. Holding the date

1.1 The venue and room block are held until the expiry date of this proposal. After that, availability is not guaranteed.

2. Attendee count

2.1 The final count is due 30 days before arrival. It may go up after that, at the per-guest prices here, but not down.

3. Changes

3.1 Changes to the program are free until December 15. Later changes are billed at the vendors' cost.

4. Cancellation

4.1 Cancelled more than 180 days before arrival, the deposit is refunded less vendor costs already paid. Later, payments made are kept.

5. Vendors

5.1 We contract the venue, caterer and production vendors on your behalf and pass their terms through to you.

6. Insurance

6.1 We carry $5 million event liability insurance and name Kestrel Medical Systems as an additional insured.

Agreed

Signed for Kestrel Medical Systems and Tradewind Event Partners. We confirm the venue hold in writing once the deposit arrives.

FOR THE CLIENT

_____

SIGNATURE

Kestrel Medical Systems

Name: _____

Date: ____ / ____ / _____

FOR THE AGENCY

_____

SIGNATURE

Tradewind Event Partners

Name: _____

Date: ____ / ____ / _____

Next steps

1. **Sign and pay the deposit.** By October 9, to hold the ballroom.
2. **Site visit in October.** For you and two colleagues, on us.
3. **Program sign-off.** Speakers and sessions by December 15.

Made with ExtraflowDoc

extraflowdoc.com