FORM 11	HKTDC Hong Kong Book Fair 2020 香港貿發局香港書展2020 *15-21 / 7 / 2020*	**Return to :** Exhibitions Department Hong Kong Trade Development Council Unit 13, Expo Galleria HK Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong Attn: Ms Carina Chan / Ms Christy Lee Tel : (852) 2240 4570 / 2240 4404
Deadline: **3 July 2020**		

Exhibitors' Press Release Viewing Kiosk

In order to help maximising the marketing impact of your company at the HKTDC Hong Kong Book Fair 2020, the HKTDC is organising an "Exhibitors' Press Release Viewing Kiosk" at our Media & Webcast Centre. Please provide your press release for us to upload to the kiosk so that press and media can view it instantly. The service is free of charge. Don't miss this opportunity!

Format of press release

- Electronic file (.pdf / .doc) only. Photocopies and printed copies will not be accepted
- Please send photo(s) separately if they are contained in the release
- Specification of photo file: JPG with the size limit 1-2MB

Notes

1. The kiosk will be set at the HKTDC Hong Kong Book Fair 2020, which will be operated from 15 to 21 July 2020. For more information about the centre, please visit www.hkbookfair.com
2. The provided press release should be directly related to the industry of the fair concerned.
3. HKTDC reserves the right to reject any application at its discretion.
4. Press releases submitted after deadline will not be featured.
5. Please note that the IPR clauses set out in this booklet shall apply to this campaign. Please read these terms and conditions carefully.

Submission

Please send us the press release with the following information via hkbookfair_release@hktdc.org **by 3 July 2020**.

1. Company name
2. Booth number
3. Contact person and position
4. Contact details (tel, fax and email)

For enquiries, please contact:

Ms Carina Chan
Tel: 852 2240 4570
Email: carina.wy.chan@hktdc.org

Ms Christy Lee
Tel: 852 2240 4404
Email: christy.yc.lee@hktdc.org

表格十一 截止日期: 2020年7月3日	HKTDC Hong Kong Book Fair 2020 香港貿發局香港書展2020 *15-21 / 7 / 2020*	**請交回** 香港貿易香港貿易發展局 展覽事務部 香港灣仔博覽道一號 香港會議展覽中心博覽商場13號 陳穎怡小姐 / 李苑菁小姐收 電話: (852) 22404570 / 22404404

參展商新聞稿瀏覽系統

為協助各參展商於香港貿發局香港書展 2020 期間增加宣傳效益，大會將於新聞中心特設**「參展商新聞稿瀏覽系統」**，好讓我們將參展商的新聞稿上載至系統並供傳媒於展覽期間在新聞及廣播中心瀏覽。此項為免費服務，各參展商勿失良機！

新聞稿規格

- 電子檔(PDF 或 DOC 檔)，恕不接受影印或列印版本。
- 如新聞稿附有圖片，請同時提供照片檔案。
- 圖片檔案規格：JPG 檔、大小以 1-2MB 為限。

備註

1. 以上系統只設於香港書展 2020 新聞及廣播中心，該中心開放日期為 2020 年 7 月 15 日至 21 日，開放時間及其他詳情請瀏覽香港書展網站 www.hkbookfair.com 。
2. 參展商所提供的新聞稿內容必需與是次展覽行業有直接關連。
3. 如有任何爭議，香港貿易發展局保留最終決定權。
4. 遲交或規格有誤的新聞稿恕不受理。
5. 請注意列於 C 部有關知識產權之條款及細則將適用於此系統，請細心參閱。

遞交申請

請於 **2020 年 7 月 3 日或之前** 將新聞稿連同以下資料電郵至 hkbookfair_release@hktdc.org

1. 公司名稱
2. 攤位編號
3. 聯絡人及職位
4. 聯絡方法(電話、傳真及電郵)

如有任何查詢，請聯絡:

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