

## Stand out from the crowd with onsite advertising items

### 透過展覽會現場推廣 從芸芸參展商中突圍而出

The HKTDC Hong Kong Book Fair, which runs concurrently with the Hong Kong Sports & Leisure Expo, **attracted nearly 1 million visitors** in 2019. It is the world's gathering place for those who thrive on the cultural business. Make use of the following onsite advertising items to draw visitors' attention!

「香港貿發局香港書展」與同期舉行的「香港運動消閒博覽」於2019年吸引了**近100萬人次入場參觀**，是文化業界接通全球的最佳平台。您可透過以下展覽會現場推廣渠道，令入場人士留下深刻印象！



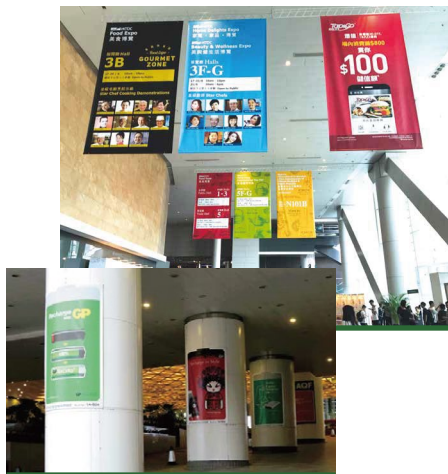
### Lightbox ads 燈箱廣告



◎ **Banner ads above booth inside hall**  
**展館內展位上方橫幅廣告**



◎ **Banner ads**  
**橫幅廣告**



◎ **Escalator ads**  
**扶手電梯廣告**



**Advertising Item**  
**廣告項目**

	Package Details 組合內容	Intention Booking Deadline <sup>1</sup> 預訂意向截止日期 (d日/ m月/ y年)	Booking Deadline 預訂截止日期 (d日/ m月/ y年)	Advertising Fee 廣告費
<input type="checkbox"/>	Onsite Advertising Items 展會現場廣告 <input type="checkbox"/> Banner ads above booth inside hall 展館內展位上方橫幅廣告 <input type="checkbox"/> Banner ads 橫幅廣告 <input type="checkbox"/> Escalator ads 扶手電梯廣告 <input type="checkbox"/> Lightbox ads 燈箱廣告	30 / 9 / 2020	11 / 11 / 2020	Our representative will contact you for advertising details 本局職員將與您聯絡提供廣告詳情

We understand that the location and allocation of onsite advertising items are at HKTDC's sole and absolute discretion. We further agree and acknowledge that all applications, including advertisement design and content are subject to the final approval of HKTDC.

本公司明白主辦機構有權分配及更改展覽會現場廣告之位置，亦同時知悉香港貿發局對所有申請，包括廣告內容及設計擁有最終決定權，本公司不會作出任何異議。

Company Name 公司名稱：\_\_\_\_\_ Person In-Charge 負責人：\_\_\_\_\_

Contact Person 聯絡人：\_\_\_\_\_ Title 職位：\_\_\_\_\_ Tel 電話：\_\_\_\_\_ Fax 傳真：\_\_\_\_\_

Address 地址：\_\_\_\_\_

Business Registration Certificate No. 商業登記證：\_\_\_\_\_

Email 電郵：\_\_\_\_\_ Website 網站：\_\_\_\_\_

Company Stamp & Authorised Signature 公司印鑑及負責人簽名：\_\_\_\_\_

1 Due to limited inventory of onsite advertising items, exhibitors are required to submit applications to HKTDC by the intention deadline which include a duly signed copy of the HKTDC Advertising Order Contract, Intention Letter and a deposit of at least 50% of the advertising fee. If more than one application is received for a particular item, repeat application has priority over new applications of the item. Otherwise, allotment will be arranged by way of ballot. Successful applicants will receive a confirmation letter from HKTDC, and the balance payment of the confirmed advertising item must be received by HKTDC within 5 working days from the issue date of the confirmation letter. Applications received after the intention deadline will be handled subject to stock availability on the first-come-first-served basis.

由於展會現場廣告數量有限，參展商須於預訂意向截止日期前向本局提交申請。參展商須將已簽妥的香港貿發局廣告合約及意向書遞交至本局，並支付最少百分之五十之廣告費作為定金。如有多於一位參展商對同一廣告位置提交申請，曾於上屆展覽會中成功申請的參展商可獲優先分配重複申請的廣告位置，否則該位置將會以抽籤形式分配。本局將會向成功申請的參展商發出確認信函，參展商必須在確認信函發出日後五個工作天之內支付有關廣告費的餘款並由本局確認收妥。所有於預訂意向截止日期以後遞交之申請，本局將視乎廣告位置的供應情況，以先到先得形式處理。

2 All applications must be submitted to HKTDC no later than the application deadline. Exhibitors have to submit to HKTDC a duly signed copy of the HKTDC Advertising Order Contract and full payment of the concerned advertising fee. HKTDC reserves the right to amend or refuse any advertisement.

所有申請必須於訂購截止日期或以前遞交至本局。參展商須將已簽妥的香港貿發局廣告合約及有關廣告費全數遞交至本局。香港貿發局保留其所有權利修訂或拒絕刊登任何廣告。



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[www.hktdc.com](http://www.hktdc.com)