

HKTDC Hong Kong International Lighting Fair (Autumn Edition)

香港貿發局香港國際秋季燈飾展
27-30/10/2012

Return to:

Publications & E-Commerce Department
Hong Kong Trade Development Council
30/F Wu Chung House
213 Queen's Road East
Wan Chai, Hong Kong
Attn: Ms Winnie YL Wong
Tel: (852) 2892 4689
Fax: (852) 2270 5711
E-mail: winnie.yl.wong@hktcdc.org

Deadline:
29 Jun 2012

Onsite Advertising Opportunities

Build your brand image and attract buyers to your booth by placing advertisements at prominent locations of the fairground.

1. Escalator Ad

Locations: Harbour Road entrance / Expo Drive entrance / passages leading to exhibition halls in different levels

2. Lightbox

Locations: Harbour Road entrance / Dragon Lounge (VIP buyers' lounge) at Expo Drive entrance / along hall concourses / Design Gallery* (Wanchai Shop, HKCEC)

3. Banner Ad[^]

- Overhead hanging banner locations: along concourse in Hall 1 / above exhibitor's booth
- Pillar banner location: Harbour Road entrance (next to taxi drop-off point)

4. Shuttle Bus Sticker Ad

Location: On the shuttle buses travel to and from the fairground, major hotels and transport interchanges during fairs

5. Hanging Poster*

Location: Hall 1E Concourse

6. MTR Airport Express Platform Screen Door Ad*

Location: MTR Airport Express (from airport to city direction)

* available for Hong Kong exhibitors only



1. Escalator ad



2a. Lightbox at Harbour Road entrance



2b. Lightbox at Design Gallery



3a. Overhead hanging banner along Hall 1 concourse



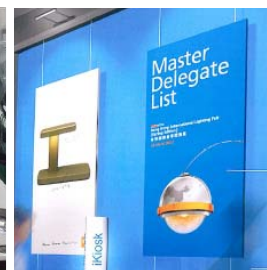
3b. Overhead hanging banner above booths



3c. Pillar banner at Harbour Road entrance



4. Shuttle bus sticker ad



5. Hanging poster



6. MTR Airport Express platform screen door ad

Value-added service:

Display company information and product photos on www.hktcdc.com for one year (extra 10 photos on English and Chinese websites respectively)

[^] The locations of the overhead hanging banners will be subject to the final hall plan of the fair, the availability of hanging points and the existence of smoke detectors

[#] All photos shown are for reference only

Deadline: 29 Jun 2012	HKTDC Hong Kong International Lighting Fair (Autumn Edition) 香港貿發局香港國際秋季燈飾展 27-30/10/2012	Return to: Publications & E-Commerce Department Hong Kong Trade Development Council 30/F Wu Chung House 213 Queen's Road East Wan Chai, Hong Kong Attn: Ms Winnie YL Wong Tel: (852) 2892 4689 Fax: (852) 2270 5711 E-mail: winnie.yl.wong@hktdc.org
	Onsite advertising opportunities	

If you are interested in these advertising opportunities, please fill in the following form and ✓ your interested item(s) by **29 Jun 2012**. Our representative will then provide you with the available locations and advertising details. *(Please make a copy for your own record.)*

Advertising Types		Ad Fee (per item)	Please "✓" Your Interested Item(s)
1. Escalator Ad		HK\$52,500 - HK\$156,000 / US\$6,740- US\$20,000	
2. Lightbox		HK\$23,800 - HK\$146,300 / US\$3,060 to US\$18,760	
3. Banner Ad	- Overhead hanging banner	HK\$13,800 - HK\$23,100 / US\$1,770- US\$2,970	
	- Pillar banner	HK\$10,400 / US\$1,340	
4. Shuttle Bus Sticker Ad (maximum booking of 6 sticker ads)		HK\$43,800 / US\$5,620 (per 2 sticker ads)	
5. Hanging Poster & Design Gallery Lightbox Ad Package		HK\$38,000 / US\$4,880	
6. MTR Airport Express Platform Screen Door Ad		HK\$15,000 / US\$1,930	

* Other onsite advertising items are available for exhibitors' selection, please check with the HKTDC for details.

Company Name : _____ Booth No. : _____

Contact Person : _____ Position : _____

Tel : () _____ Fax : () _____ Email : _____

Signature : _____ Date : _____

Remarks:

- The above form serves as a letter of intent for onsite advertising opportunities only. The HKTDC will inform exhibitors of the availability of onsite advertising locations after the form is received. Priority will be given to exhibitors who engaged in the same onsite advertising activities(s) at the previous fair on or before the deadline.
- After identifying the advertising location(s), exhibitors have to sign an HKTDC advertising contract and deposit 50% of the advertising fee within 2 working days. If more than one exhibitor reserves the same advertising location by deadline, a ballot will be conducted.
- Exhibitors must have received confirmation from the HKTDC and settled the balance of the advertising fee to consider their applications successful. The deposit will be refunded if the application is unsuccessful.
- Applications received after 29 Jun 2012 will be handled on a first-come, first-served basis, subject to space availability.
- Advertising locations are only available to exhibitors with products and services related to fair categories. All applications, including advertisement design and content, are subject to the final approval of the HKTDC.
- Promotion materials displayed at the fairground should not promote non-HKTDC events.
- The advertising fees quoted for escalator ad, lightbox, overhead hanging banner, shuttle bus sticker ad and MTR Airport Express platform screen door ad incorporate design (*maximum 2 rounds of amendments*) and production costs. If artworks are provided by the exhibitors, all layouts should be submitted to the HKTDC for censorship before production. For pillar banner, hanging poster and lightbox at Design Gallery, exhibitors have to arrange design service on their own, and production will be handled by the HKTDC.
- Each shuttle bus will carry 2 sticker ads that will feature promotional materials either from different exhibitors or the HKTDC. Exhibitors can choose the sticker ad location – either the entrance or the driver's side.
- The HKTDC has absolute discretion in the allocation and location of advertising spaces, and reserves the right to amend the arrangement at its discretion. In case of any dispute, the HKTDC reserves the right of final decision.

(For office use)	Acknowledgement of Receipt by HKTDC
Received on: _____	By: _____

截止日期：
2012年6月29日

HKTDC Hong Kong International
Lighting Fair (Autumn Edition)
香港貿發局香港國際秋季燈飾展
27-30/10/2012

請交回：
香港貿易發展局
刊物出版及電子商貿部
香港灣仔皇后大道東二一三號
胡忠大廈三十樓
黃艷玲女士
電話: (852) 2892 4689
傳真: (852) 2270 5711
電郵: winnie.yl.wong@hktdc.org

展覽會場大型廣告

參展商可利用展覽會場內的當眼位置刊登廣告，建立品牌形象並吸引買家到訪您的展台。

1. 扶手電梯廣告 位置：港灣道入口、博覽道入口 及 通往各展館樓層的扶手電梯
2. 燈箱廣告 位置：港灣道入口、博覽道入口的「Dragon Lounge 貴賓廊」、各展館大堂及「設計廊」*(灣仔會展中心分店)
3. 橫幅廣告^
 - 懸掛式橫幅廣告位置：1 號展館通道 及 參展商展台上方
 - 圓柱式橫幅廣告位置：港灣道入口 (近的士下車處)
4. 大會穿梭巴士車身貼紙廣告 位置：大會穿梭巴士將於展會期間往來展場及各主要酒店與交通交匯點
5. 懸掛式海報* 位置：展覽廳 1E 大堂
6. 港鐵機場快線月台幕門廣告* 位置：港鐵機場快線(由機場往市區方向)

* 只提供予香港參展商



1. 扶手電梯廣告



2a. 港灣道入口燈箱廣告



2b. 設計廊燈箱



3a. 展館一大堂的橫幅廣告



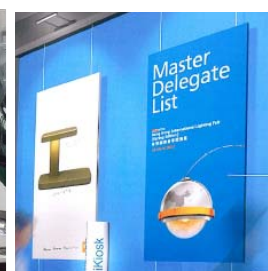
3b. 參展商展台上方的橫幅廣告



3c. 港灣道入口圓柱式橫幅廣告



4. 大會穿梭巴士車身貼紙廣告



5. 懸掛式海報

增值服務：

在「貿發網」hktdc.com登載公司資料及產品照片
(中、英文網頁各額外10張)，為期一年

^ 懸掛式橫幅廣告位置將視乎展覽會最終使用的展覽廳、現場是否有懸掛點及有否被煙霧警告器阻擋而定

所有圖片只供參考



6. 港鐵機場快線月台幕門廣告

截止日期： 2012年6月29日	HKTDC Hong Kong International Lighting Fair (Autumn Edition) 香港貿發局香港國際秋季燈飾展 27-30/10/2012	請交回： 香港貿易發展局 刊物出版及電子商貿部 香港灣仔皇后大道東二一三號 胡忠大廈三十樓 黃艷玲女士 電話: (852) 2892 4689 傳真: (852) 2270 5711 電郵: winnie.yl.wong@hktdc.org
	展覽會場大型廣告	

若您有興趣預訂展覽會場大型廣告位置，請填妥以下向意書及在適當之項目加✓，並於**2012年6月29日**或以前交回本局。我們的職員將為您提供相關的廣告詳情及可供選擇的位置。(請自行覆印副本，以作紀錄)

廣告種類		廣告費 (每項)	請✓有興趣之項目
1.	扶手電梯廣告	HK\$52,500 - HK\$156,000 / US\$6,740- US\$20,000	
2.	燈箱廣告	HK\$23,800 - HK\$146,300 / US\$3,060 to US\$18,760	
3.	- 懸掛式橫幅廣告	HK\$13,800 - HK\$23,100 / US\$1,770- US\$2,970	
	- 圓柱式橫幅廣告	HK\$10,400 / US\$1,340	
4.	大會穿梭巴士車身貼紙廣告 (最多預訂6幅車身貼紙廣告)	HK\$43,800 / US\$5,620 (兩幅車身貼紙廣告)	
5.	懸掛式海報 及 設計廊燈箱廣告組合	HK\$38,000 / US\$4,880	
6.	港鐵機場快線月台幕門廣告	HK\$15,000 / US\$1,930	

* 另有其他展覽會場廣告項目供參展商選擇，詳情請向香港貿發局查詢。

公司名稱：_____ 展台編號：_____

聯絡人：_____ 職位：_____

電話：() _____ 傳真：() _____ 電郵：_____

簽名：_____ 日期：_____

- 備註：
- 上述表格僅屬參展商對展覽會場大型廣告的意向書。當本局收到意向書後，將為有關參展商提供可供選擇的廣告位置及詳情。在截止日期前，曾於上屆展覽會採用會場大型廣告的參展商申請同一廣告位置可獲優先處理。
 - 當參展商選定廣告位置後，須與香港貿發局簽訂廣告合約，並於兩個工作天內繳交百分之五十廣告費作為訂金。如在截止日期前，有多於一位參展商預訂同一廣告位置，該位置將會以抽籤形式分配。
 - 本局將通知參展商有關申請是否成功，成功申請者須繳付廣告費餘額以作實。倘若申請不成功，訂金將退還予參展商。
 - 所有於2012年6月29日以後遞交之申請，將視乎供應情況，以先到先得形式分配。
 - 以上廣告位置只適用於提供與是次展覽會相關產品及服務的參展商。所有申請包括廣告設計及內容均須經香港貿發局作最後審批。
 - 所有展覽會場內的宣傳品均不能推廣非香港貿發局舉辦的展覽及活動。
 - 上述扶手電梯、燈箱、懸掛式橫幅廣告、大會穿梭巴士車身貼紙廣告及港鐵機場快線月台幕門廣告費用已包括設計(最多兩次修改)及製作費。如參展商自行提供廣告設計，所有的設計圖必須在製作進行前提交予香港貿發局審批。採用圓柱式橫幅廣告、懸掛式海報及設計廊燈箱廣告的參展商需自行安排有關廣告設計，而本局則會提供廣告製作。
 - 每一輛大會穿梭巴士將提供兩幅車身廣告貼紙位置，並將分別刊載不同參展商或香港貿發局的推廣訊息。參展商可選擇將車身廣告貼紙張貼於設有車門的一面或司機位一面。
 - 香港貿發局對宣傳組合的分配及廣告位置有絕對酌情權，並保留修改及拒絕任何申請的權利。如有任何爭議，貿發局保留最終決定權。

(由本局填寫) **香港貿易發展局收件確認**
 收件日期: _____ 收件人: _____