

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
	HKTDC Tote Bag Promotional Packages	

Maximise your exposure by advertising on or inserting promotional materials in the HKTDC's eye-catching tote bags which will be distributed at various prominent HKTDC counters during the fair period. These high profile, on-the-go advertising channels promote your company and products around the fairground.



Packages	Details	Ad Fee	Please "✓" Your Interested Item(s)
1. Tote Bag Ad.	<ul style="list-style-type: none"> ▪ Format: advertise on one side of the HKTDC tote bag ▪ Quantity: 15,000 pieces ▪ Tote bag size: 19.5" (W) x 16" (H) x 5" (D) ▪ Colour: 4 colour ▪ Material: recycled material 	HK\$105,000 (US\$13,470)	
2. Inserts in Tote Bags	<ul style="list-style-type: none"> ▪ Format: insert promotional materials in tote bags ▪ Quantity: 5,000 pieces ▪ Promotional materials size & weight: maximum size: 210mm (W) x 297mm (H), 40g 	HK\$40,000 (US\$5,130)	

Interested in the above effective promotional opportunities? Simply fill in the form below and return to us by **29 Jun 2012** and our representative will provide you with all the details.

Company Name : _____ Booth No. : _____

Contact Person : _____ Position : _____

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

Signature : _____ Date : _____

Remarks:

1. This form serves as a letter of intent for the tote bag promotional packages only. The HKTDC will inform exhibitors of the availability and relevant details after the form is received.
2. These tote bags promotional packages will be offered to **limited exhibitor(s)**. A ballot will be conducted should excess application(s) be received. After identifying the advertising item(s), exhibitors have to sign an HKTDC advertising contract and deposit 50% of the advertising fee within 2 working days.
3. The packages are only available to exhibitors with products and services related to fair categories. All applications are subject to the final approval of the HKTDC.
4. Promotion materials displayed on or inserted in the tote bags should not promote non-HKTDC events.
5. The advertising fee quoted above for tote bags ad. package incorporates design (*maximum 2 rounds of amendments*) and production costs.
6. For inserts in tote bags package, the materials have to be delivered to the HKTDC at least seven working days before the fair starts.
7. Exhibitors who purchase the above packages can enjoy value-added online promotion service on www.hktdc.com for one year (10 product photo spaces for the "tote bag ad package", while 100 product photo spaces for the "inserts in tote bags package"). Existing hktdc.com advertisers who purchase the "inserts in tote bags package" will receive keyword priority listing at the second position of the HKTDC online marketplace (www.hktdc.com) for one month as alternative, and should be launched within Jul 2012 to Jan 2013.
8. The HKTDC reserves the right to amend or reject any inappropriate promotion materials 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

大會購物袋宣傳組合

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
胡志大廈三十樓
黃艷玲女士
電話：(852) 2892 4689
傳真：(852) 2270 5711
電郵：winnie.yl.wong@hktdc.org

參展商可於大會購物袋刊登廣告，或插放宣傳品於大會購物袋內，以進一步向國際買家推廣公司形象及產品訊息。購物袋將於展覽會場內各香港貿發局櫃台派發。參展商可借助這精美悅目的流動宣傳媒體，在展覽場內外爭取最多曝光機會，推廣旗下產品和服務。



廣告組合	內容	廣告費	請"✓" 有興趣的項目
1. 大會購物袋廣告	<ul style="list-style-type: none"> 形式：於購物袋<u>其中一面</u>刊登廣告 數量：15,000個 購物袋大小：19.5吋 (闊) x 16吋 (高) x 5吋 (厚) 顏色：彩色 物料：再循環物料 	HK\$105,000 (US\$13,470)	
2. 插放宣傳品於大會購物袋內	<ul style="list-style-type: none"> 形式：插放宣傳品於購物袋內 數量：5,000個 宣傳品面積及重量限制： 不可大於210毫米 (闊) x 297毫米 (高) 及不多於40克 	HK\$40,000 (US\$5,130)	

欲預訂上述大會購物袋廣告組合，請填妥以下表格，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產品詳情及可供選擇的位置。

公司名稱：_____ 攤位編號：_____

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大會購物袋宣傳組合的意向書。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。
- 上述宣傳組合將提供予**特定數量**的參展商。如本局於截止日期收到多份意向書，本局將以抽籤形式分配。當參展商選定廣告組合後，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。
- 以上宣傳組合只適用於提供與是次展覽會相關產品及服務的參展商。所有申請須經香港貿發局作最後審批。
- 大會購物袋廣告或插放於購物袋的宣傳品均不能推廣非香港貿發局舉辦的展覽及活動。
- 大會購物袋廣告的廣告費用已包括設計(最多兩次修改)及製作費。
- 如參展商於大會購物袋內插放的宣傳品，必須於展覽開始前最少七個工作天將物品送抵本局。
- 參展商如參加大會購物袋宣傳組合，可享「貿發網」增值服務，於www.hktdc.com登載公司資料及產品照片(參加「大會購物袋廣告組合」之參展商可登載10張，而參加「插放宣傳品於大會購物袋內廣告組合」之參展商則可登載100張)，為期一年。「貿發網」現有客戶如參與「插放宣傳品於大會購物袋內廣告組合」，將改獲「貿發網」關鍵詞搜尋結果頁排名次序，為期一個月，並必須於2012年7月至2013年1月內啟用。
- 香港貿發局對宣傳組合的分配及廣告位置有絕對決定權，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：_____