

Form 10	HKTDC Hong Kong Watch & Clock Fair 2016 香港貿發局香港鐘表展2016 6-10/9/2016	Return to: Publications & E-Commerce Department Hong Kong Trade Development Council 30/F Wu Chung House, 213 Queen's Road East, Wan Chai, HK Attn: Ms Venus Chan / Ms May Wong Tel: (852) 2240 5746 / 2240 5715 / 1830 668 Fax: (852) 2270 5710 / 3915 1461 Email: advertising.pec@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.



If you are interested in these effective promotional opportunities, please fill in the following form and ✓ your interested item(s) by respective deadlines. Our representative will then provide you with the advertising details. (Please make a copy for your own record.)

Packages	Ad Fee	Please "✓" Your Interested Item(s)	Intention Deadline ^a	Booking Deadlines ^b
1. Tote Bag Ad. <ul style="list-style-type: none"> Format: advertise on <u>one side</u> 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\$130,000/ RMB 130,000/ US\$20,020		29 Apr 2016	6 Jun 2016
2. Inserts in Tote Bags <ul style="list-style-type: none"> Format: insert promotional materials in tote bags Quantity: 5,000 pieces maximum size: 210mm (W) x 297mm (H) maximum weight: 40g 	HK\$40,000/ RMB 40,000/ US\$6,160			8 Aug 2016

This form serves as an intent to apply for tote bag promotional packages only.

^a **Intention Deadline:** these tote bags promotional packages will be offered to limited exhibitor(s). Exhibitors have to submit both a duly signed copy of the HKTDC Advertising Order Contract and the Intention Letter to HKTDC by the intention deadline and a deposit of at least 50% of the advertising fee is also required and must be received by HKTDC on or before the intention deadline, as an official application for reserving tote bag ad. In the case that the number of applications for tote bag ad received by the intention deadline is more than its available inventory, priority will be given to the exhibitor who engaged in the same item at the same exhibition of last year and allotment will be arranged by way of balloting. The balance payment of the advertising fee for confirmed tote bag promotional packages must be received by HKTDC within 5 working days from the issue date of the Confirmation Letter issued by HKTDC.

^b **Booking Deadline:** after the intention deadline, applications for tote bag promotional packages, which are subject to availability, with duly signed copy of the HKTDC Advertising Order Contract and full payment of the concerned advertising fee received will be handled on a first-come, first-served basis. All applications must be submitted to HKTDC no later than the booking deadline of the respective item.

Company Name : _____ Booth No. : _____

Contact Person : _____ Position : _____

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

Signature : _____ Date : _____

Remarks:

- Non-Hong Kong applicants must pay in US or RMB dollars. The Hong Kong dollar price is applicable to Hong Kong applicants only.
- Successful applicants will receive a Confirmation Letter from HKTDC. Exhibitors must sign the Confirmation Letter and return to HKTDC with balance payment of the concerned advertising fee within 5 working days upon the issuance of the Confirmation Letter.
- Exhibitor shall entitle to a refund of the deposit paid to HKTDC for the tote bag promotional packages if its application is unsuccessful.
- Any late payment shall entitle HKTDC, at its sole and absolute discretion, to refuse the application and display of any advertisement without HKTDC incurring any liability whatsoever to the advertiser or its agent as a result of its HKTDC's refusal.
- Tote bag promotional packages are only available to exhibitors of respective HKTDC Exhibitions with fair-related products and services. All applications of the packages, including advertisement design and content, are subject to final approval of HKTDC. All advertisements displayed at HKTDC Exhibitions shall not promote any non-HKTDC event.
- All advertisers of tote bag promotional packages must comply with the Rules & Regulations posted on HKTDC website at http://www.hktdc.com/fair/hkwatchfair-en/s/431-For_Exhibitor/HKTDC-Hong-Kong-Watch-and-Clock-Fair/Rules-&-Regulations.html
- The advertising fee of tote bag ad includes design service (maximum 2 rounds of amendments will be allowed) and production provided by HKTDC. All layout must be submitted to HKTDC for approval before production. For inserts in tote bags package, the materials have to be delivered to the HKTDC at least 7 working days before the fair starts.
- 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 Jun 2016 to Dec 2016.
- HKTDC reserves the right, at its sole and absolute discretion, to amend or reject any inappropriate promotion materials. In case of any dispute, the decision of HKTDC shall be final and conclusive.

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