

Form 9	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, Hong Kong 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
	Onsite Advertising Opportunities	

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

1. Lightbox

- 1.1. Giant lightbox location: Harbour Road entrance
- 1.2. Self-built lightbox location: along hall concourses

2. Escalator Ad

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

3. Banner Ad[^]

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

4. Shuttle Bus Sticker Ad

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

5. Hanging Poster*

Location: Hall 1E Concourse

[^] 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

* Available to Hong Kong exhibitors only



1.1. Lightbox at Harbour Road entrance



1.2. Self-built lightbox along hall concourses



2. Escalator ad



3.1. Pillar banner at Harbour Road entrance



3.2. Overhead hanging banner along Hall 1 concourse



4. Shuttle bus sticker ad



5. Hanging poster

Value-added service:

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

All photos shown are for reference only

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	Onsite advertising opportunities	

If you are interested in these advertising opportunities, please fill in the following form and ✓ your interested item(s) by respective deadlines. 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)	Intention Deadline ^a	Booking Deadlines ^b
1. Lightbox	1.1. Giant lightbox	HK\$/RMB 58,000 - 140,000/ US\$8,940 - 21,560		29 Apr 2016	23 May 2016
	1.2. Self-built lightbox	HK\$/RMB 21,000 - 70,000 US\$3,240 - 10,780			25 Jul 2016
2. Escalator Ad		HK\$/RMB 49,000 - 110,000/ US\$7,550 - 16,940			20 Jun 2016
3. Banner Ad	3.1. Pillar banner	HK\$/RMB 7,000/ US\$1,080			25 Jul 2016
	3.2. Overhead hanging banner	HK\$/RMB 18,000 - 70,000/ US\$2,780 - 10,780			
4. Shuttle Bus Sticker Ad (maximum booking of 6 sticker ads)		HK\$/RMB 49,000/ US\$7,550 (per 2 sticker ads)			
5. Hanging Poster		HK\$64,000			

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

This form serves as an intent to apply for onsite advertising items only.

^a **Intention Deadline:** after identifying the available onsite advertising items, 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 onsite advertising items. In the case that the number of applications for a particular onsite advertising item received by the intention deadline is more than the available inventory of it, priority will be given to exhibitors who engaged in the same onsite advertising items 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 onsite advertising items 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 onsite advertising items, 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 onsite advertising 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 regarding the allotted advertising items. 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 advertising items 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.
- Onsite advertising items are only available to exhibitors of respective HKTDC Exhibitions with fair-related products and services. All applications of onsite advertising items, 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 onsite advertising items 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 fees of escalator ad, lightbox, overhead hanging banner and shuttle bus sticker ad include design service (maximum 2 rounds of amendments will be allowed) and production provided by HKTDC. For other onsite advertising items such as pillar banner and hanging poster, exhibitors have to design the layout and provide artwork file for production which will be handled by HKTDC. All layout must be submitted to HKTDC for approval before production.
- HKTDC reserves the right, at its sole and absolute discretion, to change the allocation and location of onsite advertising items. 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: _____