

FORM 10**HKTDC Hong Kong Book Fair 2021****香港貿發局香港書展2021****14-20 / 7 / 2021****Return to :**

Exhibitions Department
Hong Kong Trade Development Council
Unit 13, Expo Galleria
HK Convention & Exhibition Centre
1 Expo Drive, Wanchai, Hong Kong
Attn: Ms Carina Chan/Ms Wing Lau
Tel : (852) 2240 4570 / 2240 4018

**Deadline:
18 Jun 2021**

e-Coupon Incentive Campaign

The HKTDC Hong Kong Book Fair's official website www.hkbookfair.com is the go-to platform for hundreds of thousands of readers to look for important fair information as well as their favourite books or products prior to visiting the fair. Advertising opportunities on the fair website provide exhibitors with additional exposure, enabling them to reach customers before the fair opens.

We are now offering a free advertising opportunity for exhibitors of the Hong Kong Book Fair 2021 to have an e-Coupon featured in the "Exhibitors' Offers" section of the fair website. Exhibitors need to provide the e-Coupon in the following format:

Specifications

- 720 (w) x 270 (h) pixels
- JPG
- File Size <200K

Notes

1. The promotion period of the free advertising space runs from 5 July to 20 July 2021.
2. Free advertising spaces are only available for promotion of exhibitors' products/ services that are directly related to the industry of the fair concerned.
3. Each exhibitor is entitled to one coupon space. Content of the coupon will only be applied to the Hong Kong Book Fair 2021.
4. Advertising material submitted after deadline will not be featured.
5. Please note that the IPR clauses set out in this booklet shall apply to this campaign. Please read these terms and conditions carefully.
6. Exhibitors should ensure that the information, statements, photographs and illustrations appearing in the e-Coupons do not violate the exhibition rules or any laws and regulations applicable in Hong Kong, including and not limited to the "Control of Obscene and Indecent Articles Ordinance".
7. HKTDC reserves the right to reject any application at its discretion.

Submission

Please send us the e-coupon together with the following information via fw.lau@hktdc.org

1. Product to be promoted in the coupon
2. Company name
3. Booth number
4. Contact person and position
5. Contact details (tel and email)

For enquiries, please contact:

Ms Carina Chan
Tel: 852 2240 4570
Email: carina.wy.chan@hktdc.org

Ms Wing Lau
Tel: 852 2240 4018
Email: fw.lau@hktdc.org

<p>表格十</p>	<p>HKTDC Hong Kong Book Fair 2021 香港貿發局香港書展 2021</p>	<p>請交回 香港貿易發展局 展覽事務部 香港灣仔博覽道一號</p>
<p>截止日期: 2021年6月18日</p>		<p>14-20 / 7 / 2021</p>

電子優惠券推廣計劃

香港貿發局香港書展網站(www.hkbookfair.com)每年均有數十萬讀者瀏覽，查閱展會重要資料及於參觀前預先搜尋心儀書籍或產品。參展商可透過網頁提供的廣告機會增加曝光率，並在展前接觸更多客戶。

現凡參加香港書展 2021 的參展商，均有機會於書展網頁內的「參展商優惠」欄中免費刊登電子優惠券乙張。

廣告規格

- 720(闊) x 270(高)像素
- JPG
- 檔案大小 <200K

備註

1. 以上免費廣告位置刊登期為 2021 年 7 月 5 日至 7 月 20 日。
2. 以上免費廣告位置只適用於宣傳與是次展覽行業有直接關連的產品或服務。
3. 每家參展商只限提供一個電子優惠券，優惠券內容只限適用於香港書展 2021。
4. 遲交或規格有誤的電子優惠券恕不受理。
5. 請注意列於本小冊子 C 部有關知識產權之條款及細則將適用於此推廣計劃，請細心參閱。
6. 參展商應確保所提供之電子優惠券內出現之資訊、聲明、相片和插圖沒有違反展覽會規則或任何適用於本地的法律及法規，包括及不限於《淫褻及不雅物品管制條例》。
7. 香港貿易發展局保留拒絕任何申請的權利。

遞交申請

請將電子優惠券連同以下資料電郵至 fw.lau@hktdc.org

1. 優惠券內宣傳的內容
2. 公司名稱
3. 攤位編號
4. 聯絡人及職位
5. 聯絡方法(電話及電郵)

如有任何查詢，請聯絡：

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劉方穎小姐

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