

FORM 11	HKTDC Hong Kong Book Fair 2021 香港貿發局香港書展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 Christy Lee Tel : (852) 2240 4570 / 2240 4404
Deadline: 7 July 2021	14-20 / 7 / 2021	

Additional Promotion Service - Exhibitors' Press Releases to be placed at Media Centre

In order to help maximise the marketing impact of your company at the HKTDC Hong Kong Book Fair 2021, the HKTDC offers an additional promotion service to place your press release, if any, at our Media Centre during the Fair for the journalists to get a glimpse of your product/service highlights and as such, to increase your exposure. Don't miss this chance to get the most of this service which is free of charge.

Format of press release

- Electronic file (.pdf / .doc) to be sent through email (you may find the submission information below)

Notes

1. The media centre at the HKTDC Hong Kong Book Fair 2021 will be opened from 14 to 20 July 2021. The centre is located on the Ground Level, Hong Kong Convention and Exhibition Centre (HKCEC), 1 Expo Drive, Wanchai, Hong Kong. For opening hours and more information about the centre, please refer to the Hong Kong Book Fair website: www.hkbookfair.com.
2. The content of the press release should be directly related to the industry of the fair concerned.
3. Press releases submitted after the deadline or in incorrect format will not be featured.
4. Please note that the IPR clauses set out in this booklet shall apply to this service. Please read those terms and conditions carefully.
5. Exhibitors should ensure that the information, statements, photographs and illustrations appearing in the press releases provided 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".
6. HKTDC reserves the right to reject any application at its discretion.

Submission

Please send us the press release with the following information via hkbookfair_release@hktdc.org **by 7 July 2021**.

1. Company name
2. Booth number
3. Contact person and position
4. Contact details (tel and email)

For enquiries, please contact:

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

Ms Christy Lee
Tel: 852 2240 4404
Email: christy.yc.lee@hktdc.org

表格十一

截止日期:
2021年7月7日

HKTDC Hong Kong Book Fair
2021
香港貿發局香港書展2021
14-20 / 7 / 2021

請交回

香港貿易發展局
展覽事務部
香港灣仔博覽道一號
香港會議展覽中心博覽商場13號
陳穎怡小姐 / 李苑菁小姐收
電話: (852) 22404570 / 22404404

額外推廣服務 – 於新聞中心展示參展商新聞稿

為協助各參展商於香港貿發局香港書展 2021 期間提升宣傳效益，大會將可在展會期間於場內的**新聞中心**展示參展商的新聞稿(如適用)供媒體取閱，以便增加 貴公司重點推廣產品/服務的曝光機會！此項乃免費服務，萬勿錯過。

新聞稿規格

- 以電郵傳送電子檔(PDF 或 DOC 檔)予我們 (遞交方法詳列如下)

備註

1. 香港書展 2021 的新聞中心的開放日期為 2021 年 7 月 14 日至 20 日，位於香港灣仔博覽道一號，香港會議展覽中心地下。開放時間及其他詳情請瀏覽香港書展網站 www.hkbookfair.com。
2. 參展商所提供的新聞稿內容必須與是次展覽行業有直接關連。
3. 遲交或規格有誤的新聞稿恕不受理。
4. 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服務，請細心參閱。
5. 參展商應確保所提供之新聞稿內出現之資訊、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》。
6. 如有任何爭議，香港貿易發展局保留最終決定權。

遞交申請

請於 **2021 年 7 月 7 日或之前**將新聞稿連同以下資料電郵至 hkbookfair_release@hktdc.org

1. 公司名稱
2. 攤位編號
3. 聯絡人及職位
4. 聯絡方法(電話及電郵)

如有任何查詢，請聯絡：

陳穎怡小姐
Tel: 852 2240 4570
Email: carina.wy.chan@hktdc.org

李苑菁小姐
Tel: 852 2240 4404
Email: christy.yc.lee@hktdc.org

HKTDC Hong Kong Book Fair 2021

香港貿發局香港書展2021

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Exhibitor's Press Release

參展商新聞稿

Press Release Content provided by exhibitors
由參展商提供之新聞稿內容

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責任聲明

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