

表格十三

截止日期:

2021年5月31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
江子豪先生收
電話 : (852) 2240 4635
電郵 : newbookrelease@hktdc.org

參展商新書推介會

請填妥此表格並連同作者及新書之簡介電郵至：newbookrelease@hktdc.org

請用正楷填寫

公司名稱 : _____ 展位號碼 : _____
 聯絡人 : _____ 職銜 : _____
 電話 : _____ 傳真 : _____
 現場聯絡電話 : _____
 電郵 : _____
 地址 : _____

(如欲推介多於一本新書，請分別遞交申請表。)

* 請列出欲舉行參展商新書推介會或推介活動日期之優先次序 (1 為最優先，7 為最後選擇)：

日期	14/7 星期三	15/7 星期四	16/7 星期五	17/7 星期六	18/7 星期日	19/7 星期一	20/7 星期二
優先次序 (必須填寫 1-7)							

新書名稱	:	
作者	:	
出版社	:	
首次發售日期	:	
講者	:	

- * 於香港書展 2021 期間 (14-20 /7/ 2021) 首次發售的新書有機會獲優先分配時段。
- * 請隨申請表附上作者及新書之簡介(各以 100 字為限)，並以 MS Word 格式電郵至 newbookrelease@hktdc.org。
- * 若申請單位未能將簡介連同申請表一併遞交，將被視作不完整申請並將不獲受理，其申請次序將由隨後的申請單位補上。
- * 申請單位須於截止日期前提交完整的申請表及簡介資料。逾期者概不受理。

申請參展商新書推介會的注意事項：

1. 由於每年申請眾多，大會將根據申請單位報名時所列出的日期優先次序分配 1 節不多於 45 分鐘的時段予成功申請單位。
2. 在提交申請表格後，申請單位將不能更改該份表格上的推介書本及作者。申請單位可以就新的書本和作家重新提交申請表，唯該表格將會被視作一份新的申請輪候。在申請結果公佈後，申請單位將不能更改推介書本及作者。
3. 大會將根據申請表收妥之時間以先到先得形式分配時段。不完整的申請將不獲處理。如申請單位遞交多於 1 份申請表，大會將以申請單位最先遞交的申請表所列出的優先日期次序為準。若有額外時段，已申請多於一本新書的單位的第二份申請可根據先到先得形式被分配第二個時段，如此類推。
4. 於申請結果公佈後，成功申請單位如欲更改時段，大會將於所有成功申請單位確認分配時段後，再另行處理。
5. 活動當日，單位不可以於參展商新書推介會場地售賣書籍或進行簽售。
6. 如於提交參展商新書推介會申請時或之後，參展商推介的新書違反展覽會規則或任何適用於本地的法律及法規，或現場與申請時提供的書目及相關資料不符，大會有權取消參展商參與推介會的資格及即時終止活動。
7. 除以上重要告示外，參展商必須仔細閱讀並遵守展覽會規則，及確保其營商手法、推廣活動及在場地所陳列/推介/展示/售賣/派發之產品及宣傳品等沒有違反展覽會規則及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》。
8. 如活動可能引起公眾安全問題如人流控制，或引致通道擠塞為參觀人士帶來不便，主辦機構有權取消參展商參與推介會資格及終止活動。
9. 參展商於展覽期間進行的推廣/宣傳活動，包括參展商新書推介會，如遇到任何問題或與任何第三者有爭議，主辦機構無須承擔任何責任。
10. 主辦單位所提供之基本設施包括：咪高峰(2 支)、枱(1 張)、椅(2 張)、投影機及屏幕。請注意：主辦單位將安排活動背板，各成功申請單位不可放置任何阻擋背板的道具或設備。
11. 如需在會場內播放任何音樂或影片，參加者必須於香港貿發局香港書展 2021 舉行前辦妥有關之版權申請手續。如牽涉任何侵權行為，大會概不負責。
12. 如申請單位最終並未成為香港書展 2021 參展商，其參與此活動的資格及已獲分配的時段會被取消。
13. 香港貿易發展局保留活動申請、時段分配、地點安排及更改節目時間之最後權利，而不作另行通知。

簽名及公司印章：_____ 日期：_____

(由本局填寫)

香港貿易發展局收件確認

收件日期：_____ 收件人：_____

FORM 13**Deadline:
31 May 2021**

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, Wan Chai, Hong Kong
 Tel : (852) 2240 4635
 Attn : Mr Jim Kong
 E-mail : newbookrelease@hktdc.org

Advertising & Promotion Opportunities

Exhibitors New Books Release Presentation

Please submit this form together with author and book introduction via email:

newbookrelease@hktdc.org

Company	:		Booth No.	:	
Contact Person	:		Job Title	:	
Tel	:		Fax	:	
Onsite Mobile	:				
Email	:				
Address	:				

(Please submit separate form if you have more than one application.)

* Please list your priorities for the date of your presentation (1 for the first choice and 7 for the last choice):

Date	14/7 Wed	15/7 Thu	16/7 Fri	17/7 Sat	18/7 Sun	19/7 Mon	20/7 Tue
Priorities (Rank 1 – 7)							

Title of New Book	:	
Author	:	
Publisher	:	
Date to go on sale for the first time	:	
Speaker	:	

* Books which go on sale for the first time during the Hong Kong Book Fair 2021 (14-20/7/2021) may be given higher priority when allocating timeslots.

* Please submit introduction of the author and the new book in MS Word format via e-mail to newbookrelease@hktdc.org (maximum 100 words each). **If the applicant could not submit the introduction together with the application form, that application will be treated as incomplete** and timeslots will be given to the applications followed from other applicants.

* Please submit the required information before the stated deadline. The application will not be considered if the application fails to provide all information as requested before the stated deadline.

Points to note when applying for Exhibitors New Book Release Presentation:

1. Due to overwhelming response each year, a session of no more than 45 minutes will be allocated to each successful applicant according to the priority indicated.
2. Companies cannot change the book and author to be presented after submitting the application form. If companies want to change the book and author to be promoted, a new application form needs to be resubmitted, while the new form will be treated as a later application on the first-come, first-served basis. After the announcement of the allocation, companies will not be able to change the book and author to be presented.
3. The first application of each company will be allocated a timeslot on a first-come, first-served basis. Incomplete applications will not be processed. Any available timeslots after the first assignment will be allocated to the second application (if applicable) on the same basis. Should there be further timeslots available, the subsequent assignment(s) will follow the same mechanism.
4. If any companies would like to change their timeslot(s) after the announcement of the allocation, Organiser will rearrange only after all successful applicants confirm the acceptance of their timeslots.
5. On the day of the event, **no** book selling or autograph are allowed at the Exhibitors New Book Release venue.
6. After or when submitting the Exhibitors New Book Release application, if the book or the presentation violates the exhibition rules or any laws and regulations applicable in Hong Kong, or does not conform with the bibliography and related material, Organiser reserves the right to cancel the qualification of exhibitors to participate in the Exhibitors New Book Release Presentation or terminate any Exhibitors New Book Release Presentation on the day of the event.
7. In addition to the above important notices, exhibitors must carefully read and abide by the rules of the exhibition, and ensure that their business practices, promotional activities, products and promotional materials displayed / recommended / shown / sold / distributed in the venue do not violate the exhibition rules and any laws and regulations applicable in Hong Kong, including and not limited to the "Control of Obscene and Indecent Articles Ordinance".
8. If the event may cause public safety issues, such as crowd control, congested passages, and inconvenience to visit, Organiser reserves the right to cancel the qualification of exhibitors to participate in the Exhibitors New Book Release Presentation and terminate the event.
9. Organiser is not responsible for any problems or disputes with any third party for the promotion / publicity activities carried out by exhibitors during the exhibition, including Exhibitors New Book Release Presentation.
10. The basic equipment / facilities provided by the Organiser include: microphones (2), table (1), chairs (2), projector and screen. Please be reminded that there will already be a backdrop on the stage. Successful applicants are not allowed to place any props or equipment that block the backdrop.
11. For any music, audio, and visual to be played in the fairground, companies are required to apply for the copyright license prior to the Book Fair 2021. Organiser will not be responsible for any copyright infringement.
12. The applicant's eligibility and all allocated timeslots will be cancelled if the applicant is ultimately not an exhibitor of the Book Fair 2021.
13. Organiser reserves the final rights on any application acceptance, timeslot and venue allocation and schedule rearrangement without further notice.

Signature & Company Chop: _____ Date: _____

(For office use)

Acknowledgement of Receipt by HKTDC

Received on: _____

Handled by: _____