

FORM 10	HKTDC Hong Kong Houseware Fair 2010 香港貿發局香港家庭用品展 2010 20-23 / 4 / 2010	Return to : Publications & E-Commerce Department Hong Kong Trade Development Council 30/F, Wu Chung House 213 Queen's Road East, Wanchai Hong Kong Attn.: Miss Alexia Tam Tel: (852) 2892 4863 Fax: (852) 2169 9017 Email: alexia.ky.tam@hktdc.org
Deadline: 17 March 2010	Giant Lightbox Advertisements	

Draw visiting buyers' attention during fair period by the giant lightbox available at the fairground. Advertisers who purchase this advertising space will enjoy complimentary value-added services at HKTDC online marketplace (www.hktdc.com) to capture buyers' attention.

Value-added Services include:

- 1) Display company information and product photos to www.hktdc.com for 12 months (10 photos on English website and unlimited photos on Chinese website)
- 2) Priority listing - self-select keyword for two months (second position)
- 3) Priority listing - classified category for one month (second position)

A) Giant Lightboxes at Harbour Road Entrance

Lightbox Size	Ad Fee	Code
5.38m(W) x 3.06m(H)	HK\$66,500 / US\$8,530 (US\$133,000 / US\$17,060)	<input type="checkbox"/> A1
5.39m(W) x 3.06m(H)	HK\$66,500 / US\$8,530 (US\$133,000 / US\$17,060)	<input type="checkbox"/> A2
5.95m(W) x 2.66m(H)	HK\$66,500 / US\$8,530 (US\$133,000 / US\$17,060)	<input type="checkbox"/> C2

B) Giant Lightbox Inside Hall

Lightbox Size	Ad Fee	Code
6m(W) x 3m(H)	HK\$52,000 / US\$6,668 (HK\$130,000 / US\$16,670)	<input type="checkbox"/> L
- Exact location to be confirmed by HKTDC.		

Total Fee: HK\$ _____ (US\$ _____)

Please refer to page 3 for the location and picture of the giant lightbox advertisements and page 4 for details on the complimentary hktdc.com value-added services.

Remarks :

1. The advertising spaces for giant lightbox will be offered during the fair period and on a first-come-first-served basis, please contact HKTDC for the availability of the advertising locations. HKTDC will confirm if the applications are successful. In case of any dispute, HKTDC reserves the right to make the final decision.
2. The advertising space is only available to advertisers with products and services that relate to the concerned industry of the HKTDC Hong Kong Houseware Fair 2010. All applications, including design and content of the advertisement is subject to the final approval of HKTDC.
3. The advertising fee quoted above incorporated design (*maximum 2 rounds of amendments*) and production costs of the giant lightbox. If artworks are provided by the advertisers, all layouts should be submitted to HKTDC for censorship before production.
4. All promotion materials to be displayed at the fairground should not promote non-HKTDC events. HKTDC has absolute discretion in the allocation of and the location of advertising spaces, and it reserves the right to amend or reject any inappropriate promotion materials at its discretion.
5. Priority listing - self-select keyword or classified category should be launched within January 2010 to July 2010.

We hereby apply for the "Giant Lightbox Advertisements" at the HKTDC Hong Kong Houseware Fair 2010 and agree to abide by the HKTDC terms and regulations. All applications must be submitted with full payment in appropriate amount by cheque / bank draft made payable to "Hong Kong Trade Development Council" on or before 17 March 2010.

Company Name: _____ Booth No.: _____

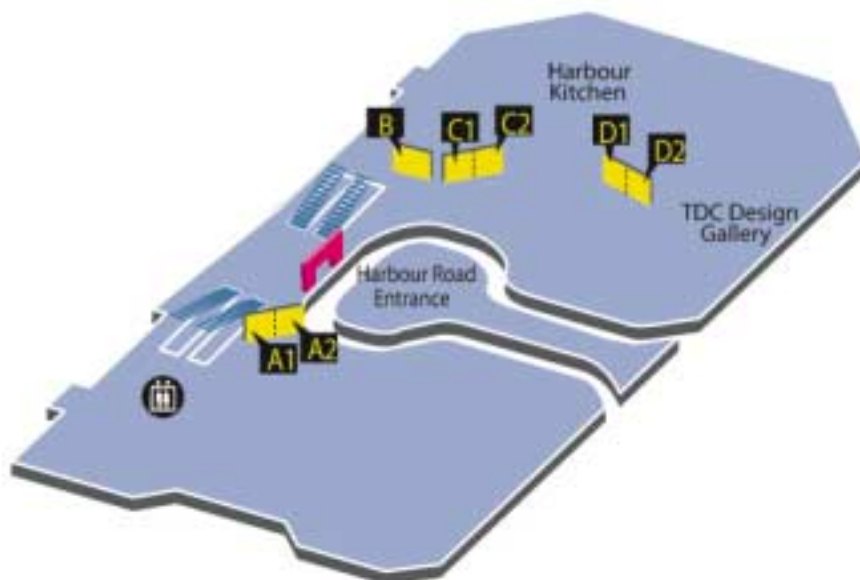
Contact Person: _____ Position: _____

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

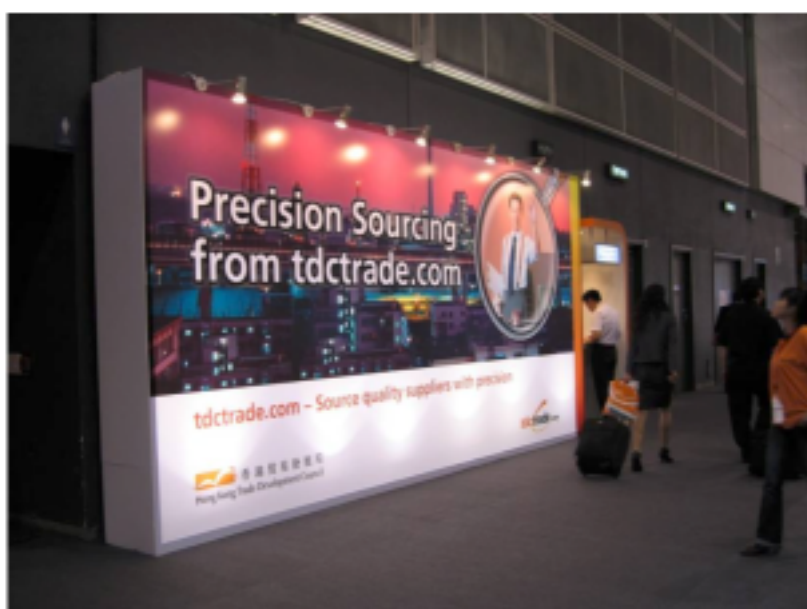
Signature: _____ Date: _____

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

Location of the Giant Lightboxes at Harbour Road Entrance 於港灣道入口的大型廣告燈箱位置



Picture of Giant Lightbox Inside Hall (for reference only) 於展館內的大型燈箱廣告圖片(僅供參考)



Value-added Services at HKTDC Online Marketplace (www.hktdc.com) 「貿發網」增值服務

- 1) Display company information and product photos to www.hktdc.com
(10 photos on English website and unlimited photos on Chinese website)
在「貿發網」登載公司資料及產品照片 (英文版網頁 10 張，中文版網頁無限張)



- 2) Priority listing - self-select keyword
(second position)
優先排名次位 一關鍵字搜尋

及

- 3) Priority listing - classified category
(second position)
優先排名次位 一分類目錄

hktdc.com Search Result Page
「貿發網」產品搜尋結果頁

