

FORM 8	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	Escalator Advertisements	

Advertisers can purchase escalator advertisement and enjoy complimentary value-added services at HKTDC online marketplace (www.hktdc.com) to enhance their exposure to key buyers worldwide.

Value-Added Services include:

- 1) Post 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)

Item	Location & Specifications	Ad Fee
<input type="checkbox"/> A	Location: Harbour Road Entrance 1 silver flat: between N19, N110 4 glass panes: N19, N110	HK\$105,000 / US\$13,468 (HK\$150,000 / US\$19,240)
<input type="checkbox"/> B	Location: Harbour Road Entrance 1 silver flat: between N111, N112 4 glass panes: N111, N112	HK\$105,000 / US\$13,468 (HK\$150,000 / US\$19,240)
<input type="checkbox"/> C	Location: Expo Drive Entrance 1 silver flat: between N13, N14 or N14, N15 4 glass panes: N13 / N14 / N15 (select any 4 sides)	HK\$91,000 / US\$11,669 (HK\$130,000 / US\$16,670)
<input type="checkbox"/> D	Location: Expo Drive Entrance 1 silver flat: between N16, N17 or N17, N18 4 glass panes: N16 / N17 / N18 (select any 4 sides)	HK\$91,000 / US\$11,669 (HK\$130,000 / US\$16,670)
# more locations are available upon request		TOTAL
		HK\$ (US\$)

* Please refer to page 3 for the location and picture of the escalator advertisements, and page 4 for details on the complimentary [hktdc.com](http://www.hktdc.com) value-added services.

Remarks :

1. Escalator advertisement is only available to advertisers with products and services that relate to the concerned industry of the HKTDC Hong Kong Houseware Fair 2010, please contact HKTDC for the availability of the advertising locations. All applications, including design and content of the advertisement is subject to the final approval of HKTDC.
2. 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.
3. The advertising spaces for escalator advertisement will be offered during the fair period and on a first-come-first-served basis. HKTDC will confirm if the applications are successful. In case of any dispute, HKTDC reserves the right to make the final decision.
4. The advertising fee quoted above incorporated design (*maximum 2 rounds of amendments*) and production costs of the hanging banners. If artworks are provided by the advertisers, all layouts should be submitted to HKTDC for censorship before production.
5. Please note that the terms and conditions on the inside cover of Part C of this booklet apply to this order form. Please read those terms and conditions carefully.
6. Priority listing - self-select keyword or classified category should be launched within January 2010 to July 2010.

All orders 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. Orders without full payment or made by fax will not be considered.

Company Name: _____ Booth No.: _____

Contact Person: _____ Position: _____

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

Signature: _____ Date: _____

Please make copy for your own record.

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

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

and
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

