

Free New Golden Opportunity to Promote Exhibitors' Products

免費宣傳新產品的黃金機會

~Vote for My Favourite New Homeware~

我最喜愛的新家品選舉



Dear Exhibitors,

“Vote for My Favourite New Homeware” is newly introduced to the fairs and is now open for application!

Running on the occasion of HKTDC Hong Kong Houseware Fair 2012 and HKTDC Hong Kong International Home Textiles and Furnishings Fair 2012, the voting game will honour exhibitors who are launching a new homeware at the Fair. Eligible nominated products will be posted on the fair website for voting by international buyers.

Showcase your unique design and style to buyers, media and the public. Act now!

Aim:

- To provide an extra marketing platform for exhibitors with first launch(es) in Hong Kong
- To draw buyers' attention to the latest homeware launches in Hong Kong

Eligibility:

- Exhibitors who are launching a new homeware at the HKTDC Hong Kong Houseware Fair 2012 and HKTDC Hong Kong International Home Textiles and Furnishings Fair 2012
- Each exhibitor may submit up to 3 entries

Awards:

- **The 10 products** receiving the highest number of votes online will be displayed at the Fairs.
- **The 10 winners** (if applicable) of My Favourite New Homeware will be invited to the Networking Reception to receive a trophy. Its details will be posted and promoted in the organiser's website and publicity matters. Major renowned overseas and local media will be invited to attend the prize-presentation ceremony.
- **Buyers** voting for the top winning entry will have a chance to win a HK\$500 dining coupon at HKCEC or other prizes.

Publicity:

- Online exposure prior to the fair at the fair's websites
- eDM exposure to reach out to fairs' buyers
- Physical exposure at the fair by showcase display
- eFair Daily covering this award and results will reach out to the fair's buyers
- Product Display at overseas fair(s), if applicable
- Results will be publicly announced to all attendees/buyers in the reception.

Public Voting

- All entries will be voted by international buyers through an online voting mechanism. The results will be aggregated at the end of the voting process, and the 10 entries with the highest number of votes will be "My Favourite New Homeware".
- Members of the Fair Organising Committee comprising industry experts will be invited to screen the products according to criteria including aesthetic, functionality, innovation and marketability (if applicable)

Timeline

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| 1 Feb 2012 | - Open for entries |
| 29 Feb 2012 | - Deadline for application |
| Mid March | - Voting by buyers begins |
| Early April | - Voting by buyers ends |
| | - Collection of the 10 finalists' products |
| 20/4/2012 | - Announcement of Result at Networking Reception |

Application Procedure

Please submit:

- a completed application form with product description (1 entry per form, max 3 entries)
- 2 photos of the entry (high-resolution of 300dpi)
- any supporting materials such as leaflets, DVDs, certificates featuring the entries

Submit your entry

by email to: kevin.wh.koo@hktdc.org

or by post to: The Hong Kong Trade Development Council
Unit 7, Expo Galleria
Hong Kong Convention & Exhibition Centre (New Wing)
1 Expo Drive, Wan Chai, Hong Kong
香港灣仔博覽道 1 號香港會議展覽中心博覽商場 7 號
Attn: Mr Kevin Koo (Tel: +852 2240 4124)

(Please indicate "Vote for My Favourite New Homeware " in the envelop)

Deadline: 29 Feb 2012

For details, visit: www.hktdc.com/hkhousewarefair / www.hktdc.com/hkhometextilesfair

Exhibitions Department

The Hong Kong Trade Development Council

Last update: Feb 2012