



Hong Kong Gifts & Premium Fair

香港禮品及贈品展



For Official Use

HONG KONG CONVENTION & EXHIBITION CENTRE 香港會議展覽中心

27-30/4/2010

www.hktcdc.com/hkgiftspremiumfair

Please submit the completed application form, a photocopy of Business Registration Certificate, the latest product catalogue, cheque payment, the completed information submission form for Online Promotions and three digital product photos before the deadline.

請於截止日期前遞交已填妥之參加表格、商業登記證副本、最新之產品目錄、支票、已填妥之網上推廣計劃資料申報表及三張產品數碼相片。

Important 請注意：

- Information supplied in the application form will be used in the Official Fair Catalogue. 貴公司提供在參加表格上之資料，將用於展覽會場刊內。
- All Information must be completed in English. 所有資料請用英文填寫。
- The "Company Name" should be the same as appeared on the Business Registration Certificate and will be used to produce fascia board at your stand. [公司名稱]應與商業登記證上所列之相同，並將作為製作展台名牌之用。
- Exhibitor's email address, information and photos submitted for Online Promotions will be posted at the fair website and hktcdc.com. You may as a result receive inquiries directly from interested buyers. 各參展商為網上推廣計劃提供的電郵地址、資料及相片將登載於展覽會網站及「買發網」上，讓參展商可直接收到買家的產品查詢。

Part I 第一部份 Company Information 公司資料

1. Company Name : _____

公司名稱 (英文) : _____

2. Address 地址 : _____

3. City / Town 市鎮 : _____

4. State / Province 州/省 : _____

5. Postal Code 郵編 : _____

6. Country / Territory 國家/地區 : _____

Contact Information to be used in the Official Fair Catalogue for receiving general inquiries 將用於展覽會場刊內之聯絡資料

7. Tel No. 電話 : _____ - _____ - _____

8. Fax No. 圖文傳真 : _____ - _____ - _____

Country Code 國家號碼

Area Code 區域字頭

Number 電話號碼

9. E-mail 電子郵件 : _____

Contact information for fair related matters only 負責有關展覽事宜之聯絡人資料

10. Contact Person (Mr. / Ms.) 聯絡人 (先生/小姐) : _____

11. Position 職位 : _____

12. Direct Tel No. 直線電話 : _____ - _____ - _____

Country Code 國家號碼

Area Code 區域字頭

Number 電話號碼

13. E-mail 電子郵件 : _____

Please make sure the email address you provided is a valid and frequently used email. The Organiser will communicate with your company via this email address

only. If you would like to communicate with us via fax, please ✓ against the box. 請確保以上填寫的電子郵箱為常用及有效，主辦機構日後只會以電子郵件方式與貴司聯繫。如需要以傳真作為溝通及資訊交流，請在此空格內加✓號。

14. Web Site 網址 : | h | t | t | p | : | / | / | _____

15. Exhibit Brand Name(s) 展品品牌 : _____

16. Exhibit / Product / Service Description (maximum 50 words) 展品/產品/服務簡介 (最多五十字) :

17. Business Registration No. 商業登記證號碼 : _____

18. Will your company source at the fair 貴公司會否在此展覽中進行採購? Yes 會 No 否

19. How many staff of your company will attend this fair 貴公司有多少員工會出席此展覽會? _____

Organiser 主辦機構:

In cooperation with 協辦機構:

Sponsors 贊助機構:



Federation of Hong Kong Industries
Hong Kong General Chamber of Commerce
The Chinese General Chamber of Commerce

The Chinese Manufacturers' Association of Hong Kong
The Indian Chamber of Commerce Hong Kong
Trade & Industry Department, HKSAR Government

Part II 第二部份 Product Section 產品區

Please select ONE principle product section that at least 60% of the exhibiting area MUST BE utilised to display the corresponding product type. Product categorisations and locations are subject to the Organiser's final confirmation.

請選擇其中一個產品區。六成以上之參展面積必須用作展示與產品區有關的展品。產品分類及位置有待主辦機構最後落實。

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Advertising Gifts & Premium 宣傳禮品及贈品 | <input type="checkbox"/> Outdoor & Travel Goods 戶外及旅遊用品 | <input type="checkbox"/> Stationery & Paper 文具及紙品 | <input type="checkbox"/> Wedding Favours 新婚賀禮及用品 |
| <input type="checkbox"/> Corporate Gifts 公司禮品 | <input type="checkbox"/> Packaging 包裝產品 | <input type="checkbox"/> Tech Gifts 科技禮品 | <input type="checkbox"/> General Gift Items 綜合禮品 |
| <input type="checkbox"/> Fashion Jewellery & Accessories 時尚首飾及飾品 | <input type="checkbox"/> Party & Festive Items 派對及節慶用品 | <input type="checkbox"/> Toys & Sporting Goods 玩具及體育用品 | <input type="checkbox"/> Trade Services 商貿服務 |
| <input type="checkbox"/> Figurines & Decorations 小型擺設及裝飾品 | <input type="checkbox"/> Pictures & Photo Frames 畫框及相架 | <input type="checkbox"/> Watches & Clocks 鐘表 | |

Part III 第三部份 Options of Participation 參展方式

1. Booth Size & Options 展台面積及類別：

(Please select ONE option in a or b or c or d or e 請選擇 a 或 b 或 c 或 d 或 e 其中一項)：

Note: Hall 1 is reserved for Hall of Fine Designs' exhibitors and exhibitors who have taken booth option d or e. (i.e. "World of Gift Ideas" exhibitors) and is also subject to booth availability and the booth allocation policy.

注意：展覽廳一將預留給「卓越廊」之參展商及選擇d及e之參展商(即「精品薈萃」之參展商)、惟申請亦視乎供應及展覽攤位選位機制而定。

Booth Options 展台類別	Price (US\$) 租金(美金)				No. of booth(s) 租用展台數目	Rental 租金
	9sq.m. 九平方米	12sq.m. 十二平方米	15sq.m. 十五平方米			
a. Standard Booth 標準展台	<input type="checkbox"/> US\$4,536	<input type="checkbox"/> US\$6,048	<input type="checkbox"/> US\$7,560	X		US\$
b. Premium Booths 特級展台	A <input type="checkbox"/> US\$5,364	<input type="checkbox"/> US\$7,044	<input type="checkbox"/> US\$8,925	X		US\$
	B <input type="checkbox"/> US\$5,589	<input type="checkbox"/> US\$7,332	<input type="checkbox"/> US\$9,075	X		US\$
*Premium Booth Options may not be applicable to certain locations 特級展台可能不適用於 某些特定位置	C <input type="checkbox"/> US\$5,643	<input type="checkbox"/> US\$7,356	<input type="checkbox"/> US\$9,150	X		US\$
	D <input type="checkbox"/> US\$5,643	<input type="checkbox"/> US\$7,356	<input type="checkbox"/> US\$9,150	X		US\$
	E <input type="checkbox"/> US\$5,724	<input type="checkbox"/> US\$7,380	<input type="checkbox"/> US\$9,210	X		US\$
	F <input type="checkbox"/> US\$5,976	<input type="checkbox"/> US\$7,956	<input type="checkbox"/> US\$9,630	X		US\$
	G <input type="checkbox"/> US\$6,048	<input type="checkbox"/> US\$8,196	<input type="checkbox"/> US\$9,870	X		US\$
c. Raw Space 展覽淨地	<input type="checkbox"/> US\$446/sq.m. 每平方米(min. 27sq.m. 最少租用二十七平方米)			X	sq.m. 平方米	US\$
d. World of Gift Ideas Deluxe Booth [#] 精品薈萃展台 [#]	<input type="checkbox"/> US\$6,039	<input type="checkbox"/> US\$8,052	<input type="checkbox"/> US\$10,065	X		US\$
e. World of Gift Ideas- Raw Space 精品薈萃-展覽淨地	<input type="checkbox"/> US\$446/sq.m. 每平方米(min. 27sq.m. 最少租用二十七平方米)			X	sq.m. 平方米	US\$

* Please put a "✓" where appropriate. 請在適當的空格上加"✓"。

[#] Suitable for all exhibitors, but may not be applicable to certain locations 所有參展商均可申請，惟可能不適用於某些特定位置

2. 10-Point System 積分制

Allocation of booth location will be at the discretion of the Organiser. Whether an application will be accepted depends on a number of factors, including space availability and the applicant's score obtained in the "10-Point System", (please refer to enclosure for details about the 10-Points System). Points will be given according to a number of criteria and upon the applicant's submission of relevant documents (please tick all that are applicable): 主辦機構有權分配展位位置。申請會否被接納取決於多種因素，包括可供使用空間之情況及申請人於「積分制」中之所得分數(「積分制」的有關詳情請參閱附件)。申請人必須提交有關文件以獲取積分(請選擇所有適用之項目)：

- A. Evidence on printed advertisement in Hong Kong or outside HK (e.g. advertisement copy, receipt from the publisher etc)
透過任何本港或香港以外之印刷媒體刊登廣告之證明(如：廣告副本、收據等)
- B. Evidence on online advertisement / promotion in Hong Kong or outside HK through online marketing platform, not counting company website (e.g. receipt on placing online advertisement, webpage)
透過任何本港或香港以外之網上推廣平台進行廣告或宣傳活動，但不計算申請人之公司網站(如：收據、網址等)
- C. Evidence on Branding and Its Related Promotion Activities 品牌及其有關之推廣活動證明
- D. Evidence on Management and Quality Standards 管理及品質規格證明
- E. Evidence on Design/Export/Marketing Excellence 優質設計/出口/推廣獎項證明

3. Special Location Request 特別位置要求 (Subject to availability 視乎供應決定)：

Special Location 特別位置	Surcharge 附加費
<input type="checkbox"/> Corner Location with 2-side open 邊角位置	5% surcharge on booth rental 展台租金的百分之五
<input type="checkbox"/> Peninsula Location with 3-side open (min. 36sq.m.) 半島位置(最少三十六平方米)	7.5% surcharge on booth rental 展台租金的百分之七點五
<input type="checkbox"/> Island Location with 4-side open (min. 150sq.m.) 獨立位置(最少一百五十平方米)	10% surcharge on booth rental 展台租金的百分之十

- Remarks:
- Priority will be given to applicants with products that directly relate to the industry of the fair.
 - Whether an application will be accepted depends on a number of factors, including space availability, the applicant's score under "10-Point System" & at the Organiser's discretion.
 - The booth design of raw space exhibitor is subject to the approval of the Organiser.
 - "10-Point System" listed above only applies to applications submitted **on or before 10 September 2009**. All applications submitted after this date, or in case of over subscription of space, applicants will be placed on a waiting list and will be notified accordingly. Applicants on the waiting list will be prioritised according to the dates of the applications.
 - Actual Booth Size confirmed by the Organisers will depend on space availability and the applicant's score obtained in the "10-Point System".

- 備註：
- 展品與是次展覽的行業有直接關連的申請公司將獲優先處理。
 - 申請會否被接納將視乎於展覽場地面積、申請人於積分制之得分及主辦機構決定而定。
 - 主辦機構有權審批展覽淨地參展商之攤位設計。
 - 以上所列之「積分制」只適用於在**2009年9月10日或之前**遞交申請表格之公司。在此日期後遞交申請表格之公司，或在超額申請使用攤位的情況下，申請會被列入輪候名單並據此接獲通知。在輪候名單上的申請會按遞交申請日期順序處理。
 - 實際攤位面積取決於可供使用空間之情況及申請人於「積分制」所得之分數。

Part IV 第四部份 Product Listing in the Fair Catalogue 產品索引

One general entry of company details and up to **FIVE** product listings will be provided to each exhibitor **free-of-charge**. **Additional entries will be charged at US\$15 each**. The same information will be used in the Exhibitors Locator System at the fairground. Please tick the appropriate product listing(s) that your company wish to be listed.

各參展商之公司資料及最多5項產品索引將**免費**刊登於展覽會場刊內。若參展商需要刊載多於5項產品索引，則**每項額外產品索引需另加美金十五元**。所有資料將同時用於會場內之「參展商索引系統」內，以供買家查閱。請選擇合適之產品索引作以上用途。

PRODUCT LISTING (Please tick where appropriate) 請選擇貴公司擬刊登之產品類別廣告

(1) Advertising Gifts & Premium (宣傳禮品及贈品)

- Advertising Premium 廣告贈品
- Badge 襟章
- Calendar 日曆
- Environmentally Friendly Product 環保產品
- Imprinted Softgoods/T-Shirts 印花紡織品及T恤
- Key Chain / Holder 鑰匙扣
- Key Finder 鑰匙搜尋器
- Lighter 打火機
- Magnetic Premium / Fridge Magnet 磁貼贈品/電冰箱磁石貼
- Mouse Pad 滑鼠墊
- Novelty Gift 新奇禮品
- Pin & Plush Pin 扣針
- Playing Card 撲克牌
- Poster 海報
- Shopping Bag 購物袋

(2) Corporate Gifts (公司禮品)

- Briefcase 公事包
- Desk Set 案頭文具備用
- Desk Top Globe 座檯地球儀
- Executive Gifts 行政人員禮品
- Key Case / Key Pouch 鑰匙包/鑰匙袋
- Leather Goods 皮具
- Letter Opener 開信刀
- Name Card Holder 名片套
- Paper Weight 紙鎮
- Pen Stand 筆座
- Silver Miniatures 小型銀器禮品
- Silver Plated Desk Sets & Accessories 銀製案頭文具及用品
- Silver Plated Tableware 銀器餐具
- Silver Presentation Trays 銀製禮品托盤
- Souvenirs 紀念品
- Tobacco & Smokers' Accessories 煙草及煙具配件
- Trophy & Medal 獎杯及獎牌
- Wallets & Purses 錢夾及錢包

(3) Fashion Jewellery & Accessories (時尚首飾及飾品)

- Belt 腰帶
- Bowtie / Tie 領帶 / 蝶形領結
- Cosmetic Bag 化妝袋
- Fashion Accessories 時裝配件
- Hair Ornament 髮飾
- Handbag 手袋
- Handkerchief 手帕
- Imitation / Costume Jewellery 人造首飾
- Jewellery Box / Case 首飾盒
- Leather Bags 皮袋
- Precious & Semi-Precious Jewellery 寶石及半寶石首飾
- Scarves / Shawls 圍巾 / 披肩圍巾
- Shopping Bag 購物袋
- Silver Jewellery 銀首飾
- Socks 襪
- Sunglasses 太陽眼鏡

(4) Figurines & Decorations (小型擺設及裝飾品)

- Brass / Bronze Decoration and Craft 黃銅 / 青銅裝飾品及工藝品
- Brass / Bronze Figure 黃銅 / 青銅塑像
- Collectible Dolls & Figurines 珍藏洋娃娃
- Crystal Decoration and Craft 水晶裝飾品及工藝品
- Decoration and Craft 裝飾品及工藝品
- Enamel Decoration and Craft 搪瓷裝飾品及工藝品
- Fabric Decoration and Craft 布裝飾品及工藝品
- Figurine and Animal 人像及動物塑像
- Glass Decoration and Craft 玻璃裝飾品及工藝品
- Glass Figure 玻璃塑像
- Gold Decoration and Craft 金製裝飾品及工藝品
- Lacquer Decoration and Craft 漆器裝飾品及工藝品
- Paper Decoration and Craft 紙裝飾品及工藝品
- Pewter Decoration and Craft 錫裝飾品及工藝品

(5) Outdoor & Travel Goods (戶外及旅遊用品)

- Binoculars 雙筒式望遠鏡
- Camping & Picnic Equipment 露營及野餐用具
- Cap / Hat 帽類
- CD / MD Bag & Wallet CD 及 MD 袋
- Duffel Bag 行李袋
- Knapsacks 背囊
- Luggage & Travel Bags 旅行袋及行李箱
- Luggage Tag 行李牌
- Manicure Set and Nail Clipper 修甲用具及指甲鉗
- Passport Cover 護照套
- Pocket Knife 袋刀
- Rain Wear or Raincoat 雨衣
- School Bag 書包
- Sewing Kit / Box 針線包 / 針線盒
- Sleeping Bag 睡袋
- Sporting Bags 運動袋
- Telescope 單筒式望遠鏡
- Toiletry Travel Kit / Gift Pack / Bath Set 旅行套裝 / 禮盒裝沐浴用品
- Travel Adaptor 旅行插頭
- Travel Goods 旅行用品
- Umbrella 雨傘
- Warmer / Cooler Bag & Box 保溫/隔溫袋及箱

(6) Packaging (包裝產品)

- Bow, Ribbon For Giftwrap 包禮物花球及絲帶
- Cardboard Box & Case 紙板盒及箱
- Corrugated Box & Case 瓦通紙盒及紙箱
- Gift Box 禮盒
- Gift Packaging 禮品包裝
- Label (for packaging) 紙製標識
- Packaging Material 包裝材料
- Paper Bags 紙袋
- PE / PP Bag PE及PP袋
- Plastic Bottle 塑膠瓶
- Sample Boxes 樣品盒
- Sticky Tapes, Stickers 膠帶、標貼
- Tin Cans & Boxes 錫罐及錫盒
- Wrapping Paper 包裝用紙

(7) Party & Festive Items (派對及節慶用品)

- Artificial Christmas Tree 人造聖誕樹
- Balloon 汽球
- Cake Decoration 糕餅裝飾品
- Candles/Candlesticks for Christmas 聖誕節用蠟燭
- Carnival Item 聯歡會用品
- Christmas Decoration 聖誕裝飾品
- Christmas Light 聖誕燈飾
- Cup & Plate - Disposable 用後即棄杯碟
- Easter Product 復活節飾品
- Festive Decorations & Items 節慶裝飾及用品
- Halloween Item 萬聖節用品
- Magic Goods 魔術道具
- Party Favour 派對用品
- Valentine's Day Decoration 情人節裝飾品
- Window Decorations 窗門裝飾

(8) Pictures & Photo Frames (畫框及相架)

- Fabric Photo Frame 布相架
- Fabric Picture Frame 布畫框
- Glass Photo Frame 玻璃相架
- Glass Picture Frame 玻璃畫框
- Gold Plated Photo Frame 鍍金相架
- Gold Plated Picture Frame 鍍金畫框
- Metal Photo Frame 金屬相架
- Metal Picture Frame 金屬畫框
- Paper Photo Frame 紙相架
- Paper Picture Frame 紙畫框
- Photo, Picture and Mirror Frame 相架 / 畫框 / 鏡架
- Plastic Photo Frame 塑膠相架
- Plastic Picture Frame 塑膠畫框
- Porcelain / Ceramic Photo Frame 陶瓷相架
- Porcelain / Ceramic Picture Frame 陶瓷畫框
- Silver Plated Photo Frame 鍍銀相架
- Silver Plated Picture Frame 鍍銀畫框
- Wooden Photo Frame 木相架
- Wooden Picture Frame 木畫框

(9) Stationery & Paper (文具及紙品)

- Artist Supplies 美術用品
- Book Ends 書靠
- Bookmark 書籤
- Correction Fluid / Tape 塗改液/修正帶
- Desk Caddy / Organiser 案頭套裝文具
- Diary / Address Book / Organiser 日記簿/地址簿/記事簿
- Envelope & Stationery 信封及信紙
- File and Folder 文件夾
- File Binder 文件夾扣
- Graphic Arts Posters & Art Paints 海報及藝術圖
- Greeting Card 賀咭
- Handmade Card 手造賀卡
- Letter Opener 開信刀
- Magnifier 放大鏡
- Paper Clip Holder 曲別針容器
- Paper Weight 紙鎮
- Paper, Paper & Printing Products 紙及紙製品
- Paste & Glue 漿糊及膠水
- Pen Stand 筆座
- Pencil Sharpener 鉛筆刨
- Plastic Adhesive Tape 塑膠膠紙帶
- Printed Matter 印刷品
- Ruler 間尺
- Scapebook 貼紙簿
- School Supplies & Teaching Aids 兒童文具、學校用品及教學輔助器材
- Stapler, Staple & Staple Remover 釘書機、釘書釘及除釘器
- Stationery Label 文具標籤
- Writing Equipment 書寫設備
- Writing Pad & Memo Pad 寫字簿及記事簿

(10) Tech Gifts (科技禮品)

- Calculators 計算機
- Clock Radio 收音機鐘
- Computer Carrying Bag 手提電腦袋
- Digital Camera 數碼攝影機
- Digital Photo Frame 數碼相架
- Disposable Camera 用後即棄攝影機
- DVD Player / Recorder DVD播放機/錄影機
- Electronic Translator / Dictionary 電子翻譯器/字典
- Magnetic / Smart / Memory Card Reader 磁卡/聰明卡/記憶卡閱讀機
- Mobile Phone & Mobile Phone Equipment 流動無線電話及流動無線電話器材
- Mobile Phone Case / Bag 手提電話套/手機套
- Mouse 滑鼠
- MP3 Player MP3唱機
- MP4 Player / Portable Multimedia Player (PMP) MP4手提多媒體播放機

- Notebook / Laptop Computer 手提電腦
- Personal Digital Assistant (PDA) 個人數碼助理
- Radio 收音機
- Small Audio Equipment 小型音響設備
- Telephone 電話
- USB Flash Drive USB流動儲存裝置
- VCD Player VCD播放機
- Web Camera 網絡攝影機

(11) Toys & Sporting Goods (玩具及體育用品)

- Action Figure & Accessories 動作玩偶及配件
- Baby Products & Toys 嬰兒玩具及產品
- Battery Operated Toys 電動玩具
- Candy Filled Toy 糖果填充玩具
- Doll 洋娃娃
- Flying Toy 飛行玩具
- Hobby & Collector's Items 消閒及收藏品
- Inflatable Toys 吹氣玩具
- Musical Box 音樂盒
- Musical Toy 音樂玩具
- Painting Set 玩具繪畫工具
- Puppets & Marionettes 木偶及牽線木偶
- Soft Toy 軟身玩具
- Sports Goods 運動用品
- Toy Parts & Accessories 玩具配件
- Wooden Toy 木製玩具

(12) Watches & Clocks (鐘表)

- Alarm Clock 響鬧時鐘
- Clock 時鐘
- Desk Clock 桌上鐘
- Mechanical Watch 機械錶
- Pendant Watch 鍊錶
- Pocket Watch 袋錶
- Sports Watch 運動功能手錶
- Stop Watch 秒錶
- Travel Clock 旅行鬧鐘
- Wall Clock 掛牆鐘
- Watch 手錶
- Watch - Accessories (incl Pen/Keyring/Cuff-Link Watch, etc) 裝飾型手錶(包括筆夾、鎖匙扣表、袖扣表等)
- Wristwatches 腕表

(13) Wedding Favours (新婚賀禮及用品)

- Balloon 汽球
- Bridal Accessories 新娘禮服配飾
- Bridal Gown 婚紗
- Bridesmaid Dress 伴娘裙
- Greeting Card 賀咭
- Flower Arrangement & Wreath 花飾及花環
- Hair Ornaments 髮飾
- Imitation / Costume Jewellery 人造首飾
- Photo Album 相簿
- Precious & Semi-Precious Jewellery 寶石及半寶石首飾
- Silver Fragrance Ware 銀製香水瓶
- Tuxedo 男裝晚禮服
- Wedding Accessories 結婚用品
- Wedding / Bridal Wear 婚紗 / 結婚禮服
- Wedding Gift 結婚禮品
- Women's Underwear 女裝內衣褲

(14) Trade Services (商貿服務)

- Association Service 商會服務
- Quality / Laboratory Testing Service 品質/實驗室測試服務
- Trade / Industrial Title Publishing 貿易/工業刊物出版

No. of Additional Product Listing(s) X US\$15 each
額外產品索引 X 美金15元 =

Cost of Additional Product Listings
額外產品索引費用

Part V 第五部份 Online Promotions and *hktdc.com* Customised Sourcing Service 網上推廣計劃及 *hktdc.com* 展覽商貿配對服務

Exhibitors can enjoy 12-month's online exposure at the fair website and *hktdc.com* to promote their company and products. **Simply complete the enclosed Information Submission Form for Online Promotions and submit it with three product photos.**
參展商可透過展覽會網站及「貿發網」推廣其公司及產品，為期12個月。所有申請必須填妥附件「網上推廣計劃資料申報表」及提交三張產品相片，以享此項服務。
The information will be used for the *hktdc.com* Customised Sourcing Service that will encourage more buyers to visit your booth at the fair, and increase buyers' enquiries to your products before and after the fair.
所提交的資料將會用作免費的 *hktdc.com* 展覽商貿配對服務，將有潛力的買家轉介到參展商的展台，並在展覽前後增加買家的產品查詢。

Part VI 第六部份 Additional Promotion Package - Official Magazine, Showcase & Enhanced Online Promotions 額外推廣計劃－大會指定產品雜誌、陳列櫃台及網上推廣計劃加強版

Please refer to the enclosed "Additional Promotion Package - Official Magazine, Showcase & Enhanced Online Promotions Order Form"
請參閱附件「額外推廣計劃－大會指定產品雜誌、陳列櫃台及網上推廣計劃加強版申請表格」。

Part VII 第七部份 Participation Fee and Payment Method 參展費及付款方式

(1) Booth Rental 展台租金 (Please refer to Part III (1) 請參照第三部份第1項)	US\$
(2) Special Location Surcharge 特別位置附加費 (Please refer to Part III (3) 請參照第三部份第3項)	US\$
(3) Cost of Additional Listings 額外產品索引費用 (Please refer to Part IV 請參照第四部份)	US\$
(4) Cost of Official Magazine, Showcase & Enhanced Online Promotions 大會指定產品雜誌、陳列櫃台及網上推廣計劃加強版費用 (Please refer to Part VI 請參照第六部份)	US\$
Total 總額	US\$

Payment Method:

Payment shall be made by bank draft payable to "Hong Kong Trade Development Council" and be submitted together with the completed application form to Exhibitions Department, Hong Kong Trade Development Council, Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong.

付款方式：

請將填妥之表格連同參展費於交回香港灣仔博覽道一號香港會議展覽中心博覽商場十三號香港貿易發展局展覽事務部。本票抬頭請註明「香港貿易發展局」。

Remittance should be paid by telegraphic transfer to HONG KONG TRADE DEVELOPMENT COUNCIL, USD Account Number 006-391-17818346 with Citibank, N.A., Hong Kong Branch (Swift Code: CITIHKHX) (All banking charges, if any, are to be borne by the applicant).

如電匯付款，請把費用直接存入本局之美金賬戶，賬戶資料如下：

開戶銀行：花旗銀行香港分行(Swift Code: CITIHKHX)，美金賬戶號碼：006-391-17818346，請註明「香港貿易發展局」(有關匯款之銀行收費需由申請人負責)。

Remark: The participation fee stipulated on the application form should not be regarded as the final fee payable by the Exhibitor. The final participation fee is subject to the confirmation by the Organiser.

備註：申請表格上列出之參展費並不代表參展商應繳付的最終費用。最終費用將由主辦機構決定。

Part VIII 第八部份 Company Stamp and Signature 公司印鑑及簽名

We (Name of Company) _____
本公司(公司名稱)

hereby apply for joining HKTDC Hong Kong Gifts & Premium Fair 2010. We agree to abide by the "Terms of Application and Exhibition Rules & Regulations" and the "Terms & Conditions for Online Promotions" set out by the Organiser. We understand that the above information will be included into the HKTDC's databank and the Organiser can make use of our information for trade promotion purposes or on-pass to third parties for promotion of the HKTDC Hong Kong Gifts & Premium Fair 2010. We accept that the Organiser bears no responsibility for any error or omission.

申請參加香港貿發局香港禮品及贈品展2010，並同意遵守主辦機構訂定的參展細則、展覽規例及網上推廣之條款及細則。本公司明白，上述資料將會存儲在香港貿易發展局資料庫內，並供主辦機構作貿易拓展用，同時亦可轉交其他機構，作為推廣香港貿發局香港禮品及贈品展2010之用。本公司同意，上述資料如有錯漏，主辦機構毋須負責。

In consideration of HKTDC's publication of the photographs and/or materials provided by us, we hereby warrant, represent and undertake to the Organiser that the photographs and/or materials provided by us do not in any way whatsoever violate or infringe any third party's rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names and patents whether registered or otherwise. We hereby acknowledge and irrevocably undertake to fully indemnify the Organiser and/or its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringement by us and/or the Organiser and/or the Organiser's agents, representatives, contractors or employees of such third party's rights.

我們在此向主辦機構保證、表示、及承諾，我們提供的相片及/或出版物沒有違反或者侵犯任何第三者的權利包括所有知識產權(包括但不限於商標、版權、設計、名字和專利，無論是否註冊)。我們在此向主辦機構確認和不可撤銷地承諾，我們將完全彌償主辦機構及其代理人、代表人、承辦商和僱員就任何有關第三者向我們及/或主辦機構以及其代理人、代表人、承辦商和僱員採取任何關於侵犯第三者權利的申索之所有費用、開支和賠償。

If you do not wish to have your information on-passed to third parties for promotion of the HKTDC Hong Kong Gifts & Premium Fair 2010, please ✓ against the box.

倘若貴公司不欲將有關資料轉交其他機構作為推廣香港貿發局香港禮品及贈品展2010之用，請在此空格內加上✓號。

Name (capital letter): _____ Position: _____
姓名(正楷) 職位

Date: _____ Company Stamp & Authorized Signature: _____
日期 公司印鑑及負責人簽名



Hong Kong Gifts & Premium Fair
香港禮品及贈品展



27-30/4/2010

Mandatory For All Non-Hong Kong Applicants
所有非香港申請公司必須遞交此表格

Customer Service Line 客戶服務專線 : (852) 1830668

#Email 電郵 : hkgpf2010@hktdc.org

Deadline 截止日期 :
To Be Submitted With Application Form
請連同參加表格一併提交

Part V 第五部份 Online and Product Magazine Promotions and hktdc.com Customised Sourcing Service
網上及產品雜誌推廣計劃及 hktdc.com 展覽商貿配對服務

All non-Hong Kong exhibitors at the HKTDC Hong Kong Gifts & Premium Fair 2010 can now maximise their marketing ROI and obtain more buyer contacts, with online promotion on www.hktdc.com for one year (February 2010 to January 2011) and print advertisement in the official magazine of the fair – *HKTDC Gifts, Premium & Stationery*.

香港貿發局香港禮品及贈品展2010之非香港參展商可透過為期1年的「貿發網」(www.hktdc.com) 網上推廣計劃 (2010年2月至2011年1月)及於大會指定產品雜誌 – 《香港貿發局禮品及文具》刊登廣告，獲取更多買家查詢，從而取得更高的推廣效能。

Please fill out this form and submit three photos for posting online (the first photo submitted will be used for the print advertisement), enabling us to bring more buyers to your booth and increase your buyer enquiries before and after the fair:

請填妥此表格，並遞交3張產品照片，以便上載於「貿發網」(首張照片將用於產品雜誌廣告中)。這些資料亦可為貴公司吸引更多買家前去參觀您的展台，同時在展覽前後和展覽期間增加您的買家查詢：

- **Pre-fair** – email invites to pre-registered fair visitors to preview the exhibits on www.hktdc.com, where you can display your company information, product photos and booth numbers
展覽前 – 本局將以電郵邀請已預先登記入場之買家在「貿發網」(www.hktdc.com) 上預覽您的公司資料、產品照片和展台號碼
- **During the fair** – provides opportunities for referral to visiting buyers, who can obtain a list of suitable exhibitors at the fairground via the **hktdc.com Customised Sourcing Service**
展覽期間 – 透過會場內的 **hktdc.com 展覽商貿配對服務**，入場買家將獲得一份切合其採購需要的參展商名單，藉此推介您的公司予合適買家
- **Post-fair** – offers opportunities for referral to more buyers at other relevant trade fairs as well as other Hong Kong Trade Development Council promotional activities
展覽後 – 繼續推介您的公司予參觀其他相關展覽會及香港貿易發展局推廣活動的買家

Some exhibitors received as many as 2,600 buyer contacts from a single trade fair 部份參展商於單一個展覽會中喜獲高達2,600個買家查詢



Remember – your application will only be confirmed if the materials for hktdc.com Online Promotions are submitted.
請緊記，您必須遞交有關「貿發網」網上推廣計劃的資料，方會獲本局確認貴公司的參展資格。

A. hktdc.com Online Promotions 「貿發網」網上推廣服務

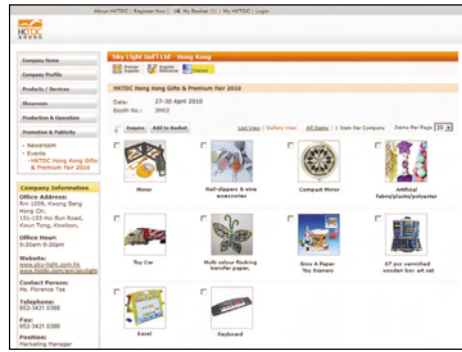
a) Package details 計劃內容

<p>I. Company Information 企業資訊</p> <ul style="list-style-type: none"> • Company Profile 公司簡介 • Certification Library 認證資料庫 • Supplier Reference – HKTDC activities 信用參考 – 香港貿發局活動 	<p>III. Major Functions 主要功能</p> <ul style="list-style-type: none"> • DIY Photo Management 自行轉換相片 • Message Centre 信息中心 • Manage Contacts 管理聯絡資料 • Company Events 公司活動
<p>II. Product Information 產品資料</p> <ul style="list-style-type: none"> • 10 Photo Spaces 十張相片位置 • Photo Enlargement 特大產品相片 	

Organiser 主辦機構:

In cooperation with 協辦機構:





b) Product Photos 產品相片

HKTDC will help you post three product photos to hktdc.com, so please submit three product photos and on a CD-ROM. Please attach a digital photo for each product and mark the corresponding photo number on each file. You can upload the remaining seven photos to the website via DIY system (details to be provided later).

香港貿發局將助您登載三張產品相片到「貿發網」，請儲存3張產品相片於光碟中，並提交予本局。請為每項產品提供1張數碼相片，並將相片編號寫在有關的檔案上。您可利用DIY自助系統將其餘7張相片登載到網站中（詳情將於日後公佈）。

• Photo Specifications 相片規格

Full Size 影像大小 : 18cm (H) x 18cm (W) / 18厘米(高) x 18厘米(闊)
 Format 格式 : JPEG, RGB Colour / JPEG, RGB 彩色
 Resolution 解像度 : 72 dot per inch (dpi) / 每寸像素72 dpi
 File Size 檔案大小 : 550 pixels / 550像素

- Each photo should feature one product or products of one specific category. 每張相片只可登載一款產品或同一類別之產品。
- HKTDC reserves the right to refuse any product photo if it is not in keeping with the stated standards. Price lists, pirated and/or obscene products are not allowed. 貨品價格、盜版產品或淫穢物品皆不予登載，香港貿發局有權拒絕任何不符合本局標準的產品相片。
- HKTDC reserves the right to edit the text provided on this form and the product photos submitted. 香港貿發局保留一切對所提交之文字資料及產品相片之編輯及刪改權。

B. HKTDC Gifts, Premium & Stationery magazine Advertisement

《香港貿發局禮品及文具》雜誌廣告

a) Advertisement Size 廣告大小

- Booth size under 54sqm 攤位面積少於54平方米：
Enjoy 1/12 page full-colour 45mm (W) x 80mm (H) advertisement
享有1/12頁彩色廣告，面積約為45毫米(闊)x 80毫米(高)
- Booth size 54sqm and up 攤位面積54平方米或以上：
Enjoy 1/2 page full-colour 175mm (W) x 118mm (H) advertisement
享有1/2頁彩色廣告，面積約為175毫米(闊)x 118毫米(高)

b) Advertisement Content 廣告內容

I. Company Profile 公司簡介

- Company Name 公司名稱
- Region 地區
- Tel 電話
- Fax 傳真
- Email 電郵
- hktdc.com Website 「貿發網」網址
- Product(s) 產品類別
- Booth No. 展位編號

* The above information will be extracted from fair application form and/or assigned by HKTDC. 上述項目將採用展覽會參加表格上的資料及/或由香港貿發局訂定

II. Product Photo 產品相片

Feature one product photo in the advertisement (the first photo submitted by exhibitor for online promotions will be used for the print advertisement)
 在廣告中刊登一張產品照片(參展商為網上推廣提交的首張產品相片將用於產品雜誌廣告中)



ABC International Limited

Region: Chinese Mainland
 T: 86-20-12345678 F: 86-20-23456789
 Email: abc@abcintl.com
 Web: www.hktdc.com/em/abcintltd
 Product(s): Executive Gifts, Leather Goods, Travel Goods, Writing Pad & Memo Pad
 Booth No: 2G20

Please fill in the Information Submission Form and submit it via post or email together with 3 digital photos to:

請填妥資料申報表，並連同3張數碼相片，郵寄或電郵至：

Hong Kong Trade Development Council 香港貿易發展局

Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong

香港灣仔博覽道1號會議展覽中心博覽商場13號

Customer Service Line 客戶服務專線：(852) 1830668 #Email 電郵：hkgrp2010@hktdc.org

¹ Exhibitors who would like more photo spaces can purchase an Enhanced Online Promotions package. Please refer to Part VI - Additional Promotions Package – Official Magazine, Showcase & Enhanced Online Promotions of the application form for details.

參展商如需更多相片位置可額外購買網上推廣計劃加強版，請參考參加表格第六部份 - 額外推廣計劃 - 大會指定產品雜誌、陳列櫥櫃及網上推廣計劃加強版。

² The online and product magazine promotions offer is only available to exhibitors with products that directly relate to the concerned industry of the Fair. HKTDC has absolute discretion in the allocation of the online and product magazine promotions offer, and it reserves the right of final decision in case of any dispute.

上述網上及產品雜誌推廣計劃只適用於展出產品與是次展覽的行業有直接關連的參展商。香港貿發局對網上及產品雜誌推廣計劃的分配有絕對酌情權；如有任何爭議，香港貿發局保留最終決定權。

³ The online promotion offer is limited to 40 product photos per company.

上述網上推廣計劃之相片位置上限為每公司40張。

[#] This email is used for submitting Online Promotions materials only.

此電郵只供提交網上推廣資料。

27-30/4/2010

Mandatory For All Non-Hong Kong Applicants
所有非香港申請公司必須遞交此表格

Customer Service Line 客戶服務專線 : (852) 1830668

#Email 電郵 : hkgpf2010@hktdc.org

Deadline 截止日期 :
To Be Submitted With Application Form
請連同參加表格一併提交

Information Submission Form for Online and Product Magazine Promotions
網上及產品雜誌推廣計劃資料申報表

Checklist (please "✓" where appropriate)	Submit by post	Submit by email
Information Submission Form for Online Promotions	<input type="checkbox"/>	<input type="checkbox"/>
Product Photos	<input type="checkbox"/>	<input type="checkbox"/>

Please complete this form legibly in **English** 請以**英文正楷**填寫 (Fields with * must be completed. 有 * 項目必須填寫)

* This email is used for submitting Online Promotions materials only. 此電郵只供提交網上推廣資料。

I. Company Profile 公司簡介

1. * Company name 公司名稱 : _____ (English)
_____ (中文)

2. * Nature of business 業務性質 (Please ✓ appropriate item(s). 可 ✓ 超過一項)
- Buying Cooperative 採購合作社 (16)
 - Export Agent 代理商(出口) (8)
 - Exporter 出口商 (2)
 - Manufacturer 製造商 (4)
 - Service Company 服務行業公司 (18)
 - Others 其他 (Un)

3. * Industry 行業類別 (Please ✓ ONE. 請 ✓ 一項)

Manufacturing 製造業

- Baby Products 嬰兒產品 (3)
- Books & Printed Items 書刊及印刷品 (4)
- Computer & Peripherals 電腦及週邊設備 (7)
- Electronics & Electrical Appliances 電子產品及電器 (10)
- Eyewear & Accessories 眼鏡及配件 (13)
- Footwear 鞋類 (17)
- Furniture & Furnishings 傢俱及佈置用品 (18)
- Garments, Textiles & Accessories 成衣、紡織及配件 (19)

- Gifts & Premiums 禮品及贈品 (20)
- Handbags & Travel Goods 手袋及旅行用品 (21)
- Health & Beauty 健康及美容產品 (22)
- Household Products 家庭用品 (23)
- Jewellery 珠寶 (25)
- Lighting Products 照明產品 (26)
- Medical Supplies & Medicine 醫療用品及醫藥 (28)
- Packaging Materials 包裝材料 (29)

- Pet & Pet Supplies 寵物及寵物用品 (30)
- Photographic Equipment 攝影器材 (31)
- Raw Materials & Chemicals 原材料及化學品 (32)
- Sports Goods 運動用品 (35)
- Stationery & Office Equipment 文具及辦公室設備用品 (36)
- Toys & Games 玩具及遊戲 (39)
- Watches & Clocks 鐘錶 (40)

Services 服務業

- Media 傳媒 (6)
- Design Services 設計服務 (8)
- Education & Training 教育及培訓 (9)
- Event Organisation 活動籌劃 (12)
- Accounting Services 會計服務 (41)
- Business Management & Consultancy Services 商業管理及顧問服務 (45)
- Legal Services 法律服務 (49)
- Medical & Healthcare Services 醫療及保健服務 (50)

4. Year Established 成立年份 : _____

5. * Background 公司背景 (Not more than 100 words 不可多於100字)

6. * Product/Service range 主要產品/服務 (Not more than 20 words 不可多於20字)

7. Annual turnover 全年營業額 (US\$美金) (Please ✓ ONE. 請✓一項)

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> < 50,000 (1) | <input type="checkbox"/> 250,000 - 499,999 (4) | <input type="checkbox"/> 1,000,000 - 4,999,999 (7) | <input type="checkbox"/> 50,000,000 - 99,999,999 (10) |
| <input type="checkbox"/> 50,000 - 99,999 (2) | <input type="checkbox"/> 500,000 - 749,999 (5) | <input type="checkbox"/> 5,000,000 - 9,999,999 (8) | <input type="checkbox"/> >= 100,000,000 (11) |
| <input type="checkbox"/> 100,000 - 249,999 (3) | <input type="checkbox"/> 750,000 - 999,999 (6) | <input type="checkbox"/> 10,000,000 - 49,999,999 (9) | |

8. Major export market(s) 主要出口市場 (Please ✓ appropriate item(s). 可✓超過一項)

- | | | |
|---|--|---|
| <input type="checkbox"/> Africa 非洲 (01) | <input type="checkbox"/> Japan 日本 (07) | <input type="checkbox"/> South East Asia 東南亞 (13) |
| <input type="checkbox"/> Australasia 大洋洲 (02) | <input type="checkbox"/> Korea 韓國 (08) | <input type="checkbox"/> Taiwan 台灣 (14) |
| <input type="checkbox"/> Central and South America 中南美 (03) | <input type="checkbox"/> Middle East 中東 (09) | <input type="checkbox"/> Western Europe 西歐 (15) |
| <input type="checkbox"/> China (Mainland) 中國內地 (04) | <input type="checkbox"/> North America 北美 (10) | <input type="checkbox"/> Worldwide 環球 (16) |
| <input type="checkbox"/> Eastern Europe 東歐 (05) | <input type="checkbox"/> Other Asian Countries 其他亞洲國家 (11) | |
| <input type="checkbox"/> Hong Kong 香港 (06) | <input type="checkbox"/> Scandinavia 北歐 (12) | |

9. OEM services 提供原件製造服務： Yes 有 No 沒有

10. No. of staff 職員人數 (Please ✓ ONE. 請✓一項)

- | | | | | |
|------------------------------------|-------------------------------------|--|--|--|
| <input type="checkbox"/> 1-5 (A) | <input type="checkbox"/> 16-25 (D) | <input type="checkbox"/> 101-200 (G) | <input type="checkbox"/> 1,001-2,000 (J) | <input type="checkbox"/> 4,001-5,000 (M) |
| <input type="checkbox"/> 6-10 (B) | <input type="checkbox"/> 26-50 (E) | <input type="checkbox"/> 201-500 (H) | <input type="checkbox"/> 2,001-3,000 (K) | <input type="checkbox"/> 5,001-10,000 (N) |
| <input type="checkbox"/> 11-15 (C) | <input type="checkbox"/> 51-100 (F) | <input type="checkbox"/> 501-1,000 (I) | <input type="checkbox"/> 3,001-4,000 (L) | <input type="checkbox"/> 10,001-50,000 (O) |

11. No. of engineers 工程師人數：_____

12. Certifications & Awards 證書及獎狀 (Please ✓ appropriate item(s). 可✓超過一項)

- | | | |
|---|--|--|
| <input type="checkbox"/> ISO 9000 品質管理體系 (1) | <input type="checkbox"/> TL 9000 (6) | <input type="checkbox"/> ISO 9002 (12) |
| <input type="checkbox"/> ISO 14000 環境管理體系 (2) | <input type="checkbox"/> BABT (7) | <input type="checkbox"/> TS 16949 (13) |
| <input type="checkbox"/> QS 9000 (3) | <input type="checkbox"/> BS 7799 資訊安全管理體系 (8) | <input type="checkbox"/> Others (10) |
| <input type="checkbox"/> SA 8000 (4) | <input type="checkbox"/> OHSAS 18000 職業健康及安全管理體系 (9) | |
| <input type="checkbox"/> EN 460000 & CE MARKING (5) | <input type="checkbox"/> ISO 9001 (11) | |

13. Factory size 廠房面積 (Square Metres 平方米 / Feet 平方呎)：_____

14. Import/Export No. 進出口權編號 (Applicable to companies in mainland China 適用於內地企業)

II. Product Information 產品資料

A) First Product/Service 第一項產品/服務 (This photo will be used for the print advertisement 此照片將用於產品雜誌廣告中)

Please attach a digital photo
請附上數碼相片

Photo File Name 相片檔案名稱：

1. * Product/service name/caption 產品/服務名稱/相片說明

(Not more than 10 words 不可多於10字)

2. Brand name 品牌名稱

3. Model no. 型號：_____ 4. Colour 顏色：_____

5. Size 大小：_____ 6. FOB unit price 離岸價格：_____

7. FOB port 離岸口岸：_____ 8. FOB currency 離岸貨幣：_____

9. Delivery/service lead time 付貨/提供服務所需時間：_____ 10. Minimum quantity 最少訂購數量：_____

11. Unit of measurement 數量單位：_____ 12. Harmonisation system code 海關協調編碼：_____

13. Universal standard products / services classification 一般標準產品和服務分類：_____

14.* Specifications description 規格 (In point forms, not more than 100 words 分點列出，不可多於100字)

- _____
- _____
- _____
- _____
- _____

15.* Keyword for searching 搜尋關鍵字 (Not more than 5 words 不可多於5字)

(The keywords are for reference only and HKTDC reserves the right to make any changes. 以上搜尋關鍵字只供參考之用，香港貿易發展局保留修改之權利)

B) Second Product/Service 第二項產品/服務

Please attach a digital photo
請附上數碼相片

Photo File Name 相片檔案名稱：

1. * Product/service name/caption 產品/服務名稱/相片說明

(Not more than 10 words 不可多於10字)

2. Brand name 品牌名稱

3. Model no. 型號：_____ 4. Colour 顏色：_____

5. Size 大小：_____ 6. FOB unit price 離岸價格：_____

7. FOB port 離岸口岸：_____ 8. FOB currency 離岸貨幣：_____

9. Delivery/service lead time 付貨/提供服務所需時間：_____ 10. Minimum quantity 最少訂購數量：_____

11. Unit of measurement 數量單位：_____ 12. Harmonisation system code 海關協調編碼：_____

13. Universal standard products / services classification 一般標準產品和服務分類：_____

14.* Specifications description 規格 (In point forms, not more than 100 words 分點列出，不可多於100字)

- _____
- _____
- _____
- _____
- _____

15.* Keyword for searching 搜尋關鍵字 (Not more than 5 words 不可多於5字)

(The keywords are for reference only and HKTDC reserves the right to make any changes. 以上搜尋關鍵字只供參考之用，香港貿易發展局保留修改之權利)

C) Third Product/Service 第三項產品/服務

Please attach a digital photo
請附上數碼相片

Photo File Name 相片檔案名稱：

1. * Product/service name/caption 產品/服務名稱/相片說明
(Not more than 10 words 不可多於10字)

2. Brand name 品牌名稱

3. Model no. 型號：_____ 4. Colour 顏色：_____

5. Size 大小：_____ 6. FOB unit price 離岸價格：_____

7. FOB port 離岸口岸：_____ 8. FOB currency 離岸貨幣：_____

9. Delivery/service lead time 付貨/提供服務所需時間：_____ 10. Minimum quantity 最少訂購數量：_____

11. Unit of measurement 數量單位：_____ 12. Harmonisation system code 海關協調編碼：_____

13. Universal standard products / services classification 一般標準產品和服務分類：_____

14.* Specifications description 規格 (In point forms, not more than 100 words 分點列出，不可多於100字)

- _____
- _____
- _____
- _____
- _____

15.* Keyword for searching 搜尋關鍵字 (Not more than 5 words 不可多於5字)

(The keywords are for reference only and HKTDC reserves the right to make any changes. 以上搜尋關鍵字只供參考之用，香港貿易發展局保留修改之權利)

Terms & Conditions for Online Promotions

1) INTERPRETATION

- 1.1 In this Terms & Conditions unless the contrary intention appears the following definition(s) apply:
- "Advertisements"** print advertisements and/or online advertisements accepted for publication by HKTDC on Publication and/or the HKTDC website
- "Advertisers"** any person and/or company and/or business who place Advertisements on Publication and/or the HKTDC website
- "Publication"** any publication published or owned by HKTDC on which Advertisements provided by Advertisers are published with HKTDC's permission
- "HKTDC"** Hong Kong Trade Development Council
- "HKTDC website"** "www.hktcdc.com" or any other Internet website operated by HKTDC on which Advertisements provided by Advertisers are published with HKTDC's permission
- 1.2 Words denoting the singular shall include the plural and vice versa.
- 1.3 The headings in this Terms and Conditions are inserted for convenience only and do not affect its construction.

2) GENERAL

- 2.1 All Advertisers must be legally and validly registered companies or businesses either in Hong Kong Special Administrative Region or in their country of origin. HKTDC reserves its rights to (i) require Advertisers to produce a copy of their business registration certificate, certificate of incorporation or other company or business registration documents at any time and (ii) refuse to accept an Advertisement order if such documents are not provided by the Advertisers.

3) CANCELLATION, SUSPENSION AND ALTERATION

- 3.1 Advertisements may only be cancelled subject to:
- the confirmation of agreement for cancellation by HKTDC which shall be made at the sole and absolute discretion of HKTDC; and
 - the right of HKTDC to claim against the Advertiser for the full scale amount and/or charges in respect of all Advertisements that have been published by HKTDC under this Contract and also without prejudice to the rights and remedies of HKTDC against the Advertiser in respect of any accrued or antecedent claim or breach of any of the terms and conditions set out in this Contract; and
 - the full payment of the claim referred to in b) above by the Advertiser.
- 3.2 HKTDC shall have the right at its sole and absolute discretion to
- change the position of any Advertisement accepted for publication in the Publication and/or the HKTDC website without any notice
 - make any alteration it deems necessary or desirable in any Advertisement and require any block, copy or advertising material to be amended or altered to meet HKTDC's approval; and
 - vary or modify the website address, name, design, layout, contents, production, download time, time of publication, resolution, packaging, any other matter in relation to the Publication and/or the HKTDC website or any issue thereof or any other matters relating to the HKTDC website and any property owned by HKTDC on which Advertisements are published without prior notice and HKTDC shall not be responsible for any losses, damages, costs or expenses that the Advertiser incurs as a result of or in connection with such variation or modification.
- 3.3 The date(s) and month(s) of publication of the Publication and/or the HKTDC website or any issue thereof as advised by HKTDC (whether under this Contract or otherwise) is/are for indication only. HKTDC shall have the right at its sole and absolute discretion to alter the date/month of publication of the Publication and/or the HKTDC website, cancel or suspend the publication of the Publication or any issue thereof and/or the HKTDC website without any prior notice to the Advertiser. In the event HKTDC cancels or suspends the publication of the Publication or any issue thereof and/or the HKTDC website, HKTDC shall make a reasonable and proportional refund of the advertising fee paid to HKTDC for the particular Advertisement which is not published or launched by HKTDC or which is not published or launched by HKTDC for the full term of the publication period stated in this Contract because of the aforesaid cancellation or suspension without any compensation. In no circumstances shall the total liability of HKTDC for any such alteration, cancellation or suspension exceed the amount of a full refund of the advertising fee paid to HKTDC for the particular Advertisement in connection with which liability arose. The Advertiser hereby unconditionally and irrevocably undertakes that it will not make any other claim both legal or equitable against HKTDC, its servants and/or agents for any losses or expenses that it may suffer or incur as a result of or otherwise in connection with such alteration, cancellation or suspension.
- 3.4 Without prejudice to Clause 3.1 of this Contract, if the Advertiser for whatever reason cancels any Advertisement placed with the HKTDC under this Contract, the HKTDC shall have the right to demand repayment in full of any concessions, discounts and/or price reduction given to the Advertiser in respect of such Advertisement. If the Advertiser, due to any fault or inaction on its part or as a result of its own decision, fails to place all the Advertisements under the date and time specified in the Contract, the HKTDC shall have the right to demand repayment of discounts, concessions, and/or price reduction (including without limitation any series discounts given to long-term booking) given to the Advertiser in respect of any other advertisement under the Contract.

4) REMEDY AND REFUND

- 4.1 In the event of any error, mistake, misprint or omission in the launching, printing or publication of an Advertisement or any part thereof which arises out of the negligence or default of HKTDC, HKTDC will reinstate the Advertisement or the relevant part thereof (as the case may be) in the next issue or remedy such error, mistake, misprint or omission as soon as practicable or make a reasonable and proportional refund or adjustment to the advertising fee. No reinstatement, fee refund or adjustment will be made where the error, mistake, misprint or omission does not materially detract from the Advertisement. In no circumstances shall the total liability of HKTDC for any error, mistake, misprint or omission exceed the amount of a full refund of the advertising fee paid to HKTDC for the particular Advertisement in connection with which liability arose or the cost of a further or corrected Advertisement of a type and standard reasonably comparable to that in connection with which liability arose. In the case of any such error, mistake, misprint or omission, the only remedy to the Advertiser will therefore be either of the followings
- a reinstatement of the particular Advertisement in connection with which liability arose or the relevant part thereof (as the case may be) in the next issue of Publication and/or in the relevant HKTDC website;
 - a full refund or a reasonable and proportional refund (as the case may be) of the advertising fee paid to HKTDC for the particular Advertisement in connection with which liability arose; or
 - the cost of a further or corrected Advertisement of a type and standard reasonably comparable to that in connection with which liability arose.
- The Advertiser hereby unconditionally and irrevocably undertakes that it will not make any other claims both legal or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of or otherwise in connection with such error, mistake, misprint and/or omission.
- 4.2 In the event that HKTDC removes any Advertisement placed by the Advertiser for any reason(s) other than those stated in Clause 10.2 of this Contract, HKTDC shall make a reasonable refund of the advertising fee paid to HKTDC for the particular Advertisement which is so removed by HKTDC. In no circumstances shall the total liability of HKTDC for such removal exceed the amount of a full refund of the advertising fee paid to HKTDC for that particular Advertisement which is so removed. The Advertiser hereby undertakes that it will not make any claims both legal and/or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of otherwise in connection with such removal.

- 4.3 The Advertiser may request HKTDC to remove any Advertisement placed before the expiration of the publication period stated in this Contract. In the event that such Advertisement is so removed with the consent and approval of HKTDC, the Advertiser shall not be entitled to any refund of the advertising fee paid to HKTDC nor any other claims both legal and/or equitable against HKTDC whatsoever.

5) REPRESENTATION

- 5.1 HKTDC makes no representation to the Advertiser as to the quality of the Publication and/or the HKTDC website (whether in respect of paper type, colour, resolution, download time, layout presentation or otherwise) and HKTDC shall not be liable to the Advertiser in respect of all or any respect of the quality or otherwise of the Publication and/or the HKTDC website.

6) LIMITATION OF LIABILITY BY HKTDC

- 6.1 HKTDC only provides a communication platform for Advertisers to receive and reply to visitors' enquiries for business purposes. The Advertiser shall properly manage the use and confidentiality of the Message Centre Account and Contact List and should take its own precautions to prevent any misuse thereof by its staff. The Advertiser should inform HKTDC in writing at least 5 working days in advance of any proposed change of its log-in name and password. HKTDC shall in no circumstances be liable to the Advertiser or the visitors to the HKTDC website or any other person for any error, mistake, misuse, delay, loss or omission whatsoever and howsoever occurring in communications between them or the level of safety with which they are conducted. The Advertiser unconditionally and irrevocably undertakes that it will not make any claim either legal or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of or otherwise in connection with such error, mistake, misuse, delay, loss or omission.

7) INTELLECTUAL PROPERTY RIGHTS

- 7.1 The Advertiser hereby undertakes to act in good faith in all respects and represents, warrants and undertakes that (i) no third party intellectual property rights or any other rights will be infringed as a result of the publication of any Advertisement on the Publication and/or the HKTDC website featuring the Advertiser's products or services and/or in any material supplied by the Advertiser to HKTDC in relation to or otherwise in connection with the Advertisement; (ii) the Advertiser's Advertisement complies with and will comply with all applicable laws and regulations, including without limitation, those relating to advertising; and (iii) it has obtained all necessary consents and licences for the Advertisement.
- 7.2 HKTDC reserves the sole and absolute discretion to decline to publish any printed Advertisement if it reasonably suspects that the Advertisement may (i) involve the infringement of intellectual property rights or other rights of any third party; or (ii) otherwise contravene Clause 7.1 of this Contract, unless the Advertiser can, within 3 working days of being requested to do so, adduce evidence to the satisfaction of HKTDC that (a) it has the right to place the Advertisement and/or the Advertisement does not infringe any intellectual property rights of any third party; or (b) the Advertisement does not contravene Clause 7.1 of this Contract. In respect of online advertisements published on the HKTDC website, HKTDC shall remove the Advertisement immediately if it reasonably suspects that the Advertisement may (i) involve the infringement of intellectual property rights or other rights of any third party; or (ii) otherwise contravene Clause 7.1 of this Contract. HKTDC shall consider to publish the advertisements again if the Advertiser can, within 3 working days of being requested to do so, adduce evidence to the satisfaction of HKTDC that (a) it has the right to place the Advertisement and/or the Advertisement does not infringe any intellectual property rights of any third party; or (b) the Advertisement does not contravene Clause 7.1 of this Contract. The Advertiser agrees that it shall comply with the complaint procedure applicable to the Advertisement regarding infringement of intellectual property rights that the HKTDC may issue from time to time, whether as a complainant of infringement of intellectual property right or as a party subject to any such complaint.
- 7.3 HKTDC reserves the sole and absolute discretion to decline to publish/remove any Advertisement if the Advertiser is found to have committed any act which, in the opinion of HKTDC, might prejudice or damage the reputation and/or image of Hong Kong, its industries, or HKTDC. Areas of concern include product safety and respect for intellectual property rights (IPR), labour rights and environmental laws.

8) INDEMNITY

- 8.1 The Advertiser hereby undertakes and agrees to fully and unconditionally indemnify and hold HKTDC and its agents, representatives, contractors and employees harmless against any claims, damages, penalties, losses or any expenses howsoever incurred as a result of or in connection with (i) any breach or alleged breach of representation, warranty or undertaking given by the Advertiser herein; (ii) any infringement or alleged infringement of intellectual property rights, including but not limited to patents, registered designs, copyrights or trade mark infringement arising as a result of the insertion of any Advertisement by the Advertiser or any agent of the Advertiser in any Publication published by HKTDC and/or in the HKTDC website; (iii) any claim that the Advertisement involves false or deceptive advertising or sale practices; (iv) any claim arising or in connection with Clause 9.1 of this Contract and/or (v) any third party claims whatsoever arising in or derived from or as a result of the insertion of any Advertisement by the Advertiser.

9) PROOF OF QUALITY

- 9.1 All statements, claims or representations ("Claims") in the Advertisement regarding the quality of the Advertiser's products or services must be (i) accompanied by a clear and written reference in the Advertisement to the independent survey, research or other source upon which the Claims are based; and (ii) supported by the relevant independent survey, research or other source, a copy of which must be provided to HKTDC.

10) WARRANTIES

- 10.1 The Advertiser hereby warrants that it has not been and is not engaged in any legal proceedings (including litigation, arbitration and/or prosecution) and no such proceedings were or are pending or threatened, nor are there any facts likely to give rise to such proceedings known or which would on reasonable enquiry be known to the Advertiser or its directors, other than those which have been disclosed to HKTDC in writing prior to the entering of this Contract. The Advertiser acknowledges that it shall immediately notify HKTDC in writing upon becoming aware of any matter or thing which has rendered or may or is likely to render any warranty in these terms and conditions untrue or incorrect.
- 10.2 In the event of any breach by the Advertiser of any of its warranties, undertakings and/or other provisions of this Contract, HKTDC shall have the right at its sole and absolute discretion to remove from the Publication and/or the HKTDC website Advertisement placed by the Advertiser forthwith and/or to terminate this Contract forthwith without notice, in which case HKTDC shall not be liable to refund any advertising fee paid to HKTDC for such Advertisement so removed and the Advertiser hereby undertakes that it will not make any claims both legal or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of or otherwise in connection with such removal.

11) ADVERTISEMENT PREPARATION, REVIEW AND APPROVAL

- 11.1 The content and all colour proofs, digital files, copies, artworks, photos, pictures, graphics or information involved of an Advertisement are subject to final approval by HKTDC which reserves all its rights to amend or refuse any Advertisement. Any such amendment or refusal shall not result in HKTDC incurring any liability to the Advertiser or its agents whatsoever.
- 11.2 All Advertisement and/or web page designs (including, without limitation, text, graphics and pictures) and artworks must be submitted to HKTDC not less than 30 days before the first day of the publication period stated in this Contract for HKTDC's approval. All submitted colour proofs and digital files will not be returned.
- 11.3 All digital files must be attached with colour proofs for printing reference.

- 11.4 No proofs will be provided to the Advertiser prior to publication of the Advertisement.

12) PRICING

- 12.1 Payment in respect of Advertisements must be received by HKTDC (in the case that the Advertisement order is placed by the Advertiser through an advertising agency accredited by HKTDC) as per terms of payment of respective agencies or (in the case that an Advertisement order is placed directly to HKTDC by the Advertiser) not less than 30 days before the first day of the publication period stated in this Contract, and any late payment shall entitle HKTDC, at its sole and absolute discretion, to refuse publication of any Advertisement without incurring any liability whatsoever to the Advertiser or its agent as a result of its refusal to publish.

13) LONG-TERM BOOKING

- 13.1 Long-term bookings are subject to price variation and format alteration and when announced by HKTDC from time to time.

14) DISPOSAL OF ADVERTISEMENT MATERIALS

- 14.1 All submitted web page designs (including, without limitation, text, graphics and pictures), artworks and digital files must be collected by the advertising agency or Advertiser from HKTDC (within 3 calendar months of the first day of the publication period stated in this Contract). HKTDC reserves all its rights to dispose of or otherwise deal with all uncollected materials in such manner as it thinks fit and Advertiser is not entitled to any compensation whatsoever.
- 14.2 All Advertisement on Publication must be submitted to HKTDC in digital files (in PDF/X1a:2001 format or such other format as may be specified by HKTDC from time to time in its sole and absolute discretion) and accompanied by colour proofs for printing reference. Only if the Advertiser chooses to supply the colour proofs in conformity with ISO 12647-2 standard, HKTDC will instruct its printer to print the corresponding Advertisement in conformity with such ISO standard to ensure colour quality of the advertisement. HKTDC shall have no liability for the colour quality or other aspects of the Publication and the foregoing is subject always to Clause 5.1 of this Contract. No proofs will be provided to the Advertiser prior to publication of the Advertisement.

15) FORCE MAJEURE

- 15.1 If either the Advertiser or HKTDC is affected by any cause outside or beyond its reasonable control including (without limitation) acts of God, interruption or disruption in transmission of an Advertisement or any enquiry from visitors of the HKTDC website, war, riot, malicious acts of damage, civil commotion, strike, lockout, industrial dispute, refusal or licence, power failure, fire, computer virus or the lack of availability of materials, it shall promptly notify the other party of the nature and extent of the circumstances in question. Notwithstanding any other provision of this Contract, neither party shall be deemed to be in breach of the terms and conditions of this Contract, or otherwise be liable to the other, for any delay and the performance of its obligation shall be extended accordingly as the case may be.

16) LINKING OF WEBSITE

- 16.1 The Advertiser hereby undertakes not to place or incorporate or link directly or indirectly with any other websites, advertisements, or any other promotional commercials, private or public etc of the Advertiser or any other third party company, corporation or person save and except with HKTDC's prior written consent. In case of any breach of this Clause, HKTDC shall be entitled to delink the Advertiser's link with the HKTDC website and to claim against the Advertiser for any losses or damages suffered as a result of or in connection with, directly or indirectly, the aforesaid breach.

17) ENTITLEMENT OF FREE COPY

- 17.1 Advertisers of each unit of Advertisement are entitled to one free copy of the respective Publication where the Advertisement appears.

18) SOLICITING

- 18.1 Any person, excluding any officer or employee of HKTDC but including any accredited advertising agency of HKTDC, in soliciting orders for advertising spaces and in all dealings and correspondence with the Advertiser in relation or incidental thereto shall act on its own behalf as principal and not as agent for or partner of HKTDC. HKTDC shall not be liable for any representation, act, omission, neglect or default of any such person whatsoever.

19) GOVERNING LAW AND JURISDICTION

- 19.1 These terms and conditions are governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China and the parties hereby agree to submit themselves to the non-exclusive jurisdiction of the Hong Kong Special Administrative Region courts and jurisdiction.

20) MISCELLANEOUS

- 20.1 HKTDC reserves the right to interpret, alter and amend any of these terms and conditions at any time it considers necessary. The amended terms and conditions shall become effective immediately upon posting of the same on our website at http://info.hktcdc.com/promotion_terms/index.htm. Once the amended terms and conditions have been posted on our website at http://info.hktcdc.com/promotion_terms/index.htm, the Advertiser will be deemed to have notice of the same and have accepted the amended terms and conditions. All interpretations of these terms and conditions by HKTDC shall be final and binding on the Advertiser.

21) SUPPLIER REFERENCE

- 21.1 The data and information of suppliers ("the Suppliers' Information") contained on, distributed through or linked or downloaded from HKTDC website or any services contained on the Website are provided by HKTDC and third party providers ("Vendors"). The Suppliers' Information is provided by the individual suppliers to the Vendors, and in turn provided by the Vendors to the best knowledge of the Vendors without verification by HKTDC. Neither HKTDC nor the Vendors represent or make any warranty in respect of the accuracy, completeness, reliability or continuous supply of the Suppliers' Information. Any reliance by you of the Suppliers' Information or any data or information contained herein will be at your own risk and neither HKTDC nor the Vendors shall be responsible or liable to you or to any other person for any direct, indirect, incidental or other damages or loss arising out of any use or inability to use the Suppliers' Information. HKTDC reserves the right in its sole and absolute discretion, but without any obligation, to make changes or amendments to or correct any error in the Suppliers' Information without notice. HKTDC and all Vendors herein expressly disclaim any and all warranties, express or implied and do not accept any responsibility in respect of the Suppliers' Information. The above is without prejudice to the Terms of Use and Privacy Statement published on HKTDC website

- 21.2 The Advertiser hereby agrees and accepts that HKTDC has the right to upload the information provided by the Vendors about the Advertiser on the website of www.hktcdc.com.

22) INTERTEK VERIFIED SERVICES

- 22.1 For the terms and conditions of Intertek Verified Services, please visit the website at http://info.hktcdc.com/terms_intertek/index.htm. HKTDC reserves the right to interpret, alter and amend any of these terms and conditions at any time it considers necessary. The amended terms and conditions shall become effective immediately upon posting of the same on our website at http://info.hktcdc.com/terms_intertek/index.htm. Once the amended terms and conditions have been posted on our website at http://info.hktcdc.com/terms_intertek/index.htm, the Advertiser will be deemed to have notice of the same and have accepted the amended terms and conditions. All interpretations of these terms and conditions by HKTDC shall be final and binding on the Advertiser



Hong Kong Gifts & Premium Fair 香港禮品及贈品展



27-30/4/2010

Fax: (852) 2169 9027
Attn: Exhibitions Department

Part VI 第六部份 Additional Promotion Package – Official Magazine, Showcase & Enhanced Online Promotions 額外推廣計劃 – 大會指定產品雜誌、陳列飾櫃及網上推廣計劃加強版

1) Official Fair Magazine Special Advertising Offer 大會指定產品雜誌廣告優惠

HKTDC Gifts, Premium & Stationery published by Hong Kong Trade Development Council is the official magazine of the fair and will be distributed to visiting buyers free at the fairground. Exhibitors' full-page advertisements in the magazine will be published in the "Exhibitor Highlights" section without incurring any loading charge.

香港貿易發展局出版的《香港貿發局禮品及文具》為香港貿發局香港禮品及贈品展大會指定產品雜誌，將於展覽會中大量免費派發予入場買家。凡參展商在此雜誌刊登的全版廣告，將可免費被安排編印於雜誌較前位置的「展覽會專輯」部份。

Publication 產品雜誌	Full page colour ad rate 全版彩色廣告費	Booking Deadline 預訂截止日期	Ad page(s) 刊登頁數	Total ad fee 總廣告費
HKTDC Gifts, Premium & Stationery Apr 2010 issue 《香港貿發局禮品及文具》2010年4月號	<input type="checkbox"/> HK\$13,500/US\$1,740 per page 每頁 (Loading charge per page waived 豁免特別廣告位每頁附加費：HK\$2,700/US\$348)	5 Mar 2010 2010年3月5日		

2) Showcase & Enhanced Online Promotions 陳列飾櫃及網上推廣計劃加強版

In order to provide additional exposure for exhibitors, we are pleased to offer the following packages:
為參展商提供更多宣傳機會，本局特別推出以下陳列飾櫃及網上推廣計劃加強版供各參展商訂購：

Deadline : 30 Nov 2009
截止日期：2009年11月30日

Promotion Package 推廣計劃	Option 選項	Package Details 計劃內容		Price Per Unit* 價格*
		Showcase Location# 陳列飾櫃位置#	Size (W x D x H) 陳列飾櫃面積 (闊 x 深 x 高)	
1. Showcase 陳列飾櫃	<input type="checkbox"/> A	Near Harbour Kitchen 港灣茶餐廳附近	1.4M (米) x 0.5M (米) x 1.0M (米)	HK\$12,100 / US\$1,638
	<input type="checkbox"/> B	Hall Entrance & Concourse 展覽館外通道及入口	1.0M (米) x 0.5M (米) x 1.0M (米)	HK\$6,200 / US\$840
2. Enhanced Online Promotions 網上推廣計劃加強版	<input type="checkbox"/> C	12-month promotions at hktcdc.com (www.hktcdc.com) 「貿發網」(www.hktcdc.com) 12個月推廣計劃		HK\$11,060 / US\$1,420
3. Showcase Plus# 陳列飾櫃 + 網上推廣計劃加強版#	<input type="checkbox"/> D	Option A and 6-month promotions at hktcdc.com (www.hktcdc.com) 選項A及「貿發網」(www.hktcdc.com) 6個月推廣計劃		HK\$18,100 / US\$2,408
	<input type="checkbox"/> E	Option B and 6-month promotions at hktcdc.com (www.hktcdc.com) 選項B及「貿發網」(www.hktcdc.com) 6個月推廣計劃		HK\$12,200 / US\$1,610

* Under the pricing arrangement of the above, all non-HK applicants are subject to the payment at the abovementioned rate in US dollar. The pricing rate listed in Hong Kong dollar would be applicable to Hong Kong applicants only.
以上的港元價格僅適用於香港公司之申請，而非香港公司的申請必須以美元價格繳付。

Exhibitors who apply for the Showcase Plus package will enjoy priority in showcase allocation. This offer is only applicable to exhibitors who submit the applications before the deadline. Showcase locations are subject to change without prior notice. The Organiser has the right of final decision in case of any dispute. Existing hktcdc.com advertisers will receive a self-selected-keyword priority listing on the website for 1 month. Please turn overleaf for the details of Enhanced Online Promotions.

參加「陳列飾櫃 + 網上推廣計劃加強版」組合之參展商可獲優先分配陳列飾櫃。此優惠只適用於截止日期前申請之參展商。陳列飾櫃之位置或有更改而毋須預先通知。如有任何爭議，主辦機構保留最終之決定權。「貿發網」現有廣告客戶如參加此組合，將獲「貿發網」自選關鍵字搜尋結果頁優先排名，為期一個月。請參考後頁之網上推廣計劃加強版介紹。

Configuration of the Showcases 陳列飾櫃結構圖

Option A
選項A

Option B
選項B

Showcase Location#

Organiser 主辦機構:

In cooperation with 協辦機構:



**One-year Enhanced Online Promotions at www.hktdc.com
 一年「貿發網」(www.hktdc.com) 網上推廣計劃加強版**

Exhibitors can enjoy additional exposure at www.hktdc.com and obtain more buyer contacts through this package:
 參展商可透過此計劃增加在「貿發網」(www.hktdc.com)的曝光機會，並藉此獲取更多買家查詢：

- Post company information and product photos at www.hktdc.com for one year (100 photos on English site, and unlimited photos on Chinese site), where buyers can view your exhibits before, during and after the fair.
 於「貿發網」登載公司資料及產品照片，為期一年(英文網站100張，中文網站無限張)，讓買家在展覽會前、舉行期間及結束後瀏覽您的展品。
- Receive priority referrals to related buyers visiting HKTDC trade fairs and get a related buyers' list FREE.
 優先獲推介予相關香港貿發局展覽會買家，並可免費獲取相關的買家名單。
- Complimentary Dun & Bradstreet verification service offered to highlight exhibitor's commercial integrity and thus increase buyer-confidence.
 由國際著名認證機構鄧白氏(Dun & Bradstreet)認證公司資料，突顯企業誠信，加強買家的信心。
- Product descriptions, photos and keywords edited by Web specialists to boost exposure and search rankings (for a maximum of 30 products at English site).
 專人修訂英文網站中的產品說明、圖片及關鍵詞，提升曝光率及搜索排名(最多30項產品)。

Customer Service Line 客戶服務專線 : (852) 1830668 Email 電郵 : supplier@hktdc.org

Remarks:

1. Enhanced Online Promotions are only available to exhibitors at the respective fairs.
2. Due to production and uploading procedures, advertiser's information will not be featured for three weeks during the Enhanced Online Promotions period.
3. The launch date of individual advertiser's Enhanced Online Promotions are determined by the date of submission of materials.

註:

1. 參加網上推廣計劃加強版的公司必須為該相關展覽會之參展商。
2. 在網上推廣計劃加強版展示期間，我們約需三星期進行資料製作，客戶所登載的資料將在此段期間不能顯示在網站上。
3. 個別參展商之網上推廣計劃加強版正式開始日期將視乎提交資料的時間而定。

Total Participation Fee 總參加費用

HK\$ / US\$

Acceptance of Display Showcase / Showcase Plus application is subject to showcase availability. In case of over subscription, application before the deadline will be accepted on a balloting basis. Application after the deadline will be considered on a first-come-first-served basis.

We hereby apply for the Display Showcase / Enhanced Online Promotions / Showcase Plus at the HKTDC Hong Kong Gifts & Premium Fair 2010 and agree to follow the HKTDC and D&B Checked Services terms and regulations, which are posted on http://info.hktdc.com/promotion_terms/index.htm. We understand that the location and allocation of showcase and the screening of exhibits for the showcase display are at the Organiser's sole discretion.

陳列飾櫃 / 陳列飾櫃+網上推廣計劃加強版組合在超額申請情況下，於截止日期前之申請會否被接納將以抽籤方式決定。截止日期後之申請將以先到先得方式處理。

本公司現申請以上香港貿發局香港禮品及贈品展2010之陳列飾櫃 / 網上推廣計劃加強版 / 陳列飾櫃+網上推廣計劃加強版組合，並同意遵守分別刊載於 http://info.hktdc.com/promotion_terms/index.htm 的香港貿發局及「鄧白氏認證服務」條件及條款。本公司明白主辦機構有權更改及分配陳列飾櫃之位置、數量及甄選於陳列飾櫃內之展品，本公司不會異議。

Company Name 公司名稱 : _____

Person In-charge 負責人 : _____ Contact Person 聯絡人 : _____ Title 職位 : _____

Tel 電話 : (_____) - (_____) Fax 傳真 : (_____) - (_____)

Address 地址 : _____

Business Registration Certificate No. 商業登記證 : _____

Email 電郵 : _____ Website 網站 : _____

Display Items 展示產品 : _____

Company Stamp & Authorised Signature 公司印鑑及負責人簽名 : _____

For Exhibition Agents Use Only 供參展代理商使用

Authorized signature & company stamp
 認可簽名及代理印章 :

Contract date 簽約日期 : _____

Contact Person 聯絡人 : _____ Position 職位 : _____

Tel 電話 : (_____) - (_____) Fax 傳真 : (_____) - (_____)

Terms & Conditions for Online Promotions

1) INTERPRETATION

- 1.1 In this Terms & Conditions unless the contrary intention appears the following definition(s) apply:
- "Advertisements"** print advertisements and/or online advertisements accepted for publication by HKTDC on Publication and/or the HKTDC website
- "Advertisers"** any person and/or company and/or business who place Advertisements on Publication and/or the HKTDC website
- "Publication"** any publication published or owned by HKTDC on which Advertisements provided by Advertisers are published with HKTDC's permission
- "HKTDC"** Hong Kong Trade Development Council
- "HKTDC website"** "www.hktcdc.com" or any other Internet website operated by HKTDC on which Advertisements provided by Advertisers are published with HKTDC's permission
- 1.2 Words denoting the singular shall include the plural and vice versa.
- 1.3 The headings in this Terms and Conditions are inserted for convenience only and do not affect its construction.

2) GENERAL

- 2.1 All Advertisers must be legally and validly registered companies or businesses either in Hong Kong Special Administrative Region or in their country of origin. HKTDC reserves its rights to (i) require Advertisers to produce a copy of their business registration certificate, certificate of incorporation or other company or business registration documents at any time and (ii) refuse to accept an Advertisement order if such documents are not provided by the Advertisers.

3) CANCELLATION, SUSPENSION AND ALTERATION

- 3.1 Advertisements may only be cancelled subject to:
- the confirmation of agreement for cancellation by HKTDC which shall be made at the sole and absolute discretion of HKTDC; and
 - the right of HKTDC to claim against the Advertiser for the full scale amount and/or charges in respect of all Advertisements that have been published by HKTDC under this Contract and also without prejudice to the rights and remedies of HKTDC against the Advertiser in respect of any accrued or antecedent claim or breach of any of the terms and conditions set out in this Contract; and
 - the full payment of the claim referred to in b) above by the Advertiser.
- 3.2 HKTDC shall have the right at its sole and absolute discretion to
- change the position of any Advertisement accepted for publication in the Publication and/or the HKTDC website without any notice
 - make any alteration it deems necessary or desirable in any Advertisement and require any block, copy or advertising material to be amended or altered to meet HKTDC's approval; and
 - vary or modify the website address, name, design, layout, contents, production, download time, time of publication, resolution, packaging, any other matter in relation to the Publication and/or the HKTDC website or any issue thereof or any other matters relating to the HKTDC website and any property owned by HKTDC on which Advertisements are published without prior notice and HKTDC shall not be responsible for any losses, damages, costs or expenses that the Advertiser incurs as a result of or in connection with such variation or modification.
- 3.3 The date(s) and month(s) of publication of the Publication and/or the HKTDC website or any issue thereof as advised by HKTDC (whether under this Contract or otherwise) is/are for indication only. HKTDC shall have the right at its sole and absolute discretion to alter the date/month of publication of the Publication and/or the HKTDC website, cancel or suspend the publication of the Publication or any issue thereof and/or the HKTDC website without any prior notice to the Advertiser. In the event HKTDC cancels or suspends the publication of the Publication or any issue thereof and/or the HKTDC website, HKTDC shall make a reasonable and proportional refund of the advertising fee paid to HKTDC for the particular Advertisement which is not published or launched by HKTDC or which is not published or launched by HKTDC for the full term of the publication period stated in this Contract because of the aforesaid cancellation or suspension without any compensation. In no circumstances shall the total liability of HKTDC for any such alteration, cancellation or suspension exceed the amount of a full refund of the advertising fee paid to HKTDC for the particular Advertisement in connection with which liability arose. The Advertiser hereby unconditionally and irrevocably undertakes that it will not make any other claim both legal or equitable against HKTDC, its servants and/or agents for any losses or expenses that it may suffer or incur as a result of or otherwise in connection with such alteration, cancellation or suspension.
- 3.4 Without prejudice to Clause 3.1 of this Contract, if the Advertiser for whatever reason cancels any Advertisement placed with the HKTDC under this Contract, the HKTDC shall have the right to demand repayment in full of any concessions, discounts and/or price reduction given to the Advertiser in respect of such Advertisement. If the Advertiser, due to any fault or inaction on its part or as a result of its own decision, fails to place all the Advertisements under the date and time specified in the Contract, the HKTDC shall have the right to demand repayment of discounts, concessions, and/or price reduction (including without limitation any series discounts given to long-term booking) given to the Advertiser in respect of any other advertisement under the Contract.

4) REMEDY AND REFUND

- 4.1 In the event of any error, mistake, misprint or omission in the launching, printing or publication of an Advertisement or any part thereof which arises out of the negligence or default of HKTDC, HKTDC will reinstate the Advertisement or the relevant part thereof (as the case may be) in the next issue or remedy such error, mistake, misprint or omission as soon as practicable or make a reasonable and proportional refund or adjustment to the advertising fee. No reinstatement, fee refund or adjustment will be made where the error, mistake, misprint or omission does not materially detract from the Advertisement. In no circumstances shall the total liability of HKTDC for any error, mistake, misprint or omission exceed the amount of a full refund of the advertising fee paid to HKTDC for the particular Advertisement in connection with which liability arose or the cost of a further or corrected Advertisement of a type and standard reasonably comparable to that in connection with which liability arose. In the case of any such error, mistake, misprint or omission, the only remedy to the Advertiser will therefore be either of the followings
- a reinstatement of the particular Advertisement in connection with which liability arose or the relevant part thereof (as the case may be) in the next issue of Publication and/or in the relevant HKTDC website;
 - a full refund or a reasonable and proportional refund (as the case may be) of the advertising fee paid to HKTDC for the particular Advertisement in connection with which liability arose; or
 - the cost of a further or corrected Advertisement of a type and standard reasonably comparable to that in connection with which liability arose.
- The Advertiser hereby unconditionally and irrevocably undertakes that it will not make any other claims both legal or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of or otherwise in connection with such error, mistake, misprint and/or omission.
- 4.2 In the event that HKTDC removes any Advertisement placed by the Advertiser for any reason(s) other than those stated in Clause 10.2 of this Contract, HKTDC shall make a reasonable refund of the advertising fee paid to HKTDC for the particular Advertisement which is so removed by HKTDC. In no circumstances shall the total liability of HKTDC for such removal exceed the amount of a full refund of the advertising fee paid to HKTDC for that particular Advertisement which is so removed. The Advertiser hereby undertakes that it will not make any claims both legal and/or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of otherwise in connection with such removal.

- 4.3 The Advertiser may request HKTDC to remove any Advertisement placed before the expiration of the publication period stated in this Contract. In the event that such Advertisement is so removed with the consent and approval of HKTDC, the Advertiser shall not be entitled to any refund of the advertising fee paid to HKTDC nor any other claims both legal and/or equitable against HKTDC whatsoever.

5) REPRESENTATION

- 5.1 HKTDC makes no representation to the Advertiser as to the quality of the Publication and/or the HKTDC website (whether in respect of paper type, colour, resolution, download time, layout presentation or otherwise) and HKTDC shall not be liable to the Advertiser in respect of all or any respect of the quality or otherwise of the Publication and/or the HKTDC website.

6) LIMITATION OF LIABILITY BY HKTDC

- 6.1 HKTDC only provides a communication platform for Advertisers to receive and reply to visitors' enquiries for business purposes. The Advertiser shall properly manage the use and confidentiality of the Message Centre Account and Contact List and should take its own precautions to prevent any misuse thereof by its staff. The Advertiser should inform HKTDC in writing at least 5 working days in advance of any proposed change of its log-in name and password. HKTDC shall in no circumstances be liable to the Advertiser or the visitors to the HKTDC website or any other person for any error, mistake, misuse, delay, loss or omission whatsoever and howsoever occurring in communications between them or the level of safety with which they are conducted. The Advertiser unconditionally and irrevocably undertakes that it will not make any claim either legal or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of or otherwise in connection with such error, mistake, misuse, delay, loss or omission.

7) INTELLECTUAL PROPERTY RIGHTS

- 7.1 The Advertiser hereby undertakes to act in good faith in all respects and represents, warrants and undertakes that (i) no third party intellectual property rights or any other rights will be infringed as a result of the publication of any Advertisement on the Publication and/or the HKTDC website featuring the Advertiser's products or services and/or in any material supplied by the Advertiser to HKTDC in relation to or otherwise in connection with the Advertisement; (ii) the Advertiser's Advertisement complies with and will comply with all applicable laws and regulations, including without limitation, those relating to advertising; and (iii) it has obtained all necessary consents and licences for the Advertisement.
- 7.2 HKTDC reserves the sole and absolute discretion to decline to publish any printed Advertisement if it reasonably suspects that the Advertisement may (i) involve the infringement of intellectual property rights or other rights of any third party; or (ii) otherwise contravenes Clause 7.1 of this Contract, unless the Advertiser can, within 3 working days of being requested to do so, adduce evidence to the satisfaction of HKTDC that (a) it has the right to place the Advertisement and/or the Advertisement does not infringe any intellectual property rights of any third party; or (b) the Advertisement does not contravene Clause 7.1 of this Contract. In respect of online advertisements published on the HKTDC website, HKTDC shall remove the Advertisement immediately if it reasonably suspects that the Advertisement may (i) involve the infringement of intellectual property rights or other rights of any third party; or (ii) otherwise contravenes Clause 7.1 of this Contract. HKTDC shall consider to publish the advertisements again if the Advertiser can, within 3 working days of being requested to do so, adduce evidence to the satisfaction of HKTDC that (a) it has the right to place the Advertisement and/or the Advertisement does not infringe any intellectual property rights of any third party; or (b) the Advertisement does not contravene Clause 7.1 of this Contract. The Advertiser agrees that it shall comply with the complaint procedure applicable to the Advertisement regarding infringement of intellectual property rights that the HKTDC may issue from time to time, whether as a complainant of infringement of intellectual property right or as a party subject to any such complaint.
- 7.3 HKTDC reserves the sole and absolute discretion to decline to publish/remove any Advertisement if the Advertiser is found to have committed any act which, in the opinion of HKTDC, might prejudice or damage the reputation and/or image of Hong Kong, its industries, or HKTDC. Areas of concern include product safety and respect for intellectual property rights (IPR), labour rights and environmental laws.
- 8) INDEMNITY
- 8.1 The Advertiser hereby undertakes and agrees to fully and unconditionally indemnify and hold HKTDC and its agents, representatives, contractors and employees harmless against any claims, damages, penalties, losses or any expenses howsoever incurred as a result of or in connection with (i) any breach or alleged breach of representation, warranty or undertaking given by the Advertiser herein; (ii) any infringement or alleged infringement of intellectual property rights, including but not limited to patents, registered designs, copyrights or trade mark infringement arising as a result of the insertion of any Advertisement by the Advertiser or any agent of the Advertiser in any Publication published by HKTDC and/or in the HKTDC website; (iii) any claim that the Advertisement involves false or deceptive advertising or sale practices; (iv) any claim arising or in connection with Clause 9.1 of this Contract and/or (v) any third party claims whatsoever arising in or derived from or as a result of the insertion of any Advertisement by the Advertiser.

9) PROOF OF QUALITY

- 9.1 All statements, claims or representations ("Claims") in the Advertisement regarding the quality of the Advertiser's products or services must be (i) accompanied by a clear and written reference in the Advertisement to the independent survey, research or other source upon which the Claims are based; and (ii) supported by the relevant independent survey, research or other source, a copy of which must be provided to HKTDC.

10) WARRANTIES

- 10.1 The Advertiser hereby warrants that it has not been and is not engaged in any legal proceedings (including litigation, arbitration and/or prosecution) and no such proceedings were or are pending or threatened, nor are there any facts likely to give rise to such proceedings known or which would on reasonable enquiry be known to the Advertiser or its directors, other than those which have been disclosed to HKTDC in writing prior to the entering of this Contract. The Advertiser acknowledges that it shall immediately notify HKTDC in writing upon becoming aware of any matter or thing which has rendered or may or is likely to render any warranty in these terms and conditions untrue or incorrect.
- 10.2 In the event of any breach by the Advertiser of any of its warranties, undertakings and/or other provisions of this Contract, HKTDC shall have the right at its sole and absolute discretion to remove from the Publication and/or the HKTDC website Advertisement placed by the Advertiser forthwith and/or to terminate this Contract forthwith without notice, in which case HKTDC shall not be liable to refund any advertising fee paid to HKTDC for such Advertisement so removed and the Advertiser hereby undertakes that it will not make any claims both legal or equitable against HKTDC, its servants and/or agents for any losses, damages, costs or expenses that it may suffer or incur as a result of or otherwise in connection with such removal.

11) ADVERTISEMENT PREPARATION, REVIEW AND APPROVAL

- 11.1 The content and all colour proofs, digital files, copies, artworks, photos, pictures, graphics or information involved of an Advertisement are subject to final approval by HKTDC which reserves all its rights to amend or refuse any Advertisement. Any such amendment or refusal shall not result in HKTDC incurring any liability to the Advertiser or its agents whatsoever.
- 11.2 All Advertisement and/or web page designs (including, without limitation, text, graphics and pictures) and artworks must be submitted to HKTDC not less than 30 days before the first day of the publication period stated in this Contract for HKTDC's approval. All submitted colour proofs and digital files will not be returned.
- 11.3 All digital files must be attached with colour proofs for printing reference.

- 11.4 No proofs will be provided to the Advertiser prior to publication of the Advertisement.

12) PRICING

- 12.1 Payment in respect of Advertisements must be received by HKTDC (in the case that the Advertisement order is placed by the Advertiser through an advertising agency accredited by HKTDC) as per terms of payment of respective agencies or (in the case that an Advertisement order is placed directly to HKTDC by the Advertiser) not less than 30 days before the first day of the publication period stated in this Contract, and any late payment shall entitle HKTDC, at its sole and absolute discretion, to refuse publication of any Advertisement without incurring any liability whatsoever to the Advertiser or its agent as a result of its refusal to publish.

13) LONG-TERM BOOKING

- 13.1 Long-term bookings are subject to price variation and format alteration and when announced by HKTDC from time to time.

14) DISPOSAL OF ADVERTISEMENT MATERIALS

- 14.1 All submitted web page designs (including, without limitation, text, graphics and pictures), artworks and digital files must be collected by the advertising agency or Advertiser from HKTDC (within 3 calendar months of the first day of the publication period stated in this Contract). HKTDC reserves all its rights to dispose of or otherwise deal with all uncollected materials in such manner as it thinks fit and Advertiser is not entitled to any compensation whatsoever.
- 14.2 All Advertisement on Publication must be submitted to HKTDC in digital files (in PDF/X1a:2001 format or such other format as may be specified by HKTDC from time to time in its sole and absolute discretion) and accompanied by colour proofs for printing reference. Only if the Advertiser chooses to supply the colour proofs in conformity with ISO 12647-2 standard, HKTDC will instruct its printer to print the corresponding Advertisement in conformity with such ISO standard to ensure colour quality of the advertisement. HKTDC shall have no liability for the colour quality or other aspects of the Publication and the foregoing is subject always to Clause 5.1 of this Contract. No proofs will be provided to the Advertiser prior to publication of the Advertisement.

15) FORCE MAJEURE

- 15.1 If either the Advertiser or HKTDC is affected by any cause outside or beyond its reasonable control including (without limitation) acts of God, interruption or disruption in transmission of an Advertisement or any enquiry from visitors of the HKTDC website, war, riot, malicious acts of damage, civil commotion, strike, lockout, industrial dispute, refusal or licence, power failure, fire, computer virus or the lack of availability of materials, it shall promptly notify the other party of the nature and extent of the circumstances in question. Notwithstanding any other provision of this Contract, neither party shall be deemed to be in breach of the terms and conditions of this Contract, or otherwise be liable to the other, for any delay and the performance of its obligation shall be extended accordingly as the case may be.

16) LINKING OF WEBSITE

- 16.1 The Advertiser hereby undertakes not to place or incorporate or link directly or indirectly with any other websites, advertisements, or any other promotional commercials, private or public etc of the Advertiser or any other third party company, corporation or person save and except with HKTDC's prior written consent. In case of any breach of this Clause, HKTDC shall be entitled to delink the Advertiser's link with the HKTDC website and to claim against the Advertiser for any losses or damages suffered as a result of or in connection with, directly or indirectly, the aforesaid breach.

17) ENTITLEMENT OF FREE COPY

- 17.1 Advertisers of each unit of Advertisement are entitled to one free copy of the respective Publication where the Advertisement appears.

18) SOLICITING

- 18.1 Any person, excluding any officer or employee of HKTDC but including any accredited advertising agency of HKTDC, in soliciting orders for advertising spaces and in all dealings and correspondence with the Advertiser in relation or incidental thereto shall act on its own behalf as principal and not as agent for or partner of HKTDC. HKTDC shall not be liable for any representation, act, omission, neglect or default of any such person whatsoever.

19) GOVERNING LAW AND JURISDICTION

- 19.1 These terms and conditions are governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China and the parties hereby agree to submit themselves to the non-exclusive jurisdiction of the Hong Kong Special Administrative Region courts and jurisdiction.

20) MISCELLANEOUS

- 20.1 HKTDC reserves the right to interpret, alter and amend any of these terms and conditions at any time it considers necessary. The amended terms and conditions shall become effective immediately upon posting of the same on our website at http://info.hktcdc.com/promotion_terms/index.htm. Once the amended terms and conditions have been posted on our website at http://info.hktcdc.com/promotion_terms/index.htm, the Advertiser will be deemed to have notice of the same and have accepted the amended terms and conditions. All interpretations of these terms and conditions by HKTDC shall be final and binding on the Advertiser.

21) SUPPLIER REFERENCE

- 21.1 The data and information of suppliers ("the Suppliers' Information") contained on, distributed through or linked or downloaded from HKTDC website or any services contained on the Website are provided by HKTDC and third party providers ("Vendors"). The Suppliers' Information is provided by the individual suppliers to the Vendors, and in turn provided by the Vendors to the best knowledge of the Vendors without verification by HKTDC. Neither HKTDC nor the Vendors represent or make any warranty in respect of the accuracy, completeness, reliability or continuous supply of the Suppliers' Information. Any reliance by you of the Suppliers' Information or any data or information contained herein will be at your own risk and neither HKTDC nor the Vendors shall be responsible or liable to you or to any other person for any direct, indirect, incidental or other damages or loss arising out of any use or inability to use the Suppliers' Information. HKTDC reserves the right in its sole and absolute discretion, but without any obligation, to make changes or amendments to or correct any error in the Suppliers' Information without notice. HKTDC and all Vendors herein expressly disclaim any and all warranties, express or implied and do not accept any responsibility in respect of the Suppliers' Information. The above is without prejudice to the Terms of Use and Privacy Statement published on HKTDC website
- 21.2 The Advertiser hereby agrees and accepts that HKTDC has the right to upload the information provided by the Vendors about the Advertiser on the website of www.hktcdc.com.

22) INTERTEK VERIFIED SERVICES

- 22.1 For the terms and conditions of Intertek Verified Services, please visit the website at http://info.hktcdc.com/terms_intertek/index.htm. HKTDC reserves the right to interpret, alter and amend any of these terms and conditions at any time it considers necessary. The amended terms and conditions shall become effective immediately upon posting of the same on our website at http://info.hktcdc.com/terms_intertek/index.htm. Once the amended terms and conditions have been posted on our website at http://info.hktcdc.com/terms_intertek/index.htm, the Advertiser will be deemed to have notice of the same and have accepted the amended terms and conditions. All interpretations of these terms and conditions by HKTDC shall be final and binding on the Advertiser

DUN & BRADSTREET CHECKED SERVICES

TERMS AND CONDITIONS

- DEFINITIONS AND INTERPRETATIONS**
 - In this Agreement, the following words and phrases shall have the following meanings:
 - "Affiliates"** means a person or entity that directly, or indirectly through one or more intermediaries, controls or is controlled by, or is under the common control with, the person or entity specified. For purposes of this definition, "control" shall mean the possession, directly or indirectly, of the power to direct, or cause the direction of, the management and policies of a person or entity through the ownership of voting securities, by contract or otherwise;
 - "Agreement"** means the D&B Checked Registration Form together with the terms and conditions herein;
 - "Channel Distributor(s)"** means distributors appointed by D&B for purposes of promoting the Services;
 - "Charges"** means D&B's charges for the provision of the Services exclusive of all applicable customs duties or import surcharges, sales or value added taxes, rates, duties, levies, or similar tax assessments imposed by any authority, government, or government agency which may apply or may be introduced from time to time, the particulars of which are set out on D&B Checked Registration Form and which may be amended from time to time upon D&B notifying the Customer in writing;
 - "Checked Profile"** means the summary of the commercial business information of the Customer prepared by D&B based on the Materials provided pursuant to Clauses 2.2.1 and shall include any updates thereof;
 - "Checked Website"** means the website with URL address being <http://www.dnb.com/hk> which is owned, maintained and used by D&B for purposes arising out of and/or in connection with D&B's provision of the Services;
 - "Confidential Information"** means any trade secrets and/or confidential or proprietary commercial, financial, marketing, technical or other information, whether disclosed orally or in writing before or after the date of this Agreement, together with any reproductions of such information in any form or medium, and which is either designated as confidential or which is otherwise clearly confidential in nature but shall not include the Materials;
 - "Customer"** means the company identified in the D&B Checked Registration Form, subject to the approval of D&B;
 - "D&B"** means Dun & Bradstreet (HK) Limited whose registered address is at 18/F, Caroline Centre, Lee Gardens Two, 28 Yun Ping Road, Causeway Bay, Hong Kong;
 - "D&B Checked Registration Form"** means the form to be submitted by the Customer for subscription to the Services;
 - "Effective Date"** means the commencement date of the Services appearing on the D&B Checked Registration Form;
 - "Hong Kong"** means the Hong Kong Special Administrative Region of the People's Republic of China;
 - "Initial Period"** means a period of twelve (12) months from the Effective Date;
 - "Intellectual Property Rights"** means copyright and related rights, moral rights, design rights, trade marks and service marks (including internet domain names and email address names), rights in product names, brand names, designs, logos, slogans, get up, formula and inventions, product rights, rights in knowhow, rights in databases and other rights of a like nature (whether registered or unregistered) and all applications for such rights as may exist anywhere in the world;
 - "Materials"** means any data, information, documentation and materials identified on the D&B Checked Registration Form to be provided by the Customer to D&B as required by D&B for purposes of enabling D&B to prepare the Checked Profile;
 - "Parties"** means D&B and the Customer, and the term "Party" refers to either D&B or the Customer;
 - "Services"** means service(s) to be provided by D&B to the Customer in the form of Plan A; the scope of which is more particularly described in Clause 2 and which shall be offered in accordance with the terms and conditions in this Agreement; and
 - "Working Days"** means any day(s) other than (i) Saturdays and Sundays, and (ii) days on which banks are closed for business in Hong Kong.
 - In this Agreement,
 - a statutory provision includes a reference to the statutory provision as modified or re-enacted or both from time to time and any subordinate legislation made under the statutory provision from time to time;
 - a person includes a reference to a body corporate, association or partnership;
 - the word "include" or "including" is to be construed without limitation;
 - a Clause, Schedule or paragraph, unless the context requires otherwise, is a reference to a clause of, a schedule to or a paragraph of a schedule to this Agreement, as amended from time to time in accordance with this Agreement; and
 - the headings are inserted for convenience only, and shall not constitute a part of or be referred to in interpreting this Agreement.
- SERVICE**
 - In consideration of the Charges, D&B agrees to provide the Services to the Customer.
 - The scope of the Services is the following:
 - upon receiving the Materials from the Customer, D&B shall
 - review the Materials; and
 - no later than thirty (30) days upon receiving the Materials prepare the Checked Profile provided that D&B receives adequate and appropriate Materials which shall be determined solely by D&B.
 - D&B shall update the Checked Profile once every six (6) months and in order to take benefit of this updating service, the Customer must provide D&B with all necessary Materials no later than thirty (30) days prior to the date(s) scheduled for updating the Checked Profile which are set out on the D&B Checked Registration Form;
 - any non-scheduled update of the Checked Profile requested by the Customer shall be additionally charged for at the then D&B's current rates which will be made available to the Customer upon request; and
 - The Customer acknowledges and agrees that
 - the information in the Checked Profile shall be valid as at the date of publication and D&B shall have the right, at its sole discretion, to invalidate the status of the Checked Profile if D&B discovers that the information in the Checked Profile is not or may not be accurate as at the date of publication;
 - it is the Customer's sole responsibility to ensure that the Checked Profile is accurate and up-to-date;
 - The Customer may make reference to the Checked Profile but only in the manner stipulated by D&B;
 - D&B shall not have any liability towards any third party for any loss or damage such third party suffers by relying on the Checked Profile and/or the Materials and the Customer further acknowledges and agrees that D&B will not indemnify the Customer in the event any third party claims against the Customer for any loss and damage suffered arising out of or in connection with such third party's reliance on the Checked Profile and/or the Materials;
 - D&B agrees not to use the Materials except for the purposes of performing its obligations to the Customer, carrying out internal analyses and improving D&B's products and services. For the avoidance of doubt the scope of use of the Materials stipulated under this Clause shall extend to all Affiliates of D&B but the restriction shall not apply to Materials that no longer or do not constitute Confidential Information, including without limitation the circumstances set out at Clause 5.2; and
 - D&B shall be entitled, but not obliged, to publish the Checked Profile at the Checked Website or any other websites that are controlled, operated and/or owned by D&B, D&B's Affiliates or the Channel Distributors, subject to any service agreements signed between D&B and the Channel Distributor.
 - WARRANTIES**
 - D&B warrants to the Customer that it shall use all reasonable skill and care to perform the Services and it shall take all reasonable and practical steps to avoid or ameliorate any default on its part in carrying out the Services.
- Except as expressly set out in this Agreement, all conditions, warranties and representations, expressed or implied by (i) statute, (ii) common law or (iii) otherwise, in relation to the provision of the Services are hereby excluded to the maximum extent permitted by law.
- CUSTOMER'S OBLIGATIONS**
 - The Customer shall give D&B clear briefings and shall, at its own expense, make available the Materials to D&B by post or in the form of scanned documents if provided by electronic means and cooperate with D&B for the purposes of enabling D&B to provide the Services and to prepare the Checked Profile.
 - The Customer shall ensure the Materials it provides to D&B and the content of the Checked Profile are up-to-date and where necessary, request that the Checked Profile be updated by D&B. The Customer acknowledges and agrees that D&B shall not be responsible for any inaccuracy or out dated information and/or statements in the Checked Profile to the extent that such information and/or statements are based on the Materials.
- CONFIDENTIAL INFORMATION**
 - Each Party shall keep and procure to be kept secret and confidential all Confidential Information belonging to the other Party disclosed or obtained as a result of the relationship of the Parties under this Agreement and shall not use nor disclose the same save for the purposes of this Agreement or with the prior written consent of the other Party. Where disclosure is made to any employee, sub-contractor or agent or professional advisors, it shall be done subject to obligations equivalent to those set out in this Clause 5. Each Party shall use its best endeavours to procure that any such employee, sub-contractor or agent complies with such obligations. Each Party shall be responsible to the other in respect of any disclosure or use of such confidential information by a person to whom disclosure is made.
 - The foregoing obligations shall not apply, however, to any part of the Confidential Information which (i) was already known to the recipient party (otherwise than following a breach of the Agreement) prior to receipt thereof; (ii) was already in the public domain or becomes so through no fault of the recipient party; (iii) was acquired by the recipient party from a third party having the right to convey the Confidential Information to the recipient party without any obligation of confidentiality not to disclose the same; (iv) is independently developed by the recipient party; and (v) is approved for release by prior written authorisation by the disclosing party.
 - The Parties agree to indemnify each other against loss or damage arising directly from any breach or non-performance of this Clause 5.
- INTELLECTUAL PROPERTY RIGHTS**
 - The Materials
The Customer hereby grants to D&B and its Affiliates a non-exclusive, royalty-free licence to use the Materials for the purpose of fulfilling its obligations under this Agreement and for purposes of Clause 2. The Customer warrants and represents to D&B that it has all necessary rights to the Materials and that the use of the Materials by D&B and its Affiliates will not infringe any third party rights.
 - The Checked Profile
The Customer acknowledges and agrees that any Intellectual Property Rights developed by D&B during the course of its provision of the Services, including without limitation the Checked Profile, shall vest in D&B and the Customer agrees to take all necessary steps to vest such Intellectual Property Rights in D&B, from the date of creation if created later than the date of this Agreement.
 - INTELLECTUAL PROPERTY RIGHTS INDEMNITY**
 - The Customer shall indemnify D&B and hold D&B harmless from and against any and all claims made against D&B alleging that the use of any or all of the Materials permitted under this Agreement infringes the Intellectual Property Rights of a third party. Such indemnity will include all losses, costs (including legal costs) and expenses incurred by D&B as a consequence of such claim. The Customer acknowledges and agrees that D&B's Affiliates may also take benefit of this indemnity.
 - LIMITATION OF LIABILITY**
 - D&B shall not in any circumstances have any liability for any claim for loss of profits or anticipated savings, loss of goodwill or injury to reputation, loss of business opportunity, punitive damages, losses suffered by third party or indirect, consequential or special loss or damage regardless of the form of action, whether in contract, strict liability or tort (including negligence), and regardless of whether D&B knew or had reason to know of the possibility of the loss, injury or damage in question. Such exclusions will apply to the fullest extent permissible at law but D&B does not exclude liability for death or personal injury caused by the negligence of D&B or its Affiliates, its employees or agents, or for fraud.
 - The aggregate liability of D&B to the Customer for all losses, damages, costs, claims or expenses suffered by the Customer arising out of or in connection with any breach by D&B or its Affiliates of the terms of this Agreement or any tort or breach of statutory duty committed by D&B or its Affiliates (or any officer, employee, agent or subcontractor thereof) in connection with the performance or purported performance of D&B's obligations under this Agreement, including without limitation any indemnities given by D&B under this Agreement, shall be limited to and in no circumstances whatsoever exceed the total amount of Charges D&B receives from the Customer under this Agreement.
 - CHARGES AND PAYMENT**
 - The Customer shall pay D&B the Charges within thirty (30) days from the date of receipt of the invoice. Payment can be made by telegraphic transfer or bank remittance or cheque or cash.
 - If the Customer has not paid the Charges by the due date, D&B shall be entitled but not obliged to charge the Customer interest on the overdue amount from the due date up to the actual date of payment (including before and after judgment) at the rate of two percent (2%) per month or at the highest interest rate permissible by law, whichever is the lower. Such interest shall accrue on a daily basis and shall be payable by the Customer on demand.
 - Without prejudice to Clause 9.2, if the Customer fails to make any payment when due and remains in default for seven (7) days following the Customer's receipt of a written notice of such default from D&B, D&B shall have the right to remove the Checked Profile from the Checked Website or other postings or publication of the Checked Profile for the period until the day on which the payment is received by D&B.
 - D&B shall have the right to revise the Charges once every twelve (12) months commencing from the Effective Date. The revised Charges shall only take effect upon notification by D&B.
 - FORCE MAJEURE**
 - No Party will be liable to the other for any delay or non-performance of its obligations under this Agreement arising from any cause or causes beyond its reasonable control including, without limitation, any of the following: act of God, governmental act, war, inclement weather, fire, flood, explosion, civil commotion, outbreak of epidemics or strikes.
 - TERM AND TERMINATION**
 - Subject to earlier termination as provided for in this Agreement, the Agreement
 - commences on the Effective Date and will continue in force for the Initial Period; and
 - shall be renewed automatically for further successive terms of twelve (12) months each unless the Customer notifies D&B in writing of its intention to terminate the Agreement and that such a notice must be received by D&B at least three (3) months prior to the expiration of the Initial Period and in the case of renewals after the Initial Period, three (3) months prior to the expiration of each subsequent term. In the absence of any written notice of termination from the Customer, D&B will confirm in writing the renewal of the Agreement prior to the expiration of the Initial Period and in the case of renewals after the Initial Period, prior to the expiration of each subsequent term.
- This Agreement may be terminated
 - by D&B forthwith by written notice to the Customer if the Customer is in breach of any term of the Agreement and either that breach is incapable of remedy or the Customer has failed to remedy that breach within fourteen (14) days after receiving a written notice from D&B;
 - by D&B forthwith by written notice to the Customer if the Customer fails to pay the Charges when due provided that D&B gives the Customer at least fourteen (14) days prior written notice of such default and of D&B's intention to terminate the Agreement should the default remain unremedied within the said notice period;
 - by either Party with immediate effect from the date of service on the other Party of a written notice if (a) the other Party ceases or threatens to cease to carry on business; or (b) the other Party commits an act of insolvency or goes or is placed into liquidation (either provisionally or finally), (other than solely for amalgamation or reconstruction purposes); or (c) a provisional liquidator or a receiver is appointed over any part of that Party's business or property; or (d) an encumbrancer takes possession or a receiver is appointed over the whole or any of the other's business property or assets;
 - by either Party without cause by giving thirty (30) days' prior notice in writing to the other Party; or
 - by either Party by giving the other Party one (1) month's prior written notice if a Force Majeure Event persists for more than two (2) months.
- CONSEQUENCES OF TERMINATION**
 - Termination by either Party in accordance with the rights contained in Clause 11 will be without prejudice to any other rights or remedies of that Party accrued prior to termination.
 - Termination will not discharge either Party from performing any obligation or from payment of any sums already due or becoming due by reason of the termination.
 - If termination is initiated by the Customer pursuant to Clause 11.2.4, the Customer shall pay D&B forthwith all outstanding Charges and any Charges paid are not refundable.
 - If termination is initiated by D&B pursuant to Clause 11.2.4, D&B shall refund to the Customer, on a pro-rata basis, the Charges applicable for the unused period of the Initial Period and if termination is made during any renewed term, the unused period of such renewed term.
 - Upon termination of this Agreement, the Customer agrees that it shall cease immediately making any reference to the Checked Profile or the Checked Website.
 - Clauses 1, 3, 5 to 9 and 12 to 21 shall survive termination of the Agreement.
- NOTICES**
 - Any notice given under or in relation to the Agreement shall be in writing, signed by or on behalf of the Party giving it and shall be served (1) by delivering it personally or by sending it by recorded delivery or registered post; or (2) by post; or (3) by facsimile transmission to the address and for the attention of the relevant Party's representative at its registered office or such other address as otherwise notified by that Party in writing.
 - A notice shall be deemed to have been received (1) if delivered personally, at the time of delivery; (2) in the case of post, two (2) Working Days after the date of posting; and (3) in the case of facsimile transmission, on the day of transmission if sent before 16:00 hours of any Working Day and otherwise at 09:00 hours on the next Working Day and provided that, at the time of transmission of a facsimile transmission, an error-free transmission report has been received by the sender.
- ENTIRE AGREEMENT**
 - This Agreement, together with the documents referred to in it, constitutes the entire agreement and understanding between the parties in respect of the matters dealt with in it and supersedes any previous agreement between the parties relating to such matters.
 - Each of the Parties acknowledges and agrees that in entering into the Agreement, and the documents referred to in it, it does not rely on, and will have no remedy in respect of, any statement, representation, warranty or understanding (whether negligently or innocently made) of any person (whether party to the Agreement or not) other than as expressly set out in the Agreement as a warranty. The only remedy available to it for breach of the warranties will be for breach of contract under the terms of the Agreement. Notwithstanding the foregoing, nothing in this Clause 14 seeks to avoid liability for fraudulent misrepresentation or fraudulent concealment.
- RELATIONSHIP BETWEEN THE PARTIES**
 - Nothing in this Agreement is intended to create a partnership, or legal relationship of any kind that would impose liability upon one Party for the act or failure to act of the other Party, or to authorise either Party to act as agent for the other Party. Neither Party shall have authority to make representations, act in the name of, or on behalf of, or to otherwise bind the other Party.
- PUBLICITY AND BRANDING**
 - D&B shall be entitled to make press announcements or publicise this Agreement or its contents in any way without the prior written consent of the Customer. The Customer shall grant D&B a revocable, royalty-free licence to use the Customer's logos, trademarks and/or trade names for purposes of this Clause and shall indemnify D&B and hold D&B harmless from and against any and all claims made against D&B alleging that the use of any of the Customer's logos, trademarks and/or trade names infringes the Intellectual Property Rights of a third party. Such indemnity will include all losses, costs (including legal costs) and expenses incurred by D&B as a consequence of such claim.
- SUBCONTRACT AND ASSIGNMENT**
 - The Customer may not assign the Agreement to any third party without prior written consent from D&B. D&B has the sole discretion to assign or subcontract any or all of its obligations under the Agreement to any third party.
- VARIATIONS**
 - Any amendment or variation or waiver to the Agreement shall be not be binding on the parties unless set out in writing, expressed to amend the Agreement and signed by or on behalf of each of the Parties' respective representatives.
- WAIVER AND CUMULATIVE REMEDIES**
 - The rights and remedies provided by this Agreement may be waived only in writing by the relevant representative in a manner that expressly states that a waiver is intended, and such waiver shall only be operative with regard to the specific circumstances referred to.
 - Unless a right or remedy of D&B is expressed to be an exclusive right or remedy, the exercise of it by D&B is without prejudice to D&B other rights and remedies. Any failure to exercise or any delay in exercising a right or remedy by either Party shall not constitute a waiver of that right or remedy or of any other rights or remedies.
 - The rights and remedies provided by this Agreement are cumulative and, unless otherwise provided in this Agreement, are not exclusive of any right or remedies provided at law or in equity or otherwise under this Agreement.
- SEVERABILITY**
 - If any provision of this Agreement is held invalid, illegal or unenforceable for any reason by any court of competent jurisdiction, such provision shall be severed without effect to the remaining provisions. If a provision of the Agreement that is fundamental to the accomplishment of the purpose of the Agreement is held to be invalid, the Customer and D&B shall immediately commence good faith negotiations to remedy that invalidity.
- GOVERNING LAW AND JURISDICTION**
 - This Agreement is governed by and shall be construed and interpreted in accordance with the laws of Hong Kong and each Party hereby submits to the non-exclusive jurisdiction of the Hong Kong courts.

August 2009

Dear Applicant,

HKTDC Hong Kong Gifts & Premium Fair 2010
27 – 30 April 2010

A warm greeting from the Hong Kong Trade Development Council (HKTDC).

We are pleased to learn that you are interested to be a part of the 25th edition of the HKTDC Hong Kong Gifts & Premium Fair (the Fair) held from 27 to 30 April 2010, which revolved to be the largest gifts fair in the world over the past few years. The Fair in 2009 attracted a record breaking of over 3,980 exhibitors from 38 countries and regions, and attracted over 46,800 trade buyers from 131 countries & regions. With the Fair's international reputation, the Hong Kong Gifts & Premium Fair is the best place for you to expand your business and meet with major importers, chain stores, buying co-operatives from all over the world.

Expanded Space, More Opportunities

With the completion of the Atrium Link Expansion Project of the Hong Kong Convention and Exhibition Centre, the Hong Kong Gifts & Premium Fair 2010 may now able to accommodate more exhibition space. All product sections' locations will be rearranged, with more new sections being introduced. The HKTDC will thus introduce a transparent point system to help determining fair admission and also allocation of booth space in the Fair (please refer to the enclosed documents for details).

World of Gift Ideas

Given the HKTDC's commitment to enhancing the image and competitiveness of its exhibitors, the Fair will introduce a brand new premium section named "World of Gift Ideas" in Hall 1. You are most welcomed to apply for a booth in this section.

Act Now and Get Prepared

With the global economy is picking up after the recession in 2009, it is time for your company to get prepared for the potential growth in 2010. Sign up now for the 2010 Fair and grasp the first wave of recovery!

The application package is enclosed for your perusal. Please kindly note that the point system will only be applied to all applications submitted to the HKTDC **on or before 10 September 2009**. Applications submitted after this date will be put on the waiting list. Should you have any enquiries, please contact our sales team at:

Telephone: (852) 2240 4029/ 4800/ 4028/ 4358

Fax: (852) 2169 9718

Email: exhibitions@hktdc.org

Website: <http://www.hktdc.com/hkgiftspremiumfair>

We look forward to seeing you soon in the Fair!

Yours Sincerely,

Kevin Ho

Exhibitions Project Manager

Hong Kong Trade Development Council

Note: *Details of booth specification of World of Gift Ideas Deluxe Booth and Premium Booths can be found from http://hkgiftspremiumfair.hktdc.com/part_dtl/part_dtl.htm*



Hong Kong Gifts & Premium Fair
香港禮品及贈品展



Cover New Applicant (Non-HK)

2009年8月

2010 香港貿發局香港禮品及贈品展
2010年4月27-30日

您好!

感謝 貴公司對香港貿發局香港禮品及贈品展的興趣，我們誠邀 貴公司參與由 2010 年 4 月 27-30 日舉行之第二十五屆香港禮品及贈品展。

香港禮品及贈品展已於過去數年發展成為世界最大型的禮品業盛事。香港禮品及贈品展 2009 的參展商數目打破紀錄，共有逾 3,980 家，來自 38 個國家及地區。而大會更吸引了超過 46,000 名來自 131 個國家及地區的專業買家到場參觀。憑著此展覽會於國際上的聲譽，香港禮品及贈品展實為 貴司擴充業務、與全球重要入口商、連鎖店、國際採購合作社等洽商交易的最佳平台。

擴充展館，更多商機

隨著香港會議展覽中心中庭擴建工程順利完成，香港禮品及贈品展 2010 將會提供更多展位。所有產品區位置將會被重新編排，而展會更會引入更多新產品區。對於新增攤位之分配，香港貿發局香港禮品及贈品展將以具高透明度的「積分制」決定能否接納 貴司的申請及展位的分配 (請參閱附件有關積分制之詳情)。

新增展區 - 「精品薈萃」

為了鼓勵申請公司在國際市場中建立優秀形象和提高競爭力，今屆展會將於展覽廳一增設特級展區「**精品薈萃**」，歡迎 貴司報名。

請即行動

全球經濟正出現復甦跡象，亦是 貴司準備迎接 2010 年增長的時候! 請即報名參展，把握先機!

附上參展表格。請留意「積分制」只適用於 **2009 年 9 月 10 日或以前**遞交至本局之申請，於此日期後遞交之申請會被列入候補名單內。若有任何疑問，歡迎隨時與本局聯絡:

電話: (852) 2240 4029/ 4800/ 4028/ 4358
電郵: exhibitions@hktcdc.org

傳真: (852) 2169 9718
網址: <http://www.hktcdc.com/hkgiftspremiumfair>

期望於下屆展覽會再與 閣下會面!

敬祝

商祺!

何嘉行
香港貿易發展局
展覽項目經理

備註: 有關「精品薈萃」展台及其他特級展台的規格，請瀏覽展覽會網頁：
http://hkgiftspremiumfair.hktcdc.com/chi/part_dtl/part_dtl.htm



HKTDC Hong Kong Gifts & Premium Fair 2010 – New Policy POINT SYSTEM FOR BOOTH ALLOCATION

With the completion of the Atrium Link Expansion Project of the Hong Kong Convention and Exhibition Centre, the available exhibition space will be expanded and the Hong Kong Trade Development Council (HKTDC) will introduce a transparent point system to help the HKTDC allocate booth space in the HKTDC Hong Kong Gifts & Premium Fair 2010 (the Fair).

The point system will be introduced to determine the priority of:

1. New applicants^a seeking fair admission; and
2. Current exhibitors^b seeking booth expansion

Note:

- a. "New applicants" refer to companies which HAVE NOT participated in the 2009 Fair.
- b. "Current exhibitors" refer to companies which HAVE participated in the 2009 Fair.

Point System Summary

Given the HKTDC's commitment to enhancing the image and competitiveness of its exhibitors, the HKTDC decided to facilitate applicants who are eager to promote their company image and brand. A maximum of 10 points will be given to the following three parts in a ratio of 4-4-2, priority will be given to applicants with the most points:

Part 1 - Marketing Efforts Assessment (Maximum 4 points)

Maximum FOUR points will be given to applicants who have placed any printed / online advertisements in any Hong Kong or outside Hong Kong marketing platforms:

	Score
A. <i>Printed Advertisement in Hong Kong or outside Hong Kong</i> during the period from 1 January 2007 to application deadline of the 2010 fair <i>e.g. printed advertisement on publications, magazines, newspapers, etc</i>	Yes: 2 points No: 0 point
B. <i>Online Advertisement / Promotion in Hong Kong or outside Hong Kong</i> during the period from 1 January 2007 to application deadline of the 2010 fair <i>e.g. advertisement or promotion on online marketing platforms, but NOT counting company website</i>	Yes: 2 points No: 0 point

Part 2 - Qualitative Assessment (Maximum 4 points)

Maximum FOUR points will be based on the following four qualitative criteria regarding the applicants and their products, e.g. whether the products have received design awards, quality standards, etc.:

C. *Branding and Its Related Promotion Activities - (Maximum 2 points):*

Points will be given if the applicant is the owner / licensee / representative of a brand registered in HK under a product class relevant to the fair, and has carried out the following brand promotional activities during the period from 1 January 2007 to application deadline of the 2010 fair:

- i. Any brand promotion at the consumer level including but not limited to advertising in retail magazines or outdoor billboards, media coverage, set up of retail shop, or participation in a branding programme such as Superbrands. The promotion must be related to the brands mentioned above (Maximum 1 point); *and/or*
- ii. Participation in brand promotion activities organised by HKTDC (e.g. "Style Hong Kong" projects) during the period from 1 January 2007 to application deadline of the 2010 fair (Maximum 1 point)

D. Management and Quality Standards (Maximum 1 point):

Points will be given if the applicant has any recognised management standards, including but not limited to the followings:

- i. Manufacturing management accreditation such as ISO 9000 or SA 8000; or management awards/accreditation such as Six Sigma certification; *or*
- ii. Industry-specific standards related to the industry of the events concerned, such as ISO/TS 16949; *or*
- iii. Environmentally friendly manufacturing certification such as ISO 14000, or the meeting of ethical sourcing standards such as ICTI and green manufacturing standards; *or*
- iv. Quality marks such as Q-mark; *and*
- v. The above accreditation and quality marks must be valid at the time of application

E. Design / Export / Marketing Excellence (Maximum 1 point):

Award winner over the past five years at a nationally / internationally recognised design / export / marketing excellence award. Examples are reddot design award, Hong Kong Awards for Industries and the Consumer Product Design Award category by the Federation of Hong Kong Industries

F. New Product Categories (Maximum 1 point):

Applicants who will display products which belong to one of the new product categories of the Fair, e.g. Decorations & Figurines, Outdoor & Travel Goods, and Wedding Favours (please refer to application form part IV for detail product listings)

Part 3 - Booth Size Assessment (Maximum 2 points)

Maximum two points will be based on the applied booth size:

	<i>Applied Booth Size</i>	
Booth Size	below 36 sq.m	36 sq.m or above
Points Awarded	1 point	2 point

Remarks

1. Applicants are required to provide document proof to substantiate their applications (e.g. copies of advertisements, receipt on placing advertisements, copies of awards, brand registration etc). Unsubstantiated claims will be dismissed and no points will be awarded. Company websites of the applicants will not be counted.
2. Applicant is required to send in supporting documents for obtaining scores along with its application form for fair participation in 2010. Points are calculated up to the application deadline. Claims related to activities due to take place after the deadline will not be counted.
3. All awards, accreditations, standards and quality marks should generally be recognised in Hong Kong or internationally.
4. The Organiser has sole discretion in accepting the proof and in selecting a list of generally recognised awards, accreditations, standards or quality marks. Advice from industry experts will be sought as deemed appropriate.
5. Priority will be given to applicants with products that directly relate to the industry of the fair
6. Your application for participation at the fair is subject to the availability of the additional space that the Fair will provide. Hong Kong Trade Development Council has the sole and absolute discretion as to whether your application for participation at the fair will be accepted.
7. In case of over-subscription, ballot drawing will be conducted to determine the sequence of handling new applicants with same scores.
8. In order to assist local SMEs to promote, the Organiser will offer a number of booths with smaller size for them. The Point System does not apply in those cases and those booths will be assigned on a first-come-first-served basis, subject to availability.
9. The Hong Kong Trade Development Council reserves the right to interpret, alter and amend any of the above terms and to issue additional information and regulations at any time as deemed appropriate.

If you have any questions, please feel free to contact us at Tel : (852) 2240 4358 / 4800 / 4380 / 4028 / 4029.

2010 香港貿發局香港禮品及贈品展 - 展覽會之新制度 供分配展位之「積分制」

隨著香港會議展覽中心擴建工程之完成，會場面積因而擴大並能容納更多攤位。對於新增攤位之分配，香港貿發局香港禮品及贈品展將以具高透明度的「積分制」分配展位。

「積分制」將會決定下列申請的先後次序：

1. 「新申請公司」^a之參展申請
2. 「舊參展商」^b擴充攤位申請

註：

- a. 「新申請公司」指未有在 2009 年展覽會參展之新申請公司。
- b. 「舊參展商」指已在 2009 年展覽會參展之公司。

「積分制」細則

為了鼓勵申請公司在國際市場中建立優秀形象和提高競爭力，舉凡致力推廣其公司及品牌之申請公司於新制度下可獲較大優勢。本局將以4-4-2之比例按照以下三個部份評分（10分為滿分），得分較高之新申請公司將獲優先處理申請：

1. 市場推廣 (最高可獲4分)

本局將根據申請公司「有/無」進行市場推廣作為計分基準。舉凡參展商於任何本港或海外之產品雜誌 / 網上推廣平台進行市場推廣，均可根據以下方法獲取最多 4 分：

	積分
A. 透過任何本港或海外之印刷媒體刊登廣告 ，而該等廣告必須於 2007 年 1 月 1 日至 2010 年展覽會截止申請日期前期間刊登 <i>如產品雜誌、報章等</i>	有=2 分 無=0 分
B. 透過任何本港或海外之網上推廣平台進行廣告或宣傳活動 ，而該等廣告或宣傳活動必須於 2007 年 1 月 1 日至 2010 年展覽會截止申請日期前期間刊登 <i>網上推廣平台並不包括申請人之公司網站</i>	有=2 分 無=0 分

2. 公司及產品質素 (最高可獲4分)

本局將根據申請公司的產品及品牌等質素作為計分基準，例如產品是否曾獲設計/品質獎項等，以獲取最多4分：

C. 品牌及其有關之推廣活動 (最多可獲取 2 分):

如申請人為香港登記之品牌之擁有者 / 代理 / 被授權者，並於 2007 年 1 月 1 日至 2010 年展覽會截止申請日期前曾作以下推廣，均可得分。(其品牌所屬之產品必須符合展覽會產品類別)

- i. 於零售層面進行推廣 (如：零售雜誌廣告、戶外廣告板、傳媒報導、設立零售店、參與品牌推廣活動，如超級品牌 Superbrands 等) (最多可獲取 1 分)：及/或
- ii. 參加由香港貿發局主辦的任何推廣品牌活動，如「香港時尚滙展」等(最多可獲取 1 分)

D. 管理及品質規格 (最多可獲取 1 分):

如申請人擁有任何獲認可之管理及品質認證 / 規格, 均可得分, 包括但不限於以下例子:

- i. 獲頒發生產管理認證, 如: ISO 9000, SA 8000;或管理獎項如: Six Sigma (六西格瑪)證書; 或
- ii. 相關行業規格, 如: ISO/TS 16949; 或
- iii. 環保生產證書 (如:ISO 14000), 或合乎道德採購準則 (如:ICTI) 及 綠色生產規格; 或
- iv. 品質認可, 如 Q-mark; 及
- v. 以上證書及/或認可必須在申請截止日期前仍然有效

E. 優質設計/出口/推廣獎項 (最多可獲取 1 分):

如申請人在過往 5 年內贏取優質設計 / 出口 / 推廣獎項, 如 redden design award, 香港工業總會頒發之香港工商業獎 - 消費產品設計獎等, 均可得分

F. 新產品類別 (最多可獲取 1 分):

如申請人展品符合大會在個別展覽中特定的新增設產品類別, 如小型擺設及裝飾品、戶外及旅遊用品、及新婚賀禮及用品, 均可得分 (詳細產品索引請參閱申請表格第四部份)

3. 攤位面積 (最高可獲2分)

申請公司所申請之攤位面積, 均可得分

	申請攤位面積	
攤位面積	36平方米以下	36平方米或以上
可獲分數	1分	2分

備註:

1. 申請人必須提交證明文件 (如刊登廣告之單據, 曾刊登廣告之刊物, 透過網上推廣平台進行宣傳活動之單據或列印本, 獎狀、品牌登記證書等) 以便於評核部份取得分數。所有缺乏有效證明文件的申請將不獲計分。申請人之公司網站將不獲計分。
2. 申請公司提供作評審之證明文件須連同2010年度展覽之申請表格一起交回, 無須預先另行提交。大會只會計算申請人於2010年展覽會截止申請日期前之總分數。截止申請日期後提交的文件將不獲計分。
3. 一切獎項、認可書、規格及品質認證均須獲香港或世界各地認可。
4. 大會有全權篩選所有獲認可的獎項、認可書、規格及品質認證。大會將於有需要時諮詢業內人士意見。
5. 展品與是次展覽的行業有直接關連的申請公司將獲優先處理。
6. 閣下參展之申請接納與否, 將視乎香港會議展覽中心所能提供之額外展覽場地面積而定。香港貿易發展局有唯一及絕對酌情權決定是否接納閣下參展之申請。
7. 如出現攤位求過於供的情況, 大會將以抽籤形式處理同分的新參展商之申請。
8. 為協助在香港的中小企進行推廣, 大會將限額分配面積較小、價格較經濟的攤位予該等申請公司。上述攤位將以先到先得原則分配而不需要通過積分制計算。
9. 香港貿易發展局保留權利解釋、更改及修訂本細則任何部分, 以及在其認為有需要時發佈附加資料及規則

如有任何查詢, 歡迎致電香港貿發局展覽事務部, 電話: (852) 2240 4358 / 4800 / 4380 / 4028 / 4029.