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*Remarks 備註：This Manual is updated as of 8/4/2016 and subject to change. Exhibitors are advised to keep track of updates in the latest circulars issued by HKTDC. 此參展商手冊之內容最後更新日期為 8/4/2016，參展商敬請留意香港貿發局最新發出的參展商通告。*

# 1. General Information 一般資料

## 1.1 Fair Name 展會名稱

SmartHK
創新升級．香港博覽

## 1.2 Fair Date 展會日期

12-13 / 5 / 2016

## 1.3 Fair Venue 展會地點

Chengdu Century City New International Exhibition & Convention Center
(No.198, Century City Road, Chengdu, Sichuan, China)
成都世紀城新國際會展中心 (中國四川成都市世紀城路 198 號)

## 1.4 Organisers 主辦單位

*(Please refer to official website of "SmartHK" 請參考「創新升級．香港博覽」之網站)*

**Co-organisers 協辦單位**
*(Please refer to official website of "SmartHK" 請參考「創新升級．香港博覽」之網站)*

**Main Sponsor 主要贊助機構**
*(Please refer to official website of "SmartHK" 請參考「創新升級．香港博覽」之網站)*

**Supporting Organisations 支持單位**
*(Please refer to official website of "SmartHK" 請參考「創新升級．香港博覽」之網站)*

## 1.5 Move-in / Move-out & Opening Hours 佈展 / 撤展及展會開放時間

| | Exhibitors 參展商 | Visitors 參觀人士 |
|---|---|---|
| **Move-in 佈展時間** | | |
| 10 / 5 (周二/ Tuesday)<br>Custom-built Stand Exhibitors **ONLY**<br>只限特裝參展展商 | 15:00 – 18:00 | |
| 11 / 5 (周三/ Wednesday)<br>Custom-built Stand Exhibitors<br>特裝參展展商 | 09:00 - 20:00 | |
| Standard Booth Exhibitors<br>標準展台展商 | 14:00 – 20:00 | |
| **Fair Period 展會時間** | | |
| 12 / 5 (周四/ Thursday) | 08:00 – 18:00 | 09:00 – 18:00* |
| 13 / 5 (周五/ Friday) | 08:30 – 18:00 | 09:00 – 18:00 |
| **Move-out 撤展時間** | | |
| 13 / 5 (周五/ Friday)<br>Standard Booth Exhibitors<br>標準展台展商 | 18:00 – 19:00 | |
| 13 / 5 (周五/ Friday)<br>Custom-built Exhibitors **ONLY**<br>只限特裝參展展商 | 18:00 – 21:00 | |

*** For the sake of a better control on visitor flow, please noted that the Fair will be open at 08:30 on 12 May to part of the registered visitors.**
*** 基於現場人流管制安排，博覽會於 5 月 12 日(即開幕首天)早上會提前於 8 時 30 分讓部份已登記的參觀人士入場，敬請留意。**

Standard booth exhibitors must move-out and clear all exhibits latest by 19:00 on 13 May. For custom-built (raw space) exhibitors, please finish moving out by 21:00 on 13 May. **No overtime request will be allowed during construction, move-in and move out period.** 標準展台參展商及特裝參展展商請分別於 5 月 13 日晚上 7 時及 9 時前把所有展品清理及撤館。施工期間、佈展日及撤館日均不能加班。

## 1.6 Visitors' Admission 參觀手續

The Fair is open to trade visitors aged 18 or above with free admission. Visitors must register at the fair and wear the visitor badge during the fair period. 博覽會免費供十八歲或以上業內人士參觀。所有參觀人士必須登記及佩帶入場証。

## 1.7 Person in Charge 項目負責人

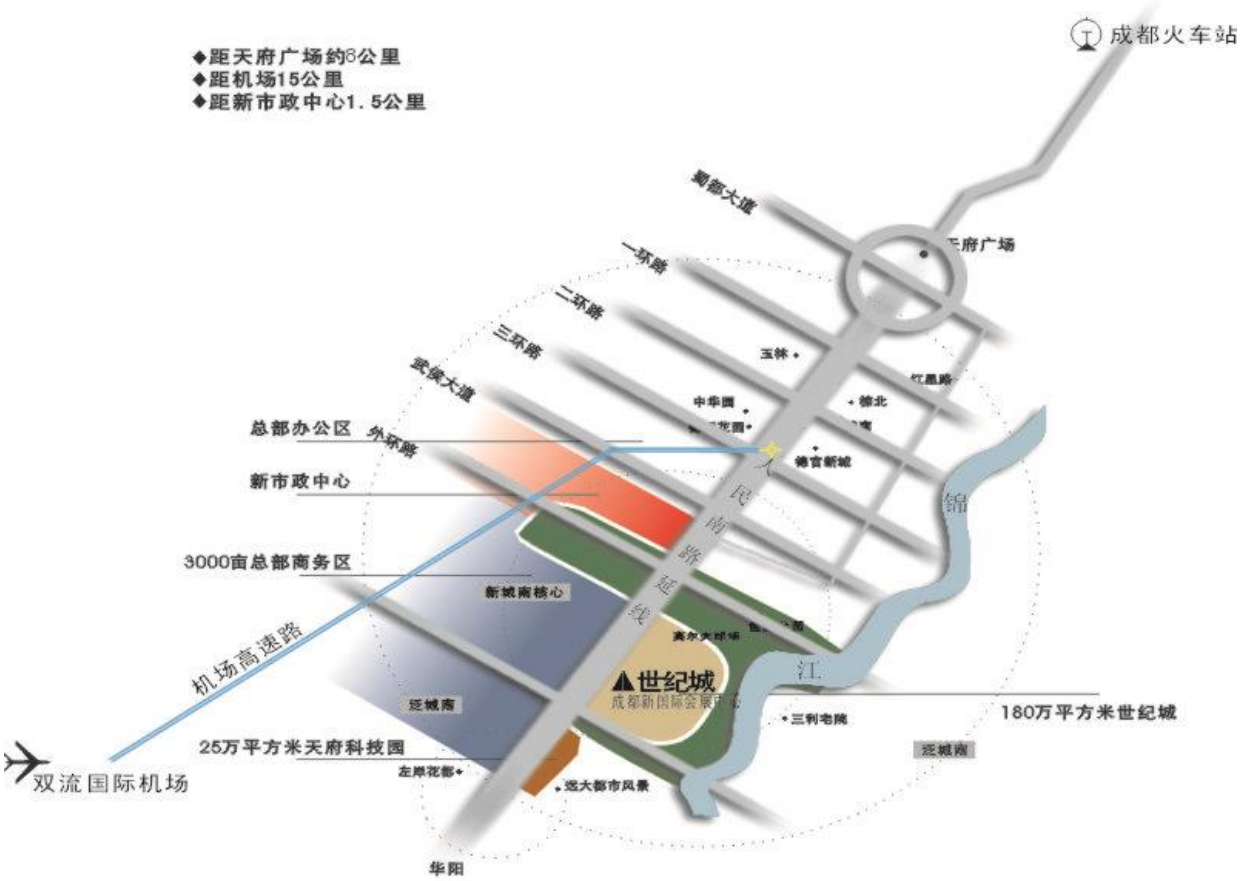
| **HKTDC (Head Office)**<br>**香港貿易發展局-香港總部** | **HKTDC (Chengdu Office)**<br>**香港貿易發展局-成都辦事處** |
|---|---|
| Project Manager 項目經理： | Project Manager 項目經理： |
| Ms. Tendy Lam 林姵彤小姐<br>電話: (852) 2584 4332<br>電郵: tendy.pt.lam@hktdc.org | Mr. Kent Lyu 呂劍先生<br>電話: (86 - 28) 8676 8999<br>電郵: chengdu.office@hktdc.org |
| **General Enquiry 一般聯絡：** | |
| Ms. Elbie Lee 李清萍小姐<br>電話: (852) 2584 4487<br>傳真: (852) 2169 9626<br>電郵: elbie.lee@hktdc.org | |
| Ms. Losia Ho 何思聰小姐<br>電話: (852) 2584 4016<br>傳真: (852) 3746 6113<br>電郵: losia.cc.ho@hktdc.org | |
| **Official Travel Agent**<br>**大會指定旅行社** | **Official Freight Forwarder**<br>**大會指定貨運代理 (普通貨品)** |
| **Reliance Travel (HK) Limited**<br>**誠信旅遊**<br>Ms. San Fong (方新小姐)<br>電話: (852) 2731 2010<br>傳真: (852) 2311 3058<br>電郵: chengdu@rthk.com.hk | **Agility Fairs & Events Logistics Ltd.**<br>**泛聯展覽物流香港有限公司**<br>(香港) Mr. Bart Chiu 趙先生<br>(上海) Mr. Vincent Jiang 蔣先生<br>電話: (香港) (852) 2211 8203 / 2211 8202<br>(上海) (86 – 21) 6116 8716<br>傳真: (香港) (852) 2866 2421<br>(上海) (86-21) 6236 5667<br>電郵: BChiu@agility.com / VJiang@agility.com |
| **Official Contractor 大會指定承建商** | |
| **Milton Exhibits (HK) Ltd**<br>Mr. Steven Wong<br>電話: (852) 3605 9659<br>傳真: (852) 3605 9459<br>電郵: stevenwong@milton-hk.com | |

## 2. Location Map of Fairground 展館位置圖

### 2.1 Location Map of Chengdu Century City New International Exhibition & Convention Center

**成都世紀城新國際會展中心位置圖**

Address 地址:
Chengdu Century City New International Exhibition & Convention Center
(No.198, Century City Road, Chengdu, Sichuan, China)
成都世紀城新國際會展中心 (中國四川成都市世紀城路 198 號)



## 3. General Rules and Regulations for Exhibitors 參展商守則

### 3.1 Booth Management 展台管理

**Sharing, subletting or apportion of exhibition space** to companies other than the registered exhibitor is prohibited. Exhibitors are reminded that they can only display exhibits which fall into the service category zone as stated in the booth confirmation letter of the Fair. 一經本局接納申請參展, 參展商嚴禁**租出**、**分配展台**給予非註冊參展公司使用。參展商展示的產品，必須與博覽會展位確認信所述的服務類別展區相符。

If the exhibitor's display on its stand incorporates less than 60% of its display area exhibiting the appropriate services corresponding to the thematic zone as stated in this booth confirmation letter of the fair or incorporates any service which does not correspond to the service listings as stated in the application form of the fair, Organisers shall have the right to terminate without notice an exhibitor's right to exhibit in the fair and to close the stand immediately at the exhibitor's expense. 本博覽會將會劃分為不同之主題專區。參展商必須在其展台內展出不少於 60%符合該主題專區之服務。如參展商未能遵守上述守則，主辦單位有權終止其參展權利並於博覽會期間即時關閉其展台而不另行通知，所牽涉的一切費用均由該參展商負責。

Exhibitors are advised to arrange sufficient staff to man their own booth(s) throughout the fair period. The security of the exhibits should be the sole responsibility of the exhibiting company. Early move-out would NOT be allowed so as to maintain the overall image of the Fair. Please be reminded that HKTDC reserves the right to allocate the booth(s) of any companies who do not move-in by move-in day. 參展商需安排足夠人手看管展台及展品，並承擔其有關保安責任。為維持專業形象，參展商不得於撤展時間前執拾展品及撤離會場。如參展商未能於佈展日進行佈展，本局有權將展台另作安排。

Exhibitors should confine their display within the prescribed booth area, so as not to jeopardize fire safety. Packing boxes should be kept in the appropriate storage area inside the booth. 參展商只可在其展台範圍內佈置和擺放展品，不得在會場的公眾地方擺放任何展品，並須保持會場內的整潔及注意防火安全。此外，各參展商必須自行將包裝箱儲存於展台內。

Exhibitors are not permitted to use voice amplifying equipment at the fairground, including loud hailers, microphones and megaphones. All audio / audio-visual equipment must generate a noise level which does not cause any annoyance or inconvenience to visitors or other exhibitors, otherwise, Organisers reserve the right to intervene and stop the demonstration immediately. In this case the exhibitor shall not receive a refund or damage compensation from Organisers. Exhibitors are responsible for supervising the actions of all visitors and employees operating audio / visual equipment located in their exhibit area. 參展商不得使用聲音擴放器材，包括麥克風、擴音器和揚聲器等。所有視聽器材所產生的音量不得對其他參展商或參觀人士構成任何滋擾或不便，否則主辦單位有權馬上終止有關展示活動，而主辦單位毋須為此向參展商退還有關費用或作出任何賠償。設於展位內的視聽器材，概由參展商負責，而參觀人士及其僱員在操作此等器材時的行為，須由參展商監督。

## 3.2 Security and Insurance 保安及保險

During the fair period (including move-in and move-out period), security guards will be arranged to maintain order and security. Every reasonable precaution will be taken by Organisers to ensure the security and safety of the fairground and adjacent areas and the contents thereof. 於展會期間(包括佈展及撤展日)，主辦單位將於展館內安排護衛站崗。如有需要，主辦單位有權檢查運送的展品以確保展品及展館安全。

Exhibits should be locked into the cabinet(s) inside your booth during the fair period and before you leave the fairground every evening. You are also reminded not to leave your wallets, laptops, mobile phones or other valuable items in the booth unattended or overnight. 參展商請小心看管個人及公司財物如銀包、手提電腦、手提電話等貴重物品。請在開展期間及每日展覽完結後鎖上鎖櫃，貴重物品切勿留在會場內。

Exhibitors are reminded to arrange proper insurance for their exhibits & valuable belongings against theft and loss, as and when required, which should cover not only the fair period but also the shipping periods. Organisers will not be responsible for any damage or loss of properties prior and during the period of promotion. 請各參展商自行購買參展及運送期間之保險，主辦單位不會對參展商的損失負上任何責任。

## 3.3 Distribution of Promotional Materials 派發宣傳物品

All promotional materials must only be distributed within exhibitors' own booths and must not cause annoyance to other exhibitors or disturb public order and / or safety. Organisers retain the right to maintain onsite discipline by stopping any activities or practices that are considered as inappropriate or causing interruption to others. 參展商只可在其展台範圍內派發宣傳品，並不得對參觀人士構成不便或影響。主辦單位有權在參展商騷擾或危及其他在場人士時終止其宣傳活動。

Organisers have the right to remove any bills or posters which do not conform to the purposes and image of the Fair. 參展商如張貼任何違反博覽會宗旨或損壞博覽會形象的標語或海報，主辦單位有權拆除該等標語或海報。

## 3.4 Photographing & Video Shooting 攝影及錄影

No photo taking, sound recording or video shooting will be allowed in the fair venue, unless approved by the Organisers in writing in advance. 未經主辦單位書面許可，不得在會場內擅自攝影、錄影及錄音。

## 3.5 Exhibitor Badge 參展商証

Exhibitor badges are scheduled to be sent to the exhibitor's Hong Kong office in Late-April. Exhibitors are reminded to wear their badges throughout move-in, fair and move-out periods. Exhibitor badges are non-transferable and are for registered persons only. 本局暫定於 4 月底寄出參展商証至各參展商的香港辦事處，請參展商謹記帶同參展商証於會場出示，以便保安人員識認。此証不能轉讓。

### 3.6 Freight Forwarding and Contractor 展品運輸和承建商安排

If exhibitors decide not to use the appointed forwarder or contractor, please be reminded to carefully arrange your exhibits shipment and booth decoration. There were swindle cases in other exhibitions where exhibitors' shipments or exhibits were lost to fake forwarders or contractors. 參展商如不選用指定貨運代理和承建商，請注意貨品之運輸安排及展台佈置。以往曾有參展商於其他博覽會舉行期間被冒認貨運代理或承建商騙去其貨品。

Under no circumstances will the Organiser be responsible for receiving or storing of any exhibit or stand material. Exhibitors are advised to appoint their staff to look after their own exhibits. 主辦單位不負責接收或貯藏任何參展品或展位物料，參展商應自行安排職員負責。

### 3.7 Company Stamps 公司印章

Exhibitors are reminded to bring their company stamps for the Fair. 請參展商帶備公司印章。

### 3.8 Protection of Intellectual Property Rights (IPR), Copyrights & Licences – On-the-spot Inspection 知識產權、版權及專利

Exhibitors should bear in mind that copyright inspector from the Copyright Office may conduct spot-checks on the exhibitors during the Fair. Should you be licensed to produce a particular product on behalf of a brand owner, kindly **bring along a copy of the licence (valid on the Chinese mainland)** in order to avoid unnecessary legal cases. 參展商必須確保其展示/生產/銷售之產品必須獲得品牌/版權持有人同意，以免觸犯內地保護知識產權法規。參展商應預備有關其展示/生產/銷售之產品在內地之有效法律證明，以便本局/國內知識產權機構檢閱。

For more details regarding Copyrights & Licences, please visit the following website or contact the relevant department: 如欲獲得更多有關國內知識產權及專利的資料，可瀏覽下列網址或向有關機構查詢：

1. *China Patent Agent (H.K.) Limited 中國專利代理(香港)有限公司*
   Website 網址: http://www.cpahkltd.com

2. *Shanghai Office of CCPIT Patent and Trademark Law Office*
   *中國國際貿易促進委員會專利商標事務所 (北京代表處)*
   Website 網址: http://www.ccpit-patent.com.cn/
   Tel 電話 : 86-10-66412345 / 68516688

Complaint Procedures 處理投訴

Please be advised that should exhibitors wish to file a complaint involving infringement of their IPR against another exhibitor at SmartHK in Jinan, proof of ownership to the copyright, trade mark, registered design or patent **valid on the Chinese mainland** is required. The case must **IMMEDIATELY** be reported to the Fair Management Office, who will then review the evidence on a prima facie basis and advise the appropriate course of action. Should there be a confirmed case of IPR infringement found against a particular exhibitor, HKTDC reserves the right to ban the exhibitor in question in future HKTDC events.
於博覽會期間，參展商如欲投訴/處理有關侵犯版權及專利等問題，則必須提供有

關之證明文件如版權/專利註冊、商標註冊、設計專利等，該些註冊及證明應為國內有效之文件。參展商於處理有關知識產權/版權及專利投訴事宜前，應立即通知主辦單位，以便即時採取適當行動。如證明任何參展商確實涉及違反知識產權或侵犯版權事宜，本局保留禁止該參展商日後參加由本局主辦之任何活動之權利。

Proof of Ownership of IPR 證明持有版權/專利之文件

The following document(s) are required when filling a complaint against another exhibitor over a case of IPR infringement: 於處理投訴侵犯版權/專利事件時，參展商必須提供下列文件以作證明:

**I. Copyright 版權**

- Date and place that artistic work was first made 產品/作品首次製造的日期及地點
- Name of author and name of owner of the work 產品/作品擁有者/作者的姓名
- Original artistic work or a certified copy of the original work Proof of ownership of the work. In the event the author of the artistic work is an employee of the complainant, contract of employment 產品/作品的原創品或有效之原創品擁有證明文件。如產品原創者為投訴者員工，則需提供僱傭合約/聘請書
- In the event the author of the artistic work is not the complainant nor an employee of the complainant, copyright assignment evidencing assignment of copyright from author to complaint 如產品/作品的原創者並非申訴者之員工，則申訴者必須提供有效之版權專利授權證明文件

**II. Trade Mark / Registered Design / Patent 商標/已註冊的設計/專利**

- Original or certified copy of a valid Certificate of Registration of Trade Mark / Design / Grant of Patent on the Chinese mainland including any renewed certificates or proof of renewal 原創品或有效之商標/設計/專利許可註冊證明文件

## 3.9 Move-out Procedure 撤展程序

The move-out permit will be issued to exhibitors on move-out date. Please present the move-out permit to the security guard at the entrance when you leave with your exhibits and furniture. 出門條將於撤展日派發給參展商，參展商運出展品及展具時，必須向大門護衛出示出門條。

## 3.10 Fire Precaution 防火措施 (available in Chinese only)

- 展館內嚴禁使用易燃（彈力布、稻草等）、易爆物品以及含有輻射、放射、有毒、腐蝕性高揮發物品等。
- 為安全起見，於展會期間參展商應妥善安排所有包裝物料，例如紙箱、木箱、塑膠包裝材料等，不可存放於展位橫樑上或靠近電力裝置、射燈及燈飾展品的地方，及隨意棄置於展位外。如因此舉構成之危險，引致火災及展位倒塌，主辦機構將保留追究之權利。一經發現違規處置之包裝物料，主辦機構將代為處理，不予發還，並不作另行通知，主辦機構一概不會就包裝物料之遺失或損毀負責。請參展商妥善處置所有包裝物料，參展商有責任自行與貨運安排代為存放，或儲存於展台內。

- 展館內嚴禁私拉、亂接電源綫；照明燈具、霓虹燈、各種用電設施及材料應具有國家專業安全認證，應按照國家電氣規程標準施工、安裝和使用。嚴禁使用麻花電綫連接電器設備，應當使用標準的雙護套阻燃電綫連接電器設備，展台電路、電器必須採用接綫端子連接。電路、電器的安裝必須由持有有效操作證件的人員進行施工，展會期間電工必須隨身携帶操作證件，以備核查。
- 請參展商選擇環保和阻燃材料進行展台裝修，不得使用可燃或易燃材料進行搭建和裝修。電源接頭應採用脫離後無觸點外露的插拔組件連接，如採用端子連接，端子必須完全封閉，不得外露(可採用阻燃絕緣明裝盒封閉)。所有電源線均應使用雙層絕緣護套銅線，絕緣強度須符合標準。根據用電量選配導線截面積，連接燈具的絕緣導線最小截面積為 1mm²。易燃材料背面必須刷防火塗料。所有特裝展台不得做成全封閉形式，以確保參觀人士的正常流動和緊急情況下的人員疏散之需。
- 展台燈箱製作，必須採用防火塗料進行防火處理；燈箱內燈具安裝必須要與燈箱主體有一定距離空間；燈箱製作完畢必須預留散熱空。
- 佈展施工必須在自有展台範圍內進行，不得超範圍跨區佈展，施工材料、工具應規範、平整放置在本展台範圍內，不得豎立、堆碼在展台中市和消防通道，如阻塞通道，展館將視其爲廢棄物料處理。
- 嚴禁利用展館頂部網架作爲吊裝展台結構的工具，嚴禁在防火捲簾門下搭建展台及堆放物品，嚴禁遮擋展館消防設施設備（消火栓、紅外對射、監控探頭、消防通道等）。展館內嚴禁吸烟，嚴禁使用明火。
- 展館內禁止電、氣焊（氣體瓶嚴禁入館）等明火作業。如必須使用的單位，需提前向場館施工管理辦公室書面申請、安全承諾書並附上操作人員的相關證件，申請通過後，在繳納相關動火費用（人民幣 300 元/1 處/1 天）並採取有效的防範措施、配置相應數量的滅火器後方可使用。違者將按相關規定嚴肅處理。
- 請不要覆蓋展台天花。
- 展區內嚴禁吸煙，嚴禁使用明火。

### 3.11 <u>Caution on Third Party Promotional Offers 請小心處理由第三者提供之推廣優惠</u>

The Organiser have learnt that exhibitors have been receiving invitations from Fair Guide (owned by Construct Data) for listings in its guide at the exhibitors' expense. It has also come to Organiser' attention that another company under the name Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals") has sent similar invitations to exhibitors inviting them to update or correct their data with its fair directory for free listing. The Organiser would like to stress that neither the Fair Guide nor the Expo Guide has any connection with the Organiser or any of our fairs.

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organisations. UFI has also reported that debt collection agencies work in partnership with these guides to intimidate exhibitors for payment. The practice of Construct Data has been considered as unconscionable and misleading by the Austrian Protective Association. Recent information suggests that Construct Data has shifted its operation from Austria to Mexico and/or Slovakia.

It should be noted that the contents and wording of Fair Guide's and Expo Guide's letter and order form are virtually identical. It is possible that Construct Data and Commercial Online Manuals are related companies or are in some way connected. You should therefore exercise due diligence and care when being approached for such invitations so as to avoid possible unwarranted and/or unnecessary financial commitments. In order to protect your own interests, you are urged to read the contracts (including the small print) and attachments carefully, as well as seeking legal advice, before signing any such documents.

The Organiser do not recommend that you sign any materials that you receive from Construct Data, and/or Commercial Online Manuals. If you have mistakenly entered into contract with Construct Data and/or Commercial Online Manuals, you should notify Construct Data and/or Commercial Online Manuals in writing and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. You should take legal advice as to how to respond to any demands for payment that you might receive.

For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, please visit http://www.ufi.org/Public/Default.aspx?Clef_SITESMAPS=142&Clef_SITESMAPS=161 .

主辦機構獲悉參展商曾接獲 Fair Guide（由 Construct Data 所擁有）的邀請，在其指南中刊登名錄，費用由參展商負責。主辦機構最近發現另一公司 Expo Guide（由 Commercial Online Manuals S de RL de CV ("Commercial Online Manuals") 所擁有）亦向參展商發出類似信件，邀請參展商更新或更正他們於其指南中之資料作爲免費刊登名錄。香港貿發局特此澄清及重申: Fair Guide 或 Expo Guide 概與主辦機構或主辦機構的任何展覽完全無關。

UFI, 一個代表全球展覽業利益的國際組織，已經警告展覽業要小心警惕 Fair guide、Expo Guide 、 Construct Data、 Commercial Online Manuals 和其他類似的指南和組織。UFI 還報告說，收債公司和這些指南和組織有夥伴的關係，從而恐嚇參展商付款。Construct Data 之經營手法已被奧地利保障公平競爭協會（Austrian Protective Association) 視為不公平及誤導。最近有資料顯示，Construct Data 已從奧地利轉移其運作到墨西哥和/或斯洛伐克。

由於 Fair Guide 及 Expo Guide 的信件及訂單內容及語句幾乎完全相同, Construct Data 與 Commercial Online Manuals 可能是相關或連繫之公司。閣下因此應盡量以小心謹慎的態度處理該等邀請，以免作出不必要的財務承擔。主辦機構特此呼籲閣下在簽署任何合約（包括以細小字體列印的合約）及附件之前，應細閱有關文件和尋求法律意見，以保障閣下本身的利益。

主辦機構幷不建議閣下簽署任何從 Construct Data 及/或 Commercial Online Manuals 收到之文件。如閣下在錯誤情況下與 Construct Data 及/或 Commercial Online Manual 訂立合約，閣下應以書面通知 Construct Data 及/或 Commercial Online Manuals 指出基於錯誤或被誤導之情況下簽署該文件，有關合約無效。閣下應該就如何應對你可能會收到的付款要求尋求法律意見。

欲瞭解更多信息關於 UFI 對 Fair Guide, Expo Guide, Construct Data 與 Commercial Online Manuals 採取之行動, 請瀏覽此網頁 http://www.ufi.org/Public/Default.aspx?Clef_SITESMAPS=142&Clef_SITESMAPS=161。

## 4. Booth Design and Facilities 展台設計及設施

**Layout of Standard Booth 標準展台設計**

All standard booths are designed, erected and decorated by the Official Contractor. Booth design and facilities will be provided according to different pavilions. HKTDC reserves the right to make changes on the facilities provided at any time before the commencement of the fair. 所有標準展台的設計、蓋建及裝修工作均由博覽會指定承建商負責。本局將因應參展商所屬之展館提供不同的設計及設施。本局有權在博覽會開幕前，更改所提供的設施。

Fascia board will be provided to standard booth exhibitors. Both Chinese & English company name will be printed on the fascia board as identification. 標準展台參展商的公司名牌將由本局提供。公司名牌將印上參展商的中文及英文名稱。

Exhibitors are not allowed to make any alterations to the structure of the standard booths or remove any integral parts from the booths. Exhibitors requiring special assistance to add / delete or relocate standard facilities should submit their request to HKTDC and Official Contractor. 一般而言，參展商不得擅自改動標準展台結構或拆除展台的任何部份。參展商如有特別需要，如加減設施、更改設施位置等，須提交申請予本局及大會指定承建商。

## 5. Notice for Custom-built Stand Exhibitors on Raw Space
## 租用展覽淨地自建展台之特裝參展商須知

For **custom-built stands exhibitors,** please observe the following rules when designing and constructing your tailor-made booth **特裝參展商**請根據下列各項設計及搭建 貴公司的展台：

5.1 The permitted maximum booth height should be no higher than **3.5m**. Should the height of any custom-built stands exceeds 3.5m, the concerned exhibitor ought to submit the booth drawings to the Organiser and seek prior written approval from the Organiser before any construction works take place. 展館內的自建展台高度限於 **3.5 米**或以下。任何參展商的展台若高於 3.5 米，必須先將有關圖則給予主辦單位審批並獲得主辦單位的書面同意方可施工。

5.2 The height of a standard booth is approximately 3m. 標準展台高度擬定約為 3 米。

5.3 Due to the fire regulation, please do not cover the booth ceiling. 根據防火條例，請不要覆蓋展台天花。

5.4 To ensure your booth would have the required electricity, please be reminded to order your electricity and settle the electricity fee directly with the Official Contractor/Venue. 請謹記向大會指定承建商申請電力供應，及直接支付有關費用給大會指定承建商/場館。

5.5 THREE (3) sets of your custom-built stand's design drawings with detailed dimensions of floor plan, elevation view, perspective view and indication of all electricity outlet and wiring should have been submitted to HKTDC by 20 April (Wednesday). 請於 4 月 20 日 (周三)前把 貴公司的展台設計圖包括展台尺寸、立體圖、平面圖、效果圖，連電力裝置圖及展台施工圖(三份)交回香港貿發局。

*Please mark your company name and booth number on the drawings. 請於設計圖上清楚註明公司名稱及展台號碼。

5.6 Please note that ONLY carpet would be provided to custom-built stand exhibitors. 大會向特裝參展商只會提供地毯。

5.7 Please advise the contact details of your appointed contractor for our reference. Please complete and return **Form 1 - Custom-built Stand Contractors' Information** on or before 20 April (Wednesday). 請提供 貴公司指定的承建商的聯絡資料，於 4 月 20 日 (周三)前把**表格一 – 承建商資料申報表**交回本局。

5.8 Custom-built Stand Exhibitors should pay the required fees such as construction deposit, disposal deposit, management fee, etc. directly to the Contractor/Venue. 特裝參展商需於進場前把有關費用包括特裝參展展台施工押金、垃圾清運押金、場地管理費等直接交予大會指定承建商/場館。

Kindly follow below construction rules for building your booth (available in Chinese only) 請根據下列施工規則及時間表搭建展台:

**消防安全**：

- 展館內嚴禁吸烟，每個特裝展台必須在易見處粘貼 200mmX200mm 正方形禁烟標識，100 ㎡以下不能少於 2 處，100 ㎡至 300 ㎡不能少於 4 處，300 ㎡以上不能少於 6 處，二層結構的展台在此基礎上增加 50%。
- 展館內嚴禁使用易燃(彈力布、稻草等)、易爆物品以及含有輻射、放射、有毒、腐蝕性高揮發物品等。
- 為安全起見，於展會期間參展商應妥善安排所有包裝物料，例如紙箱、木箱、塑膠包裝材料等，不可存放於展位橫樑上或靠近電力裝置、射燈及燈飾展品的地方, 及隨意棄置於展位外。如因此舉構成之危險，引致火災及展位倒塌，主辦機構將保留追究之權利。一經發現違規處置之包裝物料，主辦機構將代為處理，不予發還，並不作另行通知，主辦機構一概不會就包裝物料之遺失或損毀負責。請參展商妥善處置所有包裝物料，參展商有責任自行與貨運安排代為存放，或儲存於展台內。
- 展館內嚴禁私拉、亂接電源綫；照明燈具、霓虹燈、各種用電設施及材料應具有國家專業安全認證，應按照國家電氣規程標準施工、安裝和使用。嚴禁使用麻花電綫連接電器設備，應當使用標準的雙護套阻燃電綫連接電器設備，展台電路、電器必須採用接綫端子連接。電路、電器的安裝必須由持有有效操作證件的人員進行施工，展會期間電工必須隨身携帶操作證件，以備核查。
- 請參展商選擇環保和阻燃材料進行展台裝修，不得使用可燃或易燃材料進行搭建和裝修。電源接頭應採用脫離後無觸點外露的插拔組件連接，如採用端子連接，端子必須完全封閉，不得外露(可採用阻燃絕緣明裝盒封閉)。所有電源線均應使用雙層絕緣護套銅線，絕緣強度須符合標準。根據用電量選配導線截面積，連接燈具的絕緣導線最小截面積為 1mm²。易燃材料背面必須刷防火塗料。所有特裝展台不得做成全封閉形式，以確保參觀人士的正常流動和緊急情況下的人員疏散之需。
- 展台燈箱製作，必須採用防火塗料進行防火處理；燈箱內燈具安裝必須要與燈箱主體有一定距離空間；燈箱製作完畢必須預留散熱空。
- 特裝展台必須配備合格、有效的乾粉滅火器具(2 公斤起)，滅火器在展台入場施工時必須均勻擺放在展台區域四周明顯、易操拿的位置，便於消防檢查和使用，滅火器配備標準爲 50 ㎡內 4 具，50 ㎡外每增加 50 ㎡增加 2 具(不足 50 ㎡按 50 ㎡計算)，以此類推。搭建二層建築的展台，滅火器配置標準在此基礎上增加 50%。爲保障展會安全，必須統一使用場館提供的滅火器材。
- 所有特裝展台，安裝吊頂裝飾，不得超過展台總面積三分之一，採用紡織品吊頂，在安裝過程中必須與燈具保持 50 公分以上距離，並要對採用的紡織品做防火處理。
- 佈展施工必須在自有展台範圍內進行，不得超範圍跨區佈展，施工材料、工具應規範、平整放置在本展台範圍內，不得豎立、堆碼在展台中市和消防通道，如阻塞通道，展館將視其爲廢棄物料處理。
- 嚴禁利用展館頂部網架作爲吊裝展台結構的工具，嚴禁在防火捲簾門下搭建展台及堆放物品，嚴禁遮擋展館消防設施設備(消火栓、紅外對射、監控探頭、消防通道等)。館內嚴禁吸煙，嚴禁使用明火。
- 展館內禁止電、氣焊(氣體瓶嚴禁入館)等明火作業。如必須使用的單位，需提前向場館施工管理辦公室書面申請、安全承諾書並附上操作人員的相關證件，申請通過後，在繳納相關動火費用(人民幣 300 元/1 處/1 天)並採取有效的防範措施、配置相應數量的滅火器後方可使用。違者將按相關規定嚴肅處理。

**展台保險:**

- 任何在展覽場地進行的工程必須符合香港現行法律及條例，包括但不限於遵從根據香港法例第 282 章僱員補償條例第 40 條購買及持有僱員補償保險單的強制要求，以及主辦機構的規定，參展商與其代理、承建商及分包商均須予以遵守。主辦機構保留權利阻止任何違反上述任何法律及條例的工程進行，參展商不得就任何有關損失或毀壞向主辦機構或其代理提出索償。
- 主辦機構對涉及參展商/參觀者、其個人物品及展品的任何風險，概不負財務或法律責任。參展商應為其展品、攤位裝置、會場及其他第三者投保。此外，參展商必須遵從包括但不限於香港條例第 282 章僱員補償條例(“該條例”)第 40 條的規定，以承擔該參展商在該條例及普通法就他們全部的僱員在工作時受傷而引起的法律責任，不論僱員的合約期或工作時數長短、是全職或兼職、是長工或臨時工。參展商如有貴重展品需要通宵貯存，應自行投保或聘請特別護衛服務，一切費用由參展商負責。參展商如需特別協助，請與主辦機構辦事處聯絡。
- 參展商所聘用的展台承建商必須購買有效之公眾責任保險。每次事故賠償限額不少於港幣 1,000 萬，而保險期內累積賠償額則須無限。保險範圍應包括但不限於人身傷害、財物損毀。此外，承建商必須遵從包括但不限於香港條例第 282 章僱員補償條例(“該條例”)第 40 條的規定，以承擔該承建商在該條例及普通法就他們全部的僱員在工作時受傷而引起的法律責任，不論僱員的合約期或工作時數長短、是全職或兼職、是長工或臨時工。私人承建商必須一直於展覽期間(包括進場及離場)就私人承建商的財物及其活動及其他項目存有生效及充足的保險，包括盜竊、火災、財物損毀、意外、自然災害、天災以及其他通常由承建商投保的及主辦機構要求投保的風險。保險有效期須包括進場、展覽期間及離場〔即 2016 年 5 月 10 至 13 日〕。承建商須於指定日期前將其保險單副本交予主辦機構。
- 參展商必須在任何時候，就盜竊、火災、公眾責任、財產損毀、人身傷害、第三者損失、意外、自然災害、不可抗力以及參展商一般都會投保及/或主辦機構規定須投保的其他風險 ( 包括但不僅限於使用保險庫或貯物室 )，投購有效及充分的保險。此外，參展商必須遵從包括但不限於香港條例第 282 章僱員補償條例(“該條例”)第 40 條的規定，以承擔該參展商在該條例及普通法就他們全部的僱員在工作時受傷而引起的法律責任，不論僱員的合約期或工作時數長短、是全職或兼職、是長工或臨時工。對於參展商或任何其他人就展覽 ( 包括但不限於盜竊、使用保險庫或貯物室服務或展覽中心因任何原因出現缺陷 ) 而蒙受或招致任何損失 ( 包括相應損失 )、損毀、索求、費用、申索、收費或任何種類的其他開支，主辦機構 ( 包括其職員、董事、高級人員及代理人 ) 一概不負任何責任。為防止任何損失或損毀，參展商可自費聘用保安護衛人員，在遷進及遷出期間內，護送展品進出展覽中心。

**展場限制**：

展台裝修高度為 3.5 米，嚴禁超高。如有違反，主辦單位有權要求其修改。展館地面承重為每平方米 2 噸，展位及展品不得超過該地面負荷限制。展架後方距展館牆壁須保持 3.5 米距離。在消防器材、衛生間和配電箱等公共設施處須保持 3 米距離。請勿擅自在展場內的天花懸掛吊垂飾，不得在地板、牆壁或建築物的任何部份安裝固定裝置。請勿在展廳牆壁面上使用粘膠物，有關搭建的詳細規定請向主辦單位或大會指定承建商咨詢。因展台搭建和拆除而造成的展場損壞，由參展商負責賠償。

**展台界限**：展台內任何設施不得超過劃定的展台界限，參展商的展品不得妨礙其他展商。

**加班申請**：於施工、佈展及撤展日均**不批准**加班。

**展具運輸**：**如**參展商須於佈展前一天夜間將裝載展品、展架的車輛駛進館，期間必須服從展館和主辦單位統一調度，有序進館。裝卸貨物後，車輛應迅速離開展館，不可進行任何施工。為方便佈展，參展商請將桌椅、展具隨展架一次性由運輸車輛運進展館。運輸進館安排以場館最後決定為準。

5.9 During the move-in period, Custom-built booth management fee and administration fee of contractor′s badges may be charged by the venue owner. And the aforesaid fee will be at exhibitor′s cost.
展會場館將有機會向參展商收取特裝管理費及施工證行政費。

## 6. Publicity 宣傳

### 6.1 Free Listing of Company Information in Fair Directory

**免費於博覽會場刊刊登公司資料**

Company information provided will be featured in the "SmartHK" Fair Directory published by HKTDC. This directory will be distributed to all visitors of the fair, as well as participants of activities organised by HKTDC after the fair on the Chinese mainland. Information stated in the application form will be regarded as accurate. 貴公司資料將刊載於博覽會目錄內。此目錄將於博覽會期間免費派發予參觀人士及於博覽會結束後派發予由香港貿發局於中國內地所舉辦的活動參加者。於活動申請表填寫之公司資料將視作正確無誤並刊載於場刊內。倘有任何錯漏，本局恕不負責。

### 6.2 Advertisement in the Fair Directory 於博覽會場刊內頁刊登廣告

| | | |
|---|---|---|
| Fee<br>費用 | : | HK$2,500 per page (Original Price: HK$3,000 per page)<br>每頁為港幣 2,500 元正 (原價: 港幣 3,000 元正) |
| Payment Method<br>付款方法 | : | Please complete the **FORM 3 - Advertisement in Fair Directory** with full payment in appropriate amount by crossed bank cheque made payable to "HONG KONG TRADE DEVELOPMENT COUNCIL" 請將已填妥的**表格三 - 博覽會場刊內頁廣告**連同所須的費用以劃線支票交回本局。支票抬頭請註明「香港貿易發展局」 |
| Exact Size<br>標準尺寸 | : | 150 mm (W) x 210 mm (H) |
| Bleeding Size<br>出血尺寸 | : | 160 mm (W) x 220 mm (H) |
| Type Area<br>版心 | : | Should not exceed 不超出 140mm (W) x 200 mm (H) |
| File Format<br>檔案格式 | : | Photoshop CMYK in JPEG / TIF / Hi-Res PDF<br>at least 400 pixels per inch<br>Photoshop CMYK 的 JPEG/TIF/PDF 檔 (高解像度)<br>解像度最少每吋 400dpi |
| File Size<br>檔案大小 | | At least 最少 30MB |
| Deadline<br>截止日期 | : | Application & Material submission 申請及檔案遞交: 6 / 4 / 2016 |

**Note 備註:**

1. Production cost incurred is handled by the advertiser. 刊登廣告所需資料及廣告製作費用一概由參展商負責。
2. All advertisers are advised to ensure the file submitted is in order as no colour-proof will be provided for approval. 參展商必須確保所遞交的檔案正確無誤，本局不會提供校對樣版服務。
3. The advertiser hereby warrants, represents and undertakes to HKTDC that no third party intellectual property rights or any other rights is or will be infringed as a result of the publication of any advertisement 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 advertiser's advertisement. The advertiser hereby undertakes and agrees to indemnify and hold HKTDC and its agents, representatives, contractors and employees harmless against any claim, damages, penalties, loss or any expenses howsoever incurred in connection with any breach or alleged breach of any warranty, representation and undertaking given by the advertiser herein and any infringement or alleged infringement of intellectual property rights, including but not limited to infringement of patents, registered design, copyright or trade mark infringement arising as a result of the insertion of any advertisement by the advertiser or any agent of the advertiser in Fair Catalogue issued or made available by HKTDC in relation to its fair from time to time. 參展商須保證其產品相片，品牌商標以及宣傳品，在各方面均沒有違反或侵犯任何第三者的權利，包括所有知識產權。其中包括但不限於已註冊或未註冊的商標、版權、外觀設計、名稱及專利；並同意悉數賠償主辦單位以及其代理、代表、承包商和僱員因第三者指控參展商及/或主辦單位及/或後者的代理、代表、承包商和僱員侵權而招致的費用、開支及索償。
4. HKTDC reserves the right to reject any applications. 香港貿發局將保留刊登廣告之最終權利。

## 6.3 Exhibitor Presentation 服務介紹會

To maximise the exposure of the services your company provided, speaking opportunity during the Fair can be arranged for exhibitors on first-come-first-served basis. Should you wish to reserve a time slot (20-30 mins), please complete and return **FORM 4 - Exhibitor Presentation** on or before 20/4 (Wednesday). Please note that NO simultaneous interpretation service will be provided. HKTDC reserves the right to select the topics which are relevant and useful to the visitors. 為進一步推廣 貴公司提供的服務，參展商可免費申請在博覽會舉行的「服務介紹會」，每節約 20-30 分鐘，場次有限，申請將以先到先得方式處理。有興趣之公司請於 4 月 20 日(周三)前填妥**表格四 - 服務介紹會**並交回本局跟進。請注意，「服務介紹會」將不設即時傳譯服務。講題必須針對內地中小企業的需要，香港貿發局有權就講題作出選擇。

## 6.4 Other Advertisements 其他宣傳

Print, online and radio advertisements, direct marketing and media activities (such as press briefing) will be launched to promote the Fair. 主辦單位將於展會期間透過不同途徑宣傳博覽會，包括各主要報章雜誌、互聯網、廣播媒體、直郵、記者招待會等，宣傳遍佈不同層面。

## 7. Travel Arrangement 旅遊及住宿安排

### 7.1 Official Travel Agent 大會指定旅行社

Reliance Travel (HK) Limited has been appointed as the official travel agent to handle the reservation of air ticket and hotel accommodation for delegates. You may also contact your own travel agent for your travel arrangements. 誠信旅遊為是次博覽會指定旅行社，專為參展商提供機票及酒店預訂服務。參展商亦可透過其他旅行社自行安排交通及住宿事宜。

**Contact Details of Reliance Travel (HK) Limited**
**誠信旅遊聯絡資料**

| | | |
|---|---|---|
| Contact 聯絡人 | : | Ms San Fong (方新小姐) |
| Tel 電話 | : | (852) 2731 2010 |
| Fax 傳真 | : | (852) 2311 3058 |
| Email 電郵 | : | chengdu@rthk.com.hk |

### 7.2 Self-travel Arrangement & Onsite Contact 自行安排行程及當地聯絡資料

If you travel on your own arrangement, please make sure that you can attend the event on time. 凡自行安排行程的參展商，請儘早預訂機票及酒店，及確定 貴公司能準時出席展會及現場相關活動。

For local emergency contact, please complete the **FORM 7 - Travel Arrangement & Onsite Contact** and return to HKTDC on or before 27 April (Wednesday). 參展商請填妥**表格七 - 行程安排及現場聯絡資料申報表**並於4月27 日(周三) 前交回本局。所提供的資料將用作博覽會期間與參展商緊急聯絡之用。

### 7.3 Entry Visa to China 中國入境簽證

Exhibitors holding foreign passports must apply for entry visa to the mainland. Assistance can be sought from our appointed travel agent. 凡持外國護照者，必須申請中國入境簽證。詳情請聯絡大會指定旅行社。

### 7.4 Travel & Medical Insurance 旅遊及醫療保險

Exhibitors are advised to arrange for proper travel insurance to cover the whole trip in the mainland. HKTDC would NOT be responsible for any personal accidents, injuries or medical treatment during the trip. 參展商必須自行購買旅遊保險，本局將不會負責任何個人意外、受傷或醫療費用。

## 8. Shipment Arrangement 貨運安排

### 8.1 Official Freight Forwarder 大會指定貨運代理

**Agility Fairs & Events Logistics Limited** is the appointed freight forwarder for "SmartHK". The company offers forwarding & custom clearance services from Hong Kong or the mainland to the fairground. The agreed shipping arrangements between the official freight forwarder and the individual exhibitor will ensure that exhibits and all related articles to be delivered to the exhibition venue well in advance of the exhibition date.

Exhibitors should apply to the contact details listed below for full information on forwarding procedures. The forwarder will issue individual Exhibition Transport Guidelines to exhibitors.

**泛聯展覽物流香港有限公司**為是次博覽會指定的貨運代理，提供由香港或內地至會場的貨運及清關服務。指定貨運代理與參展商的委託貨運協議，能確保所有展品在博覽會日期前送抵會場。參展商可依下列資料與貨運代理聯絡，安排托運事宜。

**Contact Details 聯絡資料**

Agility Fairs & Events Logistics Limited 泛聯展覽物流香港有限公司
Contact 聯絡人: (香港) Mr. Bart Chiu 趙先生 / (上海) Mr. Vincent Jiang 蔣先生
Tel 電話 : (香港) 2211 8203 / 2211 8202 ; (上海) 86-21-6116 8716
Fax 傳真 : (香港) 2866 2421 ; (上海) 86-21-6236 5667
Email 電郵 : BChiu@agility.com / VJiang@agility.com

### 8.2 Return Shipment 回運安排

If exhibitors decide not to use the service offered by the appointed forwarder, please be reminded to carefully arrange your return shipment. There were swindle cases in other exhibitions where exhibitors' return shipments were lost to fake forwarders. 參展商如不選用指定貨運代理，請注意貨品之回運安排。以往曾有參展商於其他展覽被冒認貨運代理騙去其回運貨品。

## 9. Other Services / Facilities 其他服務及設施

### 9.1 Temporary Staff 臨時員工

Exhibitors may hire temporary staff and relevant details are available in **FORM 5 - Temporary Staff**. The completed request form should be returned to HKTDC with the cheque payment **on or before 22/4 (Friday).** 參展商如欲聘請臨時員工，請填妥**表格五 - 臨時員工聘請申請表**並連同所需費用於 **4 月 22 日(周五)前**交回本局。

### 9.2 SME Funding Schemes 中小企業資助計劃

Successful applicants for this Fair are eligible to apply for the SME Export Marketing Fund sponsored by the HKSAR Government. For details, please visit www.smefund.tid.gov.hk or please call (852)-23985127. 合資格的參展商可申請工業貿易署的「中小企業市場推廣基金」撥款資助計劃。詳情請致電 (852)-23985127 或參考 www.smefund.tid.gov.hk。

Exhibitors of the “Innovative Design and Marketing Pavilion” whose participation are subsidised under “CreateSmart Initiative” of CreateHK will not be entitled to other public funding including the SME Export Marketing Fund. 已獲創意香港旗下「創意智優計劃」資助的「設計創新及市場推廣展館」參展商將不能獲得其他屬於政府之資助，包括「中小企業市場推廣基金」。