HKTDC

Hong Kong Electronics Fair (Autumn Edition)
香港秋季電子產品展

Form C1 - Additional Promotion Package

表格C1 — 額外推廣計劃

Stand out from the crowd with eye catching promotion opportunities

利用矚目推廣方案 從芸芸參展商中突圍而出

The HKTDC Hong Kong Electronics Fair (Autumn Edition) and the concurrent electronicAsia make the world's largest electronics marketplace, which attracted **more than 64,000 buyers from 147 countries and regions** to visit in 2016. It is the world's gathering place for those who thrive on the electronics business.

To stand out from over 3,600 exhibitors, you can make use of a variety of advertising channels, including fair catalogue, thematic e-Mag, online, onsite and outdoor promotions to draw international buyers' attention!

「香港貿發局香港秋季電子產品展」加上同期舉行的「國際電子組件及生產技術展」是全球最大電子產品商貿平台，於2016年吸引了來自**147個國家及地區逾64,000名買家入場參觀**，是電子業界接通全球業務的最佳平台。

要在芸芸3,600多家參展商中突圍而出，您可利用一系列推廣渠道，包括展覽會場刊、電子版雜誌、網上、展會現場及戶外推廣，令環球買家留下深刻印象！

1. Fair Catalogue – *HKTDC Electronics* October 2017 Issue
展覽會場刊 —《香港貿發局電子》2017年10月號

HKTDC Electronics October 2017 issue is the **official magazine of the HKTDC Hong Kong Electronics Fair (Autumn Edition)**, featuring articles, fair details and exhibitor directory. The magazine is published in print and electronic versions, helping you expand global business opportunities. *HKTDC Electronics* is published in April and October with annual readership of 354,000, and there are special advertising formats such as magazine cover, gatefold advertisement, etc for exhibitors' selection.

《香港貿發局電子》2017年10月號為「**香港貿發局香港秋季電子產品展」展會場刊**，將刊載展覽會資料及參展商名錄。雜誌提供印刷及電子版，助您拓展環球商機。《香港貿發局電子》逢4月及10月出版，全年讀者人數高達354,000，另設有特別廣告形式如封面廣告及拉頁廣告等以配合不同參展商的需要。

Print Version 印刷版

- Direct-mailed to buyers selected from the international business contacts in the HKTDC database, as well as to the buying offices in Hong Kong.
  直接郵寄至本局國際企業資料庫中的合適海外買家，以及香港的採購辦事處。
- Distributed for free at the Hong Kong Electronics Fair and relevant trade fairs worldwide.
  在香港電子產品展及全球相關展覽會中免費派發。
- Displayed at business centres and receptions of selected hotels in Hong Kong during fair period.
  在展覽會期間於本港特選酒店的商務中心及接待處展示。

Online Version 網上版

- **Published prior to trade fair starts**, allowing buyers to preview the products before visiting.
  提早於展會前出版，供買家率先預覽。
- Buyers can read the magazines for free online.
  供買家於網上免費瀏覽 (www.hktdc.com/magazines)。

App Version APP版

- Free download on mobile devices.
  於流動裝置中免費下載。

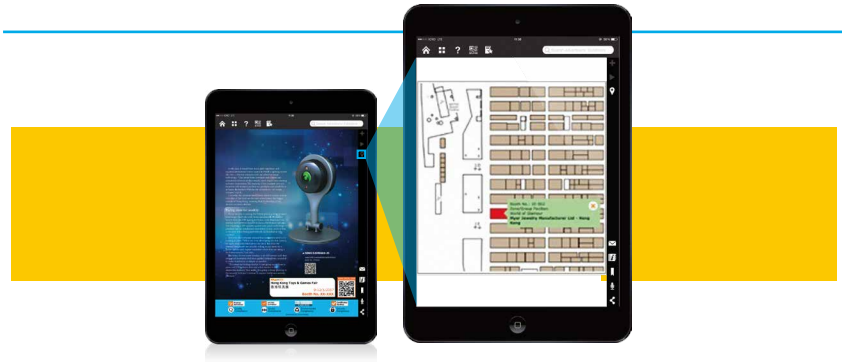
Exhibitors' benefits 參展商優惠

Exhibitors can **enjoy 20% off the full-page advertising rate** and the following benefits to attract buyers to visit your booth*:

參展商可**享全版廣告八折**，以及下列優勢吸引買家到訪展台參觀*：

- Front cover advertising exclusive for exhibitors only.
  封面廣告只供參展商選購。

- Exhibitor's full-page advertisements will be placed at the front of corresponding advertising sections, and a fair label provided.
  參展商的全版廣告將獲安排編印於所屬廣告分類的較前位置，並獲發「參展標籤」。



- Exhibitors' booths locations will be highlighted in App version when buyers tap the icon.
  參展商展台位置於APP版一目了然，買家只需點 即可瀏覽。

- A product photo will be displayed on the TV Wall at the Buyer Registration Counter and Exhibitor Locator System of the fair.
  於會場內的買家登記處大型電子屏幕及參展商搜尋器展示一張產品照片。

*Terms and conditions apply 受條件及條款約束

2 hktdc.com Online Promotions
「貿發網」網上推廣

hktdc.com Online Marketplace (www.hktdc.com) features 1.8 million worldwide registered buyers, including those quality buyers visiting the HKTDC trade fairs who source via hktdc.com all year round. Business connections generated via hktdc.com reach 24,000,000 a year.

To boost buyers' confidence, suppliers' information on hktdc.com is verified by international renowned organisations including Dun & Bradstreet authenticates company information, and TÜV Rheinland verifies certificates and factories compliances.

「貿發網」（www.hktdc.com）匯聚來自世界各地逾180萬名登記買家，包括每年來港參加貿發局展覽會的優質買家，全年不斷經「貿發網」進行採購。「貿發網」每年建立的商貿聯繫達2,400萬宗。

為突顯「貿發網」供應商的誠信優勢，加強買家採購信心，本局一直與不同的國際權威機構合作，包括鄧白氏認證公司資料及德國萊茵TÜV提供證書驗證及廠房符合性檢核服務。

Exhibitors' benefits 參展商優惠

- **20% off** the advertising fee for promoting their company and products (from 100 items to up to 15,000 items depending on the package) on www.hktdc.com for one year, and enjoy professional web content editing service to improve ranking.

  參展商可享**八折優惠**，於「貿發網」推廣公司及其產品(視乎推廣計劃而定，由100項至15,000項不等)，為期一年，並由專人修訂網頁內容，提高搜索排名。

- Priority referral to fair visitors via the hktdc.com Free Sourcing Service where the HKTDC provides free lists of relevant hktdc.com suppliers to buyers according to their sourcing needs at more than 100 exhibitions in Hong Kong and overseas. You can also receive a buyer list with contact details to reach your targets directly.

  透過「hktdc.com展覽商貿配對服務」獲優先推介予展會買家。本局於本地及海外逾100個展覽會，根據買家所需產品，免費提供一份相關的供應商名單，「貿發網」供應商除可獲優先推介外，更可獲取對口買家名單及詳細聯絡方法，盡佔先機。

- Priority participation at hktdc.com Buyer Meetings and activities which the HKTDC organises for VIP buyers during major trade fairs throughout the year.

  優先獲推介參與本局全年於各主要展覽會為VIP買家舉行的採購會及交流活動。

3 hktdc.com Showcase Display
「貿發網」產品陳列

- Product displayed at HKTDC Buyer Centre at Hall 1 Concourse to attract buyers to visit your booth.

  於展覽廳一號大堂附近的「香港貿發局買家服務中心」陳列產品，吸引買家參觀您的展台。

- Ambassadors to assist buyers interested in your products to scan the QR code, hence your company and product information will be downloaded to buyers' mobile devices instantly. You can also receive the list of interested buyers with contact details for prompt follow up after fair.

  專人協助買家掃描展櫃上的二維碼(QR Code)，您公司及產品資料將直接下載至買家的流動裝置，並可於展後獲取相關買家名單。

hktdc.com Small Orders Online-Offline Promotion
「貿發網小批量採購」網上網下推廣

Suppliers who accept small orders from 5 to 1,000 units can conduct online transactions with buyers via http://smallorders.hktdc.com. Selected products, maximum 10 types, can be showcased at the hktdc.com Small Orders product display zone of the fair to draw buyers' attention and to increase enquiries and orders.

供應商如接受產品數量介乎5至1,000小批量訂單，可透過「貿發網小批量採購」平台(http://smallorders.hktdc.com)與買家直接進行網上交易，並將精選產品(最多十款)於會場內的「貿發網小批量採購」產品陳列區展示，吸引買家購買及查詢，締造更多商機。

- Product display zone located at high-traffic Expo Drive Entrance or Hall 1 Concourse

  產品陳列區設於人流暢旺的展覽會博覽道入口或一號展館大堂

- Prices in USD and MOQ for each products are clearly specified to speed up buyers' sourcing decisions

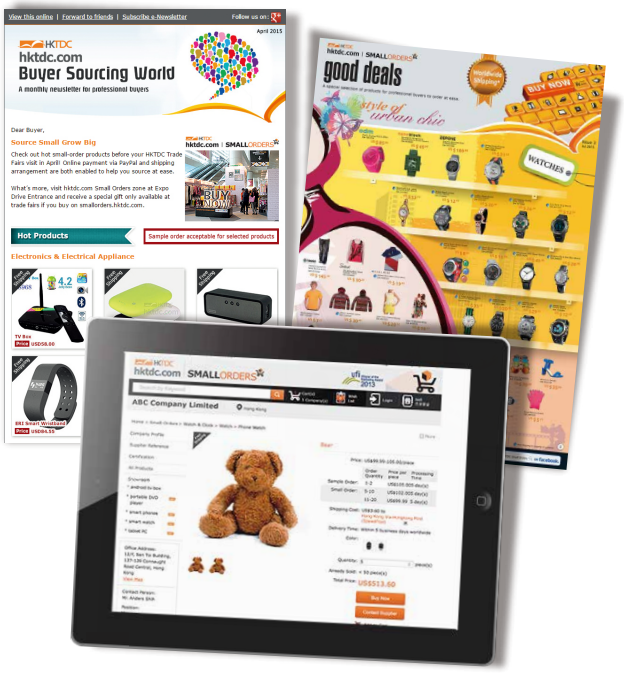
  每件產品旁均清楚標示美元價格及最低訂購數量，加快買家的採購決定

- Suppliers with a PayPal Business Account can conduct instant business transactions with buyers through the online transaction platform

  供應商只需開通PayPal商業賬戶即可透過網上平台與買家進行實時網上交易

- Selected products will be highlighted in e-News and *Good Deals* leaflet to attract buyers to purchase

  精選產品將獲刊載於買家電郵及*Good Deals*宣傳單張重點推廣



- Dedicated QR Codes will be provided, allowing buyers to view product details and conduct online transactions via mobile devices

  每個展櫃設有二維碼(QR Code)，讓買家利用流動裝置即時下載產品資料及即時進行網上交易

- During fair period, suppliers will receive the list of buyers who have scanned the company's QR Codes or orders placed on the online transaction platform through email

  展會期間，供應商將以電郵方式收取曾掃描其二維碼的買家名單，以及買家透過網上平台發出的訂單

4 Thematic Marketing Solution
產品專題跨媒體推廣

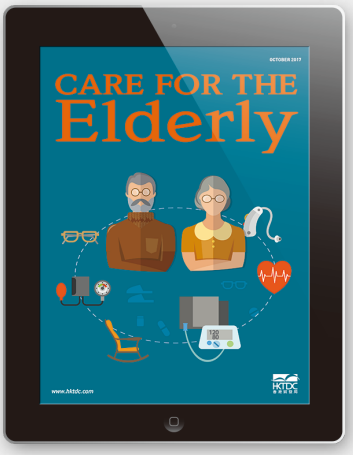
In response to the growing demand of consumer technology, green and elderly products, "Consumer Technology", "Care for the Elderly" and "World of Green Products" themes will be highlighted in Hong Kong Electronics Fair 2017 (Autumn Edition) as a cross-industry promotion. Suppliers with related products can make use of these online-to-offline promotion channels to reach target buyers!

越來越多買家瞄準消費類電子、環保及銀髮市場產品，香港秋季電子展2017特設「消費類電子產品」、「銀髮市場」及「環保產品」專題，供應商可透過下列跨媒體跨產業渠道，推廣相關的燈飾產品，與目標買家聯繫洽商！

A. Thematic e-Magazine Ad 電子版專題雜誌廣告

Consumer Technology
«消費類電子產品»
Readership 讀者人數：
90,000

Care for the Elderly
«銀髮市場»
Readership 讀者人數：
50,000



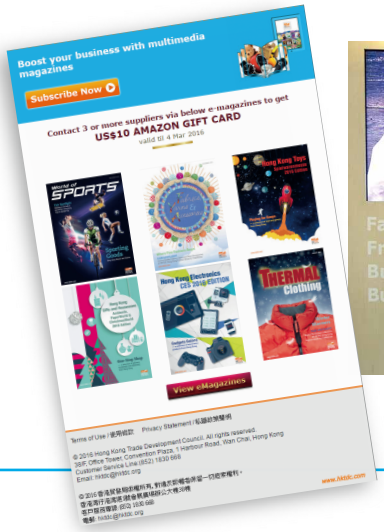
World of Green Products
«環保產品»
Readership 讀者人數：
80,000

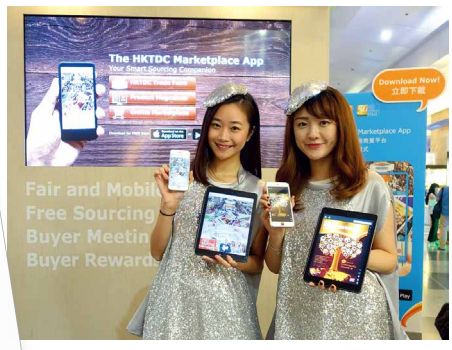
- Published prior to the start of trade fair, allowing buyers to preview the magazine online or via HKTDC Marketplace App

  雜誌將於展覽會前出版，買家可在網上及HKTDC Marketplace App中瀏覽

- The e-Magazine will be emailed to relevant buyers in the HKTDC database after publication, and buyers will be encouraged to download the magazine during trade fair period

  出版後以電郵方式推廣至本局資料庫內相關買家，並於展覽會中推動買家下載





B. Product Display 產品陳列

Exhibition 展覽會：	Display Location 陳列地點：
“Consumer Technology” 「消費類電子產品」	
• Hong Kong Electronics Fair 2017 (Autumn Edition) 香港秋季電子產品展2017	Hall 1E Entrance 展覽廳1E 入口
“Care for the Elderly” 「銀髮市場」	
• Hong Kong Electronics Fair 2017 (Autumn Edition) 香港秋季電子產品展2017 • Hong Kong International Lighting Fair 2017 (Autumn Edition) 香港國際秋季燈飾展2017	HKTDC Buyer Centre at Hall 1 Concourse 展覽廳1號大堂附近的「香港貿發局買家服務中心」
“World of Green Products” 「環保產品」	
• Hong Kong Electronics Fair 2017 (Autumn Edition) 香港秋季電子產品展2017 • Hong Kong International Lighting Fair 2017 (Autumn Edition) 香港國際秋季燈飾展2017	HKTDC Buyer Centre at Hall 1 Concourse 展覽廳1號大堂附近的「香港貿發局買家服務中心」

* All product display location will be assigned by the HKTDC, and there must be no disputes. We reserve the right to make amendments about the service at any time without prior notice.
所有產品陳列位置將由貿發局安排，客戶不得異議。本局保留隨時更改有關服務之權利，而不作另行通知。

Dedicated QR codes connect to online business opportunities
二維碼連繫商機

A dedicated QR code will be provided for each showcase, allowing buyers to download interested suppliers' company details and product information via mobile devices. Suppliers will receive a list of buyers who scanned their QR codes for further business discussions.

每個展櫃均設有專屬二維碼，供買家透過流動裝置下載供應商的公司及產品資料，供應商更可於展後獲取相關買家名單，以便跟進。

* Product display will be offered with at least 3 advertisers participating.
產品陳列服務須有3位或以上客戶參與方會提供。

Display format: Display up to 10 products ; showcase size around 400mm (L) x 400mm (W) x 400mm (H)

展示模式：獨立展櫃展示最多10款產品，
展櫃約400毫米(長) x 400毫米(闊) x 400毫米(高)

C. hktdc.com Online Promotions 「貿發網」網上推廣 (www.hktdc.com)

- Display company information and product photos (10 photos on the Chinese and English sites respectively) for one year

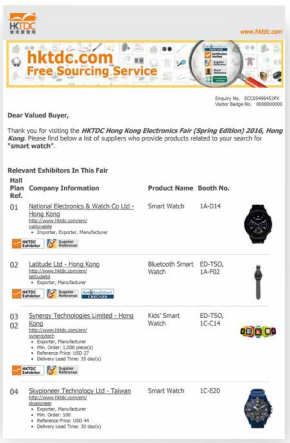
  登載公司資料及產品照片(中、英文版網頁各10張)，為期一年

- Featured listing on the “self-selected keyword” search results page of the hktdc.com

  於「貿發網」自選關鍵字搜尋結果頁獲優先排名

- Priority ranking in the self-selected keyword search results page of the hktdc.com Free Sourcing Service

  於「hktdc.com展覽商貿配對服務」自選關鍵字獲優先排名



5 Onsite and Outdoor Promotions
展覽現場及戶外推廣

Build your brand and attract visitors to your booth via the onsite advertising items at prominent locations.

利用在展會現場顯眼的廣告位置建立品牌形象，吸引買家參觀您的展台。

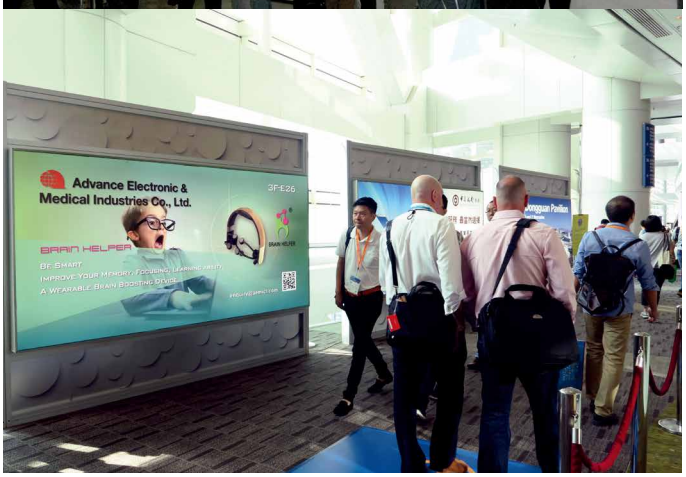
Interior Advertisements 展覽會場內廣告

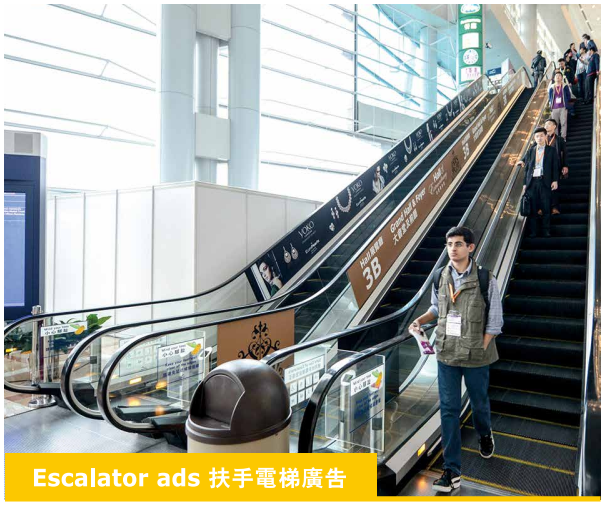
Benefit from higher visibility and buyer traffic to your booth through an array of onsite advertisements located at the most prominent spots.

利用設於場內主要位置的各種宣傳廣告，突出產品及公司形象，吸引買家到訪展台。

Hanging poster ads 懸掛式海報廣告

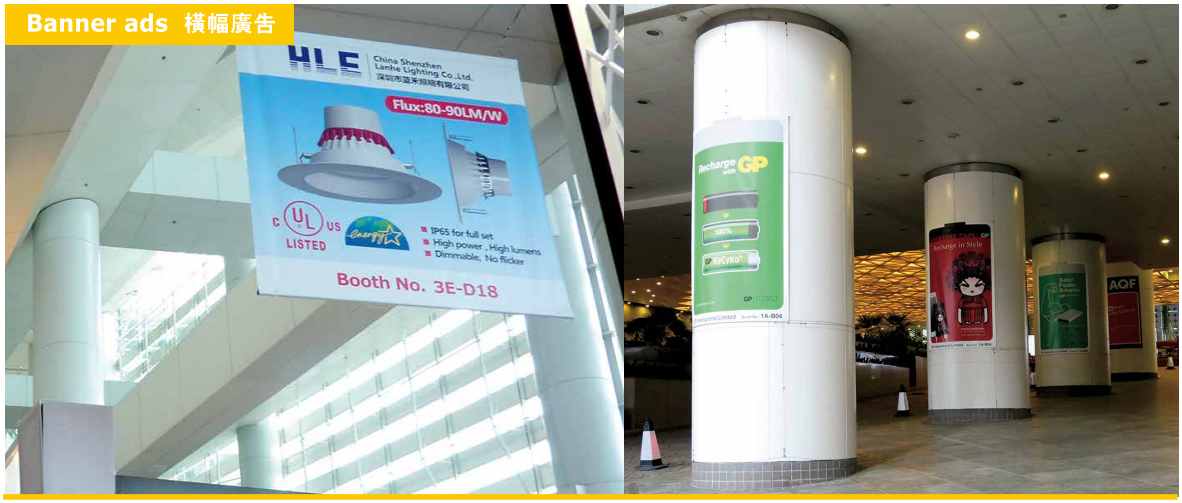
Lightbox ads 燈箱廣告





Escalator ads 扶手電梯廣告

Banner ads 橫幅廣告



◉ TV Wall Advertising 大型電視屏幕廣告

Highlight your product's functions and features via video or product photo display.

以播放短片或產品照片突顯產品功能及特色。

TV walls (video or product photo display)

大型電視屏幕 (播放短片或產品照片)

◉ Targeted Media Opportunities 針對性強的推廣媒體

Maximise your exposure by advertising on high-profile, on-the-go channels.

透過矚目的流動推廣媒體爭取更多曝光機會。

Shuttle bus sticker ads 大會穿梭巴士車身貼紙

Tote bag ads or inserts
大會購物袋廣告或宣傳單張插放

Battery Charger ads
手機充電站廣告

Advertising Packages 廣告組合

	Advertising Packages 廣告組合	Package Details 組合內容	Booking Deadline 預訂截止日期 (d日/ m月/ y年)	Advertising Fee* 廣告費*
1) Fair Catalogue 展覽會場刊				
☐	*HKTDC Electronics* 《香港貿發局電子》	Full-page ad in October 2017 issue 2017年10月號全版廣告	8 / 9 / 2017	每頁HK$12,400 / US$1,920 per page ~~(Original原價：HK$15,500 / US$2,390)~~
2) Online Promotions at www.hktdc.com 「貿發網」hktdc.com 網上推廣				
☐	*hktdc.com Standard Package* 「貿發網」標準計劃	Company profile with 100 product photos on English website and 10 photos on Chinese website for one year 公司專頁連產品照片，英文網站100張，中文網站10張，為期一年	13 / 9 / 2017	HK$14,240 / US$2,200 ~~(Original原價：HK$17,800 / US2,750)~~
3) Showcase Display Packages# 產品陳列推廣計劃#				
☐	*hktdc.com Showcase Display Package at Hall 1 concourse* 於展覽廳一號大堂 「貿發網」產品陳列推廣計劃	One unit of product display, company profile with 10 product photos on English and Chinese sites respectively for 6 months and distribution of 100 leaflets 產品陳列櫃一格、公司專頁連產品照片，英文及中文網站各10張，為期半年，及派發公司產品宣傳單張100張	8 / 9 / 2017	每格展櫃HK$13,500起 / US$2,080 up per showcase unit
☐	*hktdc.com Small Orders online-offline promotion* 「貿發網小批量採購」網上網下推廣	• One unit of product display 產品陳列櫃一格 • Company profile with 30 product photos on English website for one year 公司專頁連產品照片，英文網站30張，為期一年	28 / 8 / 2017	每格展櫃HK$9,000起 / US$1,400 up per showcase unit

4) Thematic Integrated Marketing Solution 產品專題跨媒體推廣

	Theme 主題	e-Magazine 1 full-page ad 電子版雜誌 全版廣告一頁	1 unit product display at Electronics Fair (October Edition) 秋季電子產品展產品陳列一格	Booking Deadline 預訂截止日期 (d日/ m月/ y年)	Package Price 組合價
☐	Consumer Technology 「消費類電子產品」	✓	✓	8 / 9 / 2017	HK$8,800 / US$1,360
☐		✓	—		HK$5,800^ / US$900
☐	Care for the Elderly 「銀髮市場」	✓	✓		HK$8,800 / US$1,360
☐		✓	—		HK$5,800^ / US$900
☐	World of Green Products 「環保產品」	✓	✓		HK$8,800 / US$1,360
☐		✓	—		HK$5,800^ / US$900

"Care for the Elderly " , "World of Green Products" e-Magazine + Product Display advertisers are eligible to additionally purchase a display showcase in the **same theme** with a discounted price HK$5,000/ US$770 at Hong Kong International Lighting Fair (Autumn Edition).
「銀髮市場」、「環保產品」專題電子版廣告 + 產品陳列客戶，均可享優惠價HK$5,000/US$770加購一個產品陳列櫃於香港國際秋季燈飾展**相同主題**之陳列區展示產品。

5) Onsite Advertising Items 展會現場廣告

☐ *Onsite Advertising Items* 展會現場廣告

☐ Hanging poster ads 懸掛式海報廣告
☐ Banner ads 橫幅廣告
☐ Escalator ads 扶手電梯廣告
☐ Lightbox ads 燈箱廣告
☐ TV wall 大型電視屏幕
☐ Shuttle bus sticker ads 大會穿梭巴士車身貼紙廣告
☐ Tote bag ads or inserts 大會購物袋廣告 或 宣傳單張插放
☐ Battery charger ads 手機充電站廣告

(All items are subject to stock availability 所有項目均受實際供應量限制)

Booking Deadline 預訂截止日期 (d日/ m月/ y年): 31 / 5 / 2017

Advertising Fee*: Our representative will contact you for advertising details 本局職員將與您聯絡提供廣告詳情

Total Advertising Fee 總廣告費用: HK$ / US$

☐ We understand that the location and allocation of onsite advertising items and showcases are at HKTDC's sole and absolute discretion. We further agree and acknowledge that all applications, including advertisement design and content, and the exhibits for showcase display are subject to the final approval of HKTDC.

本公司明白主辦機構有權分配及更改展覽會現場廣告及產品陳列櫃之位置，亦同時知悉香港貿發局對所有申請，包括廣告內容及設計、於陳列櫃內之展品擁有最終決定權，本公司不會作出任何異議。

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：_____

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

* Non-Hong Kong applicants must pay in US dollars. The Hong Kong dollar price is applicable to Hong Kong applicants only.
港元價格僅適用於香港公司之申請，非香港公司必須以美元價格繳付。

\# Showcase locations are subject to change without prior notice. The organizer has the right of final decision in case of any dispute.
陳列位置如有更改，恕不另行通知。如有任何爭議，香港貿發局保留最終決定權。

^ All pictures are for reference only.
所有圖片只供參考。

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