

21 July 2022

Dear Exhibitors (applicants),

Updates on Onsite Advertising Items
at HKTDC Fairs during 13-16 October 2022

October is one of the prime sourcing seasons for global trade. Below tech events will be held concurrently at the Hong Kong Convention and Exhibition Centre (HKCEC) during 13-16 October 2022 to provide synergy to both exhibitors and buyers by offering a convenient one-stop marketing and sourcing platform.

We are offering a range of onsite advertising items (such as banners and lightboxes) at HKCEC prominent locations, which are available for exhibitors from below fairs to apply. Please refer to the respective fair websites for the latest information.

- Hong Kong Electronics Fair (Autumn Edition)
<http://www.hktdc.com/event/hkelectronicfairae/en/advertise/>
- International ICT Expo
<http://www.hktdc.com/event/ictexpo/en/advertise/>
- Hong Kong International Lighting Fair (Autumn Edition)
<http://www.hktdc.com/event/hklightingfairae/en/advertise/>
- Hong Kong International Outdoor and Tech Light Expo
<http://www.hktdc.com/event/hkotlexpo/en/advertise/>

Exhibitors interested in these onsite advertising items should submit their applications with a deposit of at least 20% of the advertising fee to HKTDC by the intention deadline of 29 July 2022.

If more than one application is received for a particular item or location, allotment will be arranged by way of balloting, and ballot priority will be given to exhibitors who have confirmed for onsite advertising items at the 2020 October edition of Electronics Fair and Lighting Fair. Successful applicants will receive a confirmation letter from HKTDC. The balance payment of the confirmed advertising item must be received by HKTDC within 5 working days from the issue date of the confirmation letter. Applications received after the intention deadline will be handled subject to stock availability on a first-come-first-served basis.



All onsite advertising items at the abovementioned fairs in October 2022 will be offered on a one-off basis. Exhibitors, who have confirmed and paid for onsite advertising items at the 2020 edition of the abovementioned fairs, will be given the first right of renewal to retain the same item and location as the 2020 edition when applying for the 2023 edition of the same fair.

For enquiries or applications, please contact:

	Exhibitors from Hong Kong	Exhibitors outside Hong Kong
Contact Person	Ms. Ka Yan Li	Mr. Peter Lee
Telephone	(852) 2240 5552	(852) 2240 5841
Email	advertising.edb@hktcdc.org	

Yours faithfully,

Hong Kong Trade Development Council

致各參展商 (申請公司):

2022 年 10 月 13 日至 16 日
香港貿發局展覽會現場廣告項目之最新安排

十月份一向是傳統的採購旺季，為協助參展商及買家能繼續捕捉商機，並享盡相關展覽會的協同效應，以下展覽會將於 2022 年 10 月 13 日至 16 日同期假香港會議展覽中心舉行。本局提供一系列的展覽會現場廣告 (包括橫幅廣告及燈箱廣告等)，供以下展覽會的參展商申請，有關最新廣告資料，請瀏覽各展覽會網頁。

- 香港秋季電子產品展
<http://www.hktdc.com/event/hkelectronicfairae/tc/advertise/>
- 國際資訊科技博覽
<http://www.hktdc.com/event/ictexpo/tc/advertise/>
- 香港國際秋季燈飾展
<http://www.hktdc.com/event/hklightingfairae/tc/advertise/>
- 香港國際戶外及科技照明博覽
<http://www.hktdc.com/event/hkotlexpo/tc/advertise/>

參展商如有意於展覽會現場刊登廣告，請於 **預訂意向截止日期 2022 年 7 月 29 日或以前** 向本局提交申請並支付最少百分之二十之廣告費作為訂金。

如有多於一位參展商對同一廣告位置提交申請，該位置將會以抽籤形式分配，而曾於 2020 年 10 月電子產品展及燈飾展確認申請的參展商可獲優先分配廣告位置。本局將會向成功申請的參展商發出確認信函，參展商必須在確認信函發出日後五個工作天之內支付有關廣告費的餘款並由本局確認收妥。所有於預訂意向截止日期以後遞交之申請，本局將視乎廣告位置的供應情況，以先到先得形式處理。

所有於 2022 年 10 月的上述展覽會現場廣告均為一次性安排，而曾於 2020 年上述展覽會成功申請並已支付有關廣告費的參展商，可於 2023 年展覽會優先預留於 2020 年同一展覽會成功申請的同一廣告位置。

查詢或遞交申請，請聯絡：

	香港參展商	香港以外參展商
聯絡人	李家昕小姐	李卓謙先生
電話	(852) 2240 5552	(852) 2240 5841
電郵	advertising.edb@hktdc.org	

香港貿易發展局

2022 年 7 月 21 日