

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

Form C1 - Additional Promotion Package

表格C1 — 額外推廣計劃



Get more exposure, seize more opportunities! 加強曝光 搶佔商機!

► Online Advertising 網上廣告

Online Exposure on Industry Vertical
於行業網站享更多曝光機會



Gifts & Premium Fair Online

Fair website evolves into an industry vertical for gifts & premium buyers, enriched with more product listings, latest market news, industry trends and more to come

禮品及贈品展在綫

展會網站全面革新為禮品及贈品產品買家的垂直門戶網站，並將陸續網羅更多精彩內容如精選產品推介、最新市場資訊及行業動態等



Exhibitor benefits

- 20% off the advertising fee and complimentary web content editing service
- Priority search rankings
- Priority referral in business matching services
- Receive buyer list with contact information via the hktcdc.com Free Sourcing Service

參展商優惠

- 廣告費八折優惠，並由專人修訂網頁內容
- 搜尋結果優先排名
- 於本局商貿配對活動中獲優先推介
- 透過「hktcdc.com展覽商貿配對服務」獲取對口買家名單及聯絡方式

► Magazine Advertising 產品雜誌廣告

Official Fair Catalogue: *HKTDC Gifts, Premium & Stationery* April 2018
展覽會場刊:《香港貿發局禮品及文具》2018年4月號

Annual readership 全年讀者人數

295,000



Print*

- On-site distribution
- Direct mailed to HKTDC buyers
- Displayed at selected business centres and hotels in Hong Kong

印刷版*

- 於會場內大量派發
- 直接郵寄至本局資料庫內優質買家
- 於本港特選酒店的商務中心及接待處展示

Online

- Free browsing at www.hktdc.com/magazines
- Emailed to all relevant HKTDC buyers

網上版

- 網上免費瀏覽
www.hktdc.com/magazines
- 電郵至本局資料庫內相關買家

App

- Free download at HKTDC Marketplace App
- Interactive features engage buyers in your ad

APP版

- 於 HKTDC Marketplace App 中免費下載
- 藉互動功能向買家作深度推廣

Exhibitor benefits

- 20% off the full-page advertising fee
- Priority placement in corresponding sections
- Fair label with your booth number inserted in your ad to draw buyer visits
- Your product photo on TV Wall and Exhibitor Locator System

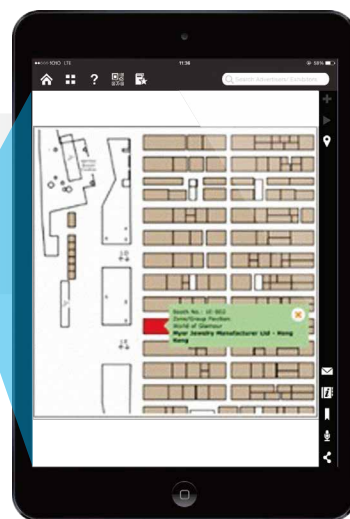
參展商優惠

- 全版廣告八折優惠
- 廣告將獲安排於所屬廣告分類的較前位置
- 廣告上顯示參展標籤及展台位置，吸引買家到訪
- 於展會買家登記處大型電視屏幕及參展商搜尋器展示產品照片



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

27-30/4/2018
Booth No. 1A-B18



* Special advertising formats such as magazine cover, gatefold advertisement, etc are available for selection
設有特別廣告形式如封面廣告及拉頁廣告等配合不同需要

► Product Promotion 產品推廣

1. Product Showcase at HKTDC Buyer Centre 「香港貿發局買家服務中心」產品陳列



- Locates at Hall 1 Concourse
- Attracts buyers to visit your booth
- QR code provided to solicit buyer enquiries and contact information
- 位於展覽廳一號大堂
- 吸引買家到訪您的展位
- 透過專屬二維碼收集買家查詢及聯絡方式

2. Small Orders Opportunities 「小批量採購」產品推廣

Dedicated for sample or trial orders, inventory sale with order quantities from 5 to 1,000 units
專為訂購量為5至1,000的樣品、試銷訂單以及庫存銷售而設的小批量採購平台



Product Showcase at hktcdc.com Small Orders Zone

- Locates at Expo Drive entrance
- Display up to 10 products
- QR code provided to solicit buyer enquiries and contact information

「貿發網小批量採購」產品陳列區

- 設於展覽會博覽道入口
- 展示最多十款精選產品
- 透過專屬二維碼收集買家查詢及聯絡方式

Online Listing and Transactions at hktcdc.com Small Orders

- No listing fee or commission
- Receive payment via PayPal Business Account before your shipment
- Shipping discounts and sponsorship

「貿發網小批量採購」網上展示及 即時交易

- 毋須上架費及佣金
- 先透過 PayPal 商業帳戶收款後發貨
- 專享多項運費優惠及資助

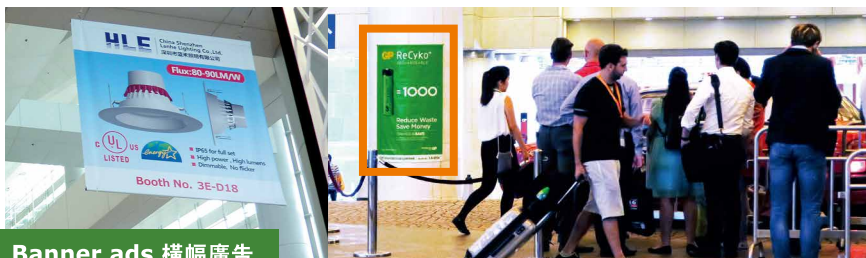
► Onsite and Outdoor Advertising 展覽會現場及戶外推廣

1. Interior Advertisements 展覽會場內廣告

Hanging poster ads 懸掛式海報廣告



Lightbox ads 燈箱廣告



Banner ads 橫幅廣告



Escalator ads 扶手電梯廣告

2. TV Wall Advertisements 大型電視屏幕廣告

- Product video or photo display
- No less than 15 times of exposure on TV Wall and Exhibitor Locator System at various prime locations per day
- 播放短片或產品照片
- 每日不少於15次於買家登記處大型電視屏幕及位置優越的參展商搜尋器曝光



3. Buyer Touch-point Opportunities 買家接觸點推廣媒體

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



Table sticker & lightbox ads at VIP Lounges 貴賓廊桌面貼紙及燈箱廣告組合



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) Online Advertising 網上廣告				
<input type="checkbox"/>	Gifts & Premium Fair Online Package 「禮品及贈品展在綫」推廣計劃	Company profile with 100 fair-related product photos for one year 公司專頁及登載100張與展覽相關的產品照片，為期一年	27 / 3 / 2018	HK\$14,240 / US\$2,200 (Original原價：HK\$17,800 / US\$2,790)
2) Magazine Advertising 產品雜誌廣告				
<input type="checkbox"/>	HKTDC Gifts, Premium & Stationery 《香港貿發局禮品及文具》	Full-page ad in Apr 2018 issue 2018年4月號全版廣告	5 / 3 / 2018	每頁HK\$12,400 / US\$1,920 per page (Original原價：HK\$15,500 / US\$2,390)
3) Product Promotion* 產品推廣*				
<input type="checkbox"/>	Product Showcase at HKTDC Buyer Centre 「香港貿發局買家服務中心」產品陳列	<ul style="list-style-type: none">One unit of product displayCompany profile with 10 product photos on English and Chinese sites respectively for 6 monthsDistribution 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，為期半年派發公司產品宣傳單張100張	26 / 2 / 2018	每格展櫃HK\$13,500起 / US\$2,080 up per showcase unit
<input type="checkbox"/>	hktdc.com Small Orders Promotion Package 「貿發網小批量採購」推廣	<ul style="list-style-type: none">One unit of product displayCompany profile with 30 product photos on English website for one year產品陳列櫃一格公司專頁連產品照片，英文網站30張，為期一年	26 / 2 / 2018	每格展櫃HK\$5,800起 / US\$900 up per showcase unit
4) Onsite and Outdoor Advertising 展覽會現場及戶外推廣				
<input type="checkbox"/>	Onsite Advertising Items 展會現場廣告 <div><input type="checkbox"/> Hanging poster ads 懸掛式海報廣告 <input type="checkbox"/> Banner ads 橫幅廣告 <input type="checkbox"/> Escalator ads 扶手電梯廣告 <input type="checkbox"/> Lightbox ads 燈箱廣告 <input type="checkbox"/> TV wall 大型電視屏幕廣告 (All items are subject to stock availability 所有項目均受實際供應量限制)</div> <div><input type="checkbox"/> Shuttle bus sticker ads 大會穿梭巴士車身貼紙廣告 <input type="checkbox"/> Tote bag ads or inserts 大會購物袋廣告 或 宣傳單張插放 <input type="checkbox"/> Battery charger ads 手機充電站廣告 <input type="checkbox"/> Table sticker & lightbox ads at VIP lounges 貴賓廊桌面貼紙及燈箱廣告組合</div>		30 / 11 / 2017	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 organiser has the right of final decision in case of any dispute.
陳列櫃位置如有任何更改，恕不另行通知。香港貿發局保留最終決定權。

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



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