

FORM 17A	HKTDC Hong Kong Book Fair 香港貿發局香港書展 19 - 25 / 7 / 2017	Return to : Exhibitions Department Hong Kong Trade Development Council Unit 13, Expo Galleria HK Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong Tel : (852) 2240 4378 Fax : (852)2169 9152 Attn : Mr. Oliver Chan Email: oliver.chan@hktdc.org
Deadline: 29 May 2017		

\$5 Cash Coupon Incentive Campaign

To encourage readers come to the book fair earlier in the morning, HKTDC will continue to print the \$5 cash coupon and distribute to the visitors in the morning of each fair day. Coupon holders can get HK\$5 discount when purchasing HK\$50 or above with each receipt at the booths of the participating exhibitors. The discount will be directly offered by the exhibitors and should apply to both regular priced/discounted products. Posters/stickers of this campaign will be given to the participating exhibitors. The posters/stickers must be posted at the booths for visitors' easy recognition. Participating exhibitors' name will also be posted on the Hong Kong Book Fair website. If you are interested to make use of this advertising & promotion opportunity, please complete and return the following registration form to us **on or before 29 May 2017.**

HKTDC Hong Kong Book Fair 2017	
\$5 Cash Coupon Incentive Registration Form	
Name of Exhibitor : _____	
Booth Number : _____	
Contact Person :	Position :
_____	_____
Telephone :	Fax :
_____	_____
_____	_____
Signature	Date

表格十七A

截止日期：
2017年5月29日

HKTDC Hong Kong Book Fair

香港貿發局香港書展

19 - 25 / 7 / 2017

請交回

香港貿易發展局

展覽事務部

香港灣仔博覽道一號

香港會議展覽中心

博覽商場13號

陳家強先生收

電話：(852) 2240 4378

傳真：(852) 2169 9152

電郵：oliver.chan@hktdc.org

五元現金優惠券推廣計劃

為鼓勵觀眾提早進場參觀書展及促進消費，本局將印製五元優惠券並於每日上午派發予入場觀眾，數量有限，派完即止；持券者凡於參與是項計劃的參展商攤位購物滿港幣\$50（以單一收據為準），即可使用一張優惠券並獲取港幣五元的折扣。此計劃由參展商直接提供優惠，五元優惠可以用於正價或特價貨品。本局將印製並派發宣傳海報或貼紙予參與此計劃之參展商，參展商必須於攤位當眼位置張貼此海報或貼紙，方便入場觀眾識別。本局亦將會於香港書展網站公佈參與是次計劃的參展商名單。有興趣使用此項廣告及推廣計劃，請於**5月29日前**填妥及交回下面登記表格。

香港貿發局香港書展 2017 五元現金優惠券推廣計劃登記表格

參展公司：

攤位編號：

負責人：

職位：

聯絡電話：

傳真：

負責人簽名

日期

FORM 17B**HKTDC Hong Kong Book Fair****香港貿發局香港書展****Return to :**

Publication and E-Commerce
 Department
 Hong Kong Trade Development Council
 30/F, Wu Chung House
 213 Queen's Road East,
 Wanchai, Hong Kong
 Tel : (852) 2240 5809
 Fax : (852) 2270 5742
 Attn : Ms. May Tso
 Email: may.sm.tso@hktdc.org

Deadline:
29 May 2017

19 - 25 / 7 / 2017

Standard Chartered Bank (SCB) Cash Voucher Campaign

In order to support the Hong Kong Book Fair and encourage more reading and spending, Standard Chartered Bank (SCB) will distribute HK\$50 cash vouchers to eligible visitors during the 2017 Book Fair can be used at the booths of participating exhibitors of the campaign. The cash voucher can be used to purchase regularly priced or discounted products. *Participating exhibitors can redeem cash with the voucher(s) collected during designated time periods at the fair.* A tentcard of this campaign will be given to the participating exhibitors and must be posted at the booths for easy recognition by visitors. The names of participating exhibitors of the campaign will also be posted on the Hong Kong Book Fair website. If you are interested to make use of this promotional opportunity, please complete and return the following registration form to us **on or before 29 May 2017.**

HKTDC Hong Kong Book Fair 2017

SCB Cash Voucher Campaign Registration Form

Name of Exhibitor : _____

Booth Number : _____

Contact Person : _____

Position : _____

Telephone : _____

Fax : _____

I have read and understood the below terms and conditions, and agreed to join the SCB Cash Voucher Campaign

Only authorized representatives from participating exhibitors of the campaign will be allowed to register the collected voucher with HKTDC and redeem cash during designated operation hours at the 2017 Book Fair :

Authorized Person(1) : _____ Authorized Person(1)
 Signature : _____
 <Name should be identical with ID/ Passport>

Authorized Person (2) : _____ Authorized Person(2)
 Signature : _____
 <Name should be identical with ID/ Passport>

 Exhibitor Signature and Stamp

 Date

Terms & Conditions

1. HK\$50 cash voucher will be distributed fully by Standard Chartered Bank. It will be applied at the 2017 Book Fair only.
2. HKTDC will redeem the cash vouchers for exhibitors during designated time periods (19 - 25 July, 2017 - 4pm to 7pm) at the fair.
3. Authorised representative(s) (as indicated in the registration form) of participating exhibitors must present original cash voucher(s), company chop and ID/ Passport for the redemption application at HKTDC Fair Management Office G204.
4. Participating exhibitors must present original cash voucher(s) for redemption. Photocopies (or other formats) of cash voucher(s) will not be accepted. In case of damaged vouchers, HKTDC reserves the right to accept or reject the vouchers for redemption.
5. Participating exhibitor is required to sign a receipt to acknowledge acceptance of redeemed cash. HKTDC will not be responsible for any lost or damage of the signed receipt and cash amount as stated in the signed receipt will not be re-issued.
6. All verified and registered data cannot be revised.
7. Redemption must be arranged during the specified period as mentioned in point 2. There will be an administration fee of HK\$250/ US\$30 on all post-fair cash voucher(s) submission. Post-fair payment will be directly remitted to the bank account of participating exhibitor. The account name must be the same as the exhibitor name in the SCB Cash Voucher Campaign Registration Form.
8. If there are not sufficient numbers of participants, HKTDC reserves the right to call off the campaign.
9. All matters and disputes are subject to the final decision of Hong Kong Trade Development Council.
10. Hong Kong Trade Development Council reserves the right to change the terms and conditions without prior notice.

表格十七B

截止日期：
2017年5月29日

HKTDC Hong Kong Book Fair

香港貿發局香港書展

19 - 25 / 7 / 2017

請交回

香港貿易發展局
刊物及電子商貿部
香港灣仔皇后大道東213號
胡忠大廈30樓
曹雪湄小姐收
電話：(852) 2240 5809
傳真：(852) 2270 5742
電郵：may.sm.tso@hktdc.org

渣打銀行現金券推廣計劃

為鼓勵市民於香港書展期間多購買書籍閱讀，渣打銀行將於 2017 年度香港書展期間送出港幣 50 元現金券予合資格入場人士。持券者可到參與是項推廣計劃的參展商攤位，使用該現金券購買任何正價或特價貨品。香港貿發局將於書展期間的指定時間內，以現金兌換參展商所得的現金券。有份參與的參展商必須於攤位當眼位置張貼由本局派發的相關宣傳紙版，方便入場人士識別。本局亦將於香港書展網站詳列參與是次推廣計劃的參展商名單。有興趣參與是項推廣計劃的書展參展商，請於 **5 月 29 日前** 填妥及交回以下登記表格。

香港貿發局香港書展 2017

渣打銀行現金券申請表

參展公司：

攤位編號：

負責人：

職位：

聯絡電話：

傳真：

本人已閱讀及明白以下的條款細則並同意參與是次推廣計劃

已登記之渣打現金券，只可由參展商指定之換領人於展會指定時間內兌換現金：

指定換領人(1)：

換領人(1)簽名：

<姓名必須與證明文件(身份證/護照)相符>

指定換領人(2)：

換領人(2)簽名：

<姓名必須與證明文件(身份證/護照)相符>

負責人簽名及公司蓋章

日期

條款細則

1. 每張港幣50元的現金券由渣打銀行全權送出，只適用於香港貿發局主辦的2017香港書展。
2. 香港貿發局將於書展期間的指定時間內 (2017年7月19-25日 -下午4時至7時)，以現金兌換參展商所得的現金券。
3. 前來兌換現金的指定人士(參與計劃參展商於登記表格上所填寫的指定人士)必須帶同現金券之正本、公司印章及身分證明文件，於指定時間內前往主辦機構辦事處G204辦理現金兌換手續。
4. 參展商必須出示現金券之正本以兌換現金。現金券之影印本或其他樣本均屬無效，現金券如有損毀，香港貿發局對補發或現金兌換與否保留最終決定權。
5. 參展商將現金券兌換現金後，須於本局所發之收據上簽收以作證明，既已簽署的收據如有遺失或損毀，本局既不負責，更不會再發回收據上所列明的金額。
6. 資料一經核實和登記，不得修改。
7. 參展商須於上述第二項所列的指定時間內兌換現金券。如參展商於書展完結後要求兌換現金券，則須承擔港幣二百五十元正/美金三十元正的行政費用。書展完結要求兌換之金額將直接傳入參與是項推廣計劃的參展商公司銀行戶口，而該銀行戶口名稱必須與「渣打銀行現金券申請表」上所填寫的參展公司名稱相符。
8. 如參與人數不足，是次推廣計劃將會取消。
9. 如有任何爭議，香港貿發局保留最終決定權。
10. 香港貿發局有權修改本細則內容而毋須另行通知。