

# 3. Rules & Regulations

## 3.1. Terms of Application and Exhibition Rules & Regulations

### Definition

#### 1. In these Conditions, save as the context otherwise requires:

"AP/RSE" means a registered architect, a registered structural engineer, or a registered professional surveyor, being an authorized person in the context of the Buildings Ordinance (Chapter 123).

"Application Form" means the form whether electronic submitted via the Exhibitor Online Platform or submitted in hard copy by which the Exhibitor applies to exhibit at the Exhibition.

"Booth Service Fee" means the amount payable by the Exhibitor for the right to participate in the Exhibition and for the use of a Shell Booth or for the right to Custom-Built Participation during the Exhibition.

"Conditions" means these Terms of Application and Exhibition Rules and Regulations as amended from time to time by the Organiser.

"Custom-Built Participation" means the right to construct a custom built Exhibition Stand in the Exhibition Venue for the Exhibition.

"Exhibition" means the exhibition to be organised by the Organiser as specified in the Application Form.

"Exhibition Stand" means a stand including a custom-built stand referred to in clauses 11 to 17 and 20 to 23 of the Conditions.

"Exhibition Venue" means the Hong Kong Convention and Exhibition Centre situated at 1 Expo Drive, Wan Chai, Hong Kong or such other venue designated by the Organiser and notified to the Exhibitor in writing prior to the commencement of the Exhibition.

"Exhibitor" means a sole proprietor, a partnership or a limited company applying to exhibit at the Exhibition or, as the case may be, whose application to exhibit at the Exhibition has been accepted by the Organiser. For the avoidance of doubt, "Exhibitor" shall include all employees, representatives and agents of such sole proprietor, partnership or limited company. The terms "associate", "affiliated company" and "associated company" refer to a person or corporation directly or indirectly related to or connected with the Exhibitor or any of the owner, partners, directors or shareholders (as the case may be) of the Exhibitor.

"Exhibitor Online Platform" means the online services (if any) provided by the Organiser (as defined below) at [www.hktdc.com/hktradefairs](http://www.hktdc.com/hktradefairs), for the Exhibitor to submit its Application Form and, if applicable, manage its participation in the Exhibition, subject always to availability, the consent of the Organiser, and to these Conditions.

"Organiser" means the Hong Kong Trade Development Council, which as promoter and organiser, is responsible for the regulation and control of all aspects of the Exhibition.

"Publicity Material" means the promotional gifts, catalogues, pamphlets and all and any advertising and publicity material whatsoever which an Exhibitor wishes to display, distribute or use at the Exhibition.

"Shell Booth" means a stand referred to in clauses 18 and 19 of the Conditions.

"Stand" means Exhibition Stand and/or Shell Booth.

## **Eligibility for the Conditions of Participation**

**2.1** The Organiser has the sole and absolute discretion in relation to the admission of Exhibitors. Until an Exhibitor's application made by way of Application Form has been accepted in writing by the Organiser, no rights to exhibit are granted notwithstanding payment or acceptance of the full Booth Service Fee submitted with the application. The Organiser reserves the right to decline any application without giving any reason.

**2.2** All Exhibitors must be legally registered companies/businesses carrying on business either in Hong Kong or in their country of origin in accordance with applicable laws. The Organiser may require Exhibitors to enclose with their Application Form or payment or otherwise produce at any time a copy of their latest business registration certificate, certificate of incorporation or other company/business registration documents, business cards and/or product catalogues and/or other documents/materials as may be required by the Organiser proving that they are carrying on a bona fide business. Unless otherwise notified by the Organiser in writing, original documents should not be submitted as the Organiser cannot guarantee to return them.

**2.3** The Exhibitor warrants that the Application Form and all other documents and information submitted to the Organiser in connection with it shall be true, complete, and up-to-date.

**3.** The use of the Exhibition Stand allocated to or custom built by the Exhibitor is strictly for trade promotion purpose only for the duration of the Exhibition. Exhibitor is required to use the area allocated for the Stand in a manner satisfactory to the Organiser both during assembling and installation of Stand as well as at the Exhibition. All booths must be properly manned, displayed and furnished with exhibits at all times during the Fair. No retail sales are allowed in the exhibition. The Organiser reserves the right to clear all or part of the Stand allocated to or custom built by the Exhibitor at Exhibitor's expense without notice should it not be satisfied with the way the Stand is being used. Save as provided in these Conditions, no Exhibitor shall have any claim for any refund in respect of the Booth Service Fee or any other monies paid.

## **Payment**

**4.1** Where the Application Form is submitted in hard copy, the appropriate Booth Service Fee, which shall be non-refundable (save as provided in these Conditions), must accompany each application.

**4.2** For all other application methods including where the Application Form is submitted electronically via the Exhibitor Online Platform, the appropriate Booth Service Fee, which shall be non-refundable (save as provided in these Conditions), must be submitted by the Exhibitor following the application, in accordance with any instructions set out in any request for payment made by the Organiser.

**4.3** For the avoidance of doubt, neither any acknowledgement of the receipt of the Application Form nor any request for payment made or issued by the Organiser shall by any means constitute acceptance of the Exhibitor's application for the purposes of clause 2.1 above, and the Booth Service Fee stipulated on the Application Form should not be regarded as the final fee payable by the Exhibitor.

**4.4** The Booth Service Fee and all other monies payable to the Organiser are exclusive of all taxes. Any applicable tax payable in respect of the payment made for participation in the Exhibition will be the responsibility of the Exhibitor. If at any time there is any withholding or deduction in respect of any taxes, duties or other charges that the Exhibitor would need to apply in accordance with any applicable laws of any country/region on any payment to the Organiser, the sum due from the Exhibitor in respect of such payment shall be increased to the extent necessary to ensure that after making such deduction or withholding, the net amount paid to the Organiser shall be equal to the sum it would have received if no deduction or withholding had been applied, and the Exhibitor shall be responsible for settling the withholding taxes or other payments to the relevant authorities on its own account. Any invoice sent to the Exhibitor by the Organiser may include any applicable tax chargeable in accordance with the applicable laws.

5. The Organiser reserves the right to demand additional, non-interest bearing deposit(s) at any time as a guarantee for the cost of actual or potential damage.

6. In the event that an application for participating in the Exhibition is not accepted by the Organiser, the Booth Service Fee paid shall be refunded without interest to the applicant within 30 days from the date of notice of rejection of the application.

7. If an Exhibitor withdraws, for whatever reason, its application before receipt by it of a rejection of its application or after its application has been approved, the Booth Service Fee paid will be forfeited.

### **Use of Online Services**

8. Subject to service availability and the consent of the Organiser, the Exhibitor may use online services provided by the Organiser including via the Exhibitor Online Platform by logging in with a user identification code ('Username') and password ('Password') in accordance with any guidance provided by the Organiser. The Organiser only provides an online platform for Exhibitor to handle its application for and participation in the Exhibition. The Organiser shall in no circumstances be liable to the Exhibitor or any other person for any unauthorised access thereto or for any error, mistakes, delay, loss or omission in transmissions made using the online services or their level of security whatsoever and howsoever occurs.

8.1 If the online services are available to the Exhibitor, the Exhibitor may change its Username and Password at any time, but such change shall only be effective if accepted by the Organiser.

8.2 The Exhibitor shall in good faith exercise reasonable care and diligence to keep its Username and Password confidential. At no time and under no circumstances shall the Exhibitor disclose its Username and/or Password to any other person.

8.3 The Exhibitor shall be responsible in full for any unauthorised disclosure of the Username and/or Password to any other person and shall bear all risks of the same being used by any unauthorised persons or for any unauthorised purposes.

8.4 Upon notice or suspicion of the Username or Password being disclosed to or coming into the possession or control of any unauthorised person, or of any unauthorised use of the Organiser's online services being made, the Exhibitor shall notify the Organiser immediately and, until the Organiser's actual receipt of such notification, the Exhibitor shall remain responsible for all and any unauthorised use of the online services.

### **Stand Allocation**

9.1 The Organiser has the sole and absolute discretion in allotting the area in the Exhibition Venue for the positioning or construction of Stands and determining the location of such Stands. All decisions to such effect shall be final and no request for change will be entertained.

9.2 Any Exhibitor who wishes to use a name on its Stand which is different to that submitted on its Application Form must submit notice of this change to the Organiser in writing at least three months prior to the commencement of the Exhibition together with the following:-

- (a) documentation (in form and substance satisfactory to the Organiser) signed by a certified accountant or the company secretary (in the case of a registered limited liability company) to prove that only the name of the applicant company has changed and not its ownership; or
- (b) other documentation (in form and substance satisfactory to the Organiser) to show that the new company name belongs to a wholly-owned subsidiary of the applicant.

**9.3** If any Exhibitor which having had its application accepted by the Organiser subsequently divides its business between two or more of its existing shareholders, the Organiser shall have the right to offer the right to exhibit as follows:-

- (a) to the largest shareholder of the original applicant, who can exhibit under its own company name provided that it will be displaying the same category of products as the original applicant; and
- (b) if the shareholding is divided evenly then the Organiser reserves the rights to terminate the agreement with the original applicant and reallocate the Stand unless the parties can reach an agreement among themselves regarding the transfer of the right to exhibit of which the Organiser is notified at least 3 months prior to the commencement of the Exhibition.

**10.1** The Exhibitor's right to exhibit at the Exhibition and to use, on a non-exclusive basis, the Stand allocated to or custom built by the Exhibitor is personal to the Exhibitor and shall not be transferred, assigned, sub-contracted, licensed to or otherwise howsoever shared with any third party. Any Exhibitor who is found by the Organiser in its absolute opinion to have transferred, assigned, sub-contracted, licensed or otherwise howsoever shared its Stand with a third party, will be obliged to immediately withdraw from the Exhibition, dismantle its Stand and remove its exhibits at its own expense.

**10.2** The Organiser reserves the right to maintain a record of those Exhibitors who have breached clause 10.1 of the Conditions and may at its sole and absolute discretion refuse to allow these Exhibitors or any of their shareholders, parent, associate, affiliated, associated and/or subsidiary companies and/or any brand(s) which it or they represented, represents or may represent to participate in any or all future exhibitions, events or trade fairs organised by the Organiser.

**10.3** In order to promote, or distribute, or display any business card, material or exhibit (promotional or otherwise) bearing the name of, or allow the presence of any employee or representative of, a wholly-owned subsidiary of the Exhibitor or a third party company for whom the Exhibitor is acting as a formal agent or distributor, on its Stand, the Exhibitor must apply in writing to the Organiser for permission at least three months prior to the commencement of the Exhibition together with supporting documents showing the connection between the Exhibitor and the relevant subsidiary or third party company. The Organiser has the sole and absolute discretion to determine whether to give such permission and in giving such permission, may stipulate such conditions as it deems fit. For the avoidance of doubt, the Exhibitor shall be deemed to have breached clause 10.1 of the Conditions if the Exhibitor distributes or displays any business card, material or exhibit bearing a third party's name or allow the presence of any person other than its employee without the prior permission of the Organiser or in violation of any condition so imposed.

**10.4** The Organiser has the right at its sole and absolute discretion to prevent Exhibitors from having more than one Stand at the Exhibition.

**10.5** The Organiser has the right at its sole and absolute discretion to prevent two or more Exhibitors with a common ownership or shareholder to attempt to consolidate their Stands or to display the same goods or product range at separate Stands, notwithstanding their application having been accepted.

## **Stand Construction**

11. Stands and exhibits shall not exceed the maximum floor loading limit as follows:

<u>Hong Kong Convention and Exhibition Centre</u>	<u>Maximum floor loading limit</u>
Hall 1ABC, Hall 3BCFG & Hall 5BCFG	1,700 kg/m <sup>2</sup>
Hall 1DE, Hall 3DE, Hall 5DE	1,250 kg/m <sup>2</sup>
Others	500 kg/m <sup>2</sup>

12. The Organiser reserves the right to alter or remove without notice and at the Exhibitor's expense any Stand which differs from the submitted specification or any Stand that does not conform to the Organiser's required standard, rules and regulations. The Exhibitor shall have no claim against the Organiser or its agents for any extra cost of replacing its Stand to conform to the Organiser's required standard, rules and regulations or for any other losses or damages relating thereto.

13. Exhibitors who have opted for Custom-Built Participation may appoint either the official stand contractor or their own contractor to design and construct their Exhibition Stands, the design of which must be submitted to the Organiser for review as provided in these Conditions.

14. Work of any kind carried out at the Exhibition Venue must conform to the current local laws and regulations in force in Hong Kong, including but not limited to the compliance with the compulsory requirement to take out and maintain a policy of employees' compensation insurance pursuant to Section 40 of the Employees' Compensation Ordinance, Cap.282, and those specified by the Organiser. This applies to the Exhibitor, its agents, contractors and subcontractors. The Organiser reserves the right to stop any work which contravenes with any of these laws and regulations and the Exhibitor shall have no claim against the Organiser or its agents for any losses or damages relating thereto.

15. The suspension of Stands or lighting devices from the ceiling structure of the Exhibition Venue is not permitted. All lighting devices have to be attached to a lighting truss of no more than 1m height, with a minimum of 2.5m and a maximum of 6m ground clearance.

16. Fixings to the surface of the floors to secure margin boards and other stand fittings will not be permitted unless prior approval in writing is obtained from the Organiser.

17. The removal and disposal of crates and stand fittings or materials are not covered by the Booth Service Fee and are subject to an additional charge based on the charges imposed by the Exhibition Venue or such other sum as the Organiser may reasonably determine.

## **Shell Booths**

18. Shell Booths are provided by the Organiser's official contractor and are of a standexhard design. No variations in any kinds in whatever nature of the Shell Booth including but not limited to its fascia board, lettering and fittings, shall be allowed unless prior written approval is given by the Organiser.

19. No decoration, booth fitting or exhibit shall exceed 2.5m in height or the height of the Shell Booth, whichever is lower.

## **Custom-built Participation**

20. Custom-Built Participation contractors' information, construction drawings, site work deposit and a copy of valid public liability insurance should reach the Organiser for review at least eight weeks before the commencement of the Exhibition. Otherwise, a late charge of HK\$2,000 (US\$250) will be charged to the Exhibitor or its appointed contractor. Drawings submitted must be in a reasonable scale of at least 1:100, fully dimensioned and must contain information such as floor plan, stand elevation, electrical fittings, carpeting, colours and materials to be used, moving exhibits, audio-visual equipment, weights and point loading of exhibits.

21. No contractor's badge or vehicle pass will be issued for entry of Exhibition Venue and no custom-built stand is permitted to be erected at the Exhibition Venue unless the contractors' information, construction drawings, site work deposit (including late charge, if applicable) and a copy of valid insurance policy have been received by the Organiser.

**22.** All custom-built participation designs, stand materials used and its construction must conform to the rules and regulations of the Exhibition Venue and those of any public authority or department of the Hong Kong SAR Government.

**23.** The transporting, assembling, dismantling and the removing of custom-built stands are the responsibility of the Exhibitor or its appointed contractor. All such work must be carried out according to the arrangements and within the time limits specified in these Conditions or otherwise by the Organiser.

**24.1** Please note maximum booth height varies between halls and ancillary areas and the Exhibitor is advised to confirm this with the Organiser before commencing any Stand design work. General guide summarised as follows:-:

<u>Exhibition Venue</u>	<u>Maximum Booth Height</u>
Hong Kong Convention and Exhibition Centre	2.5m~5m

**24.2** For Stands situated within  $\pm 0.5\text{m}$  of the smoke curtain at the Hong Kong Convention and Exhibition Centre, please note the maximum allowable Stand height is 2.5m or 3m depending on the exact location. Again the Exhibitor is advised to confirm this with the Organiser prior to commencing any Stand design work.

**25.1** A structural safety certificate must be submitted upon completion of work for all custom-built stands exceeding 2.5m in height, using a hanging lighting truss, and/or as otherwise deemed required by the Organiser and/or the Exhibition Venue's Operator. The structural safety certificate shall be endorsed by an AP/RSE and should be submitted to the Organiser by 1500 hrs on the last move-in date before the Exhibition, at the latest. If this rule is not observed, the Organiser and/or the Exhibition Venue's operator reserve(s) the rights to prohibit all access to the Stand and/or to modify or dismantle it. Exhibitors must accept full responsibility for the safety of the Stand, as the Construction Sites (Safety) Regulations (Chapter 59I) is applicable.

**25.2** For Stands and temporary structures at 4.5m in height or above; hanging lighting truss with equipment weighting at 100kg or above; stages at 1500mm in height or above constructed at shows open to the public, design drawings and structural calculations endorsed by an AP/RSE will be required by government authorities as well as the Exhibition Venue's operator. The design drawings and structural calculations should reach the Organiser at least 8 weeks before the commencement of the exhibition for forwarding to relevant parties.

**26.** All Stands should be dismantled and removed together with all other materials and waste by 2400 hrs on the last date of the Exhibition (unless extra move-out arrangements have been agreed with the Organiser). Otherwise, over-time hall rental charges will be imposed until all such items have been cleared.

**27.** For overseas exhibitors or their appointed overseas contractors who intend to construct/dismantle their own Stands, it is mandatory to comply with the requirements imposed by the Immigration Department of Hong Kong. For further queries, please contact the Hong Kong Immigration Department.

**28.** For detailed information regarding custom-built stands in the Exhibition Venue, please refer to the Exhibitors' Manual with which all Exhibitors and/or their appointed contractors are required to comply.

## **Electricity**

- 29.** Only electricity can be used as a source of light or power at the Exhibition Venue.
- 30.** All electrical works shall be carried out at Exhibitor's expense by the official contractor appointed by the Organiser. Design plan or proposals for electrical installation must reach the Organiser for review not later than eight weeks before the commencement of the Exhibition. The Organiser may require amendments or variations to be made to the design plan or proposals at its sole and absolute discretion.
- 31.** Electric current will be supplied in 210-230 volt, single phase. Electric current of a higher voltage, (380 volt, three phases), will be supplied subject to prior arrangement with the Organiser. The maximum electric power that will be supplied is 20 KW per 15 square meter of floor area.
- 32.** Electricity, whether from the mains, batteries or generators shall be supplied only through the Exhibition Venue's official contractor.

## **Use of Stand & Safety**

- 33.** The Exhibitor shall be solely responsible for the precautionary measures (such as guards or other means of protection) to protect the public from any moving or working exhibits. Such moving or working exhibits shall only be demonstrated or operated by competent persons authorized by the Exhibitor and shall not be left running in the absence of such persons. Display of such working or moving exhibits must be subject to the Organiser's prior written approval.
- 34.** The use of laser products at the Exhibition requires prior approval in writing from the Organiser. Application for approval of such use must be submitted to reach the Organiser not later than two months before the commencement of the Exhibition.
- 35.** No advertising or demonstration at the Exhibition, including the staging of any fashion show, will be allowed at the Exhibition Venue unless the Organiser's advance approval in writing is obtained.
- 36.** Any musical performance, including the use of music recording for fashion show, requires the permission of:
- (a) The Composers and Authors Society of Hong Kong Ltd, 18/F, Universal Trade Centre, 3 Arbuthnot Road, Central, Hong Kong (Tel: (852) 2846 3268 Fax: (852) 2846 3261);
  - (b) Phonographic Performance (South East Asia) Ltd, Unit A, 18/F, Tower A, Billion Centre, 1 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong (Tel: (852) 2861 4318 Fax: (852) 2866 6869);
  - (c) Hong Kong Recording Industry Alliance Ltd, Suite 2501, 25/F., Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Kowloon, Hong Kong (Tel: (852) 2520 7000 Fax: (852) 2882 6897); and
  - (d) such other relevant bodies which are entitled to grant the relevant permission from time to time.

All fees and expenses in connection with application of musical performance shall be borne by individual Exhibitor concerned.

**37.1** Publicity Materials of any Exhibitor may only be distributed from the Exhibitor's own Stand. No advertising, demonstration or canvassing for business may be carried out anywhere else within the Exhibition Venue. No exhibits or advertising signs shall be placed outside the confines of the Exhibitor's Stand.

**37.2** The Exhibitor may only display exhibits and Publicity Material which correspond to the product category zone as stated in the booth confirmation letter of the Exhibition.

**38.** The Exhibitor shall not hang on, or otherwise adhere to the fascia boards any stickers, posters, hangers or other materials.

**39.** Gas-filled balloons shall not be permitted at the Exhibition Venue under any circumstances.

**40.** Exhibitor's Stand must be manned by an authorized and competent representative of the Exhibitor at all times during the Exhibition. Such representative must be fully conversant with the Exhibitor's products and/or services and shall be duly authorized to negotiate and conclude contracts for the sale of the Exhibitor's products or services. The Exhibitor shall produce confirmation (in such form as may be reasonably required by the Organiser) that the representative shall comply with these Conditions and with any and all directions which the Organiser or its agents may give before or during the Exhibition.

**41.** Organiser shall be entitled at its sole and absolute discretion to require forthwith to be removed, and to remove, at the Exhibitor's expense, from any Stand or any area allocated for Custom-Built Participation made available to any Exhibitor, any goods, Publicity Material, items or things displayed or placed there without any obligation to give any reason therefor, and without incurring any liability for any loss, damage or expense whatsoever incurred by the Exhibitor or any other person as a consequence thereof.

**42** The Exhibitor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the Stand/ Exhibitor's Website/ or Organiser's online or mobile platform do not violate the laws of Hong Kong SAR. Products exhibited or featured in the Publicity Material must be legal to market, sell, import to and possess in Hong Kong and if any licences or permits are required for such marketing, selling, importation or possession the Exhibitor must be appropriately licensed or permitted. The Exhibitor must at all times be compliant with any laws or regulations governing the marketing, sale, importation, and possession of such products. Without limiting the foregoing, display of the following items are strictly prohibited: offensive weapons, firearms, ammunition, explosives, radioactive materials, flammable and inflammable substances, obscene articles, poisons and illegal drugs and associated paraphernalia. The Exhibitor agrees to fully indemnify the Organiser and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any breach of this condition.

**43.1** The Exhibitor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the Stand do not in any way whatever violate or infringe any third party's rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. For the avoidance of doubt, the Exhibitor warrants that if any of the aforesaid materials which were lawfully made in the country or area where they were made have been imported into Hong Kong ("parallel imported goods"), the making of such parallel imported goods in Hong Kong does not constitute an infringement of copyright or a breach of any exclusive licence agreement and that the importation and dealing with such goods do not amount to an infringement of copyright under the Copyright Ordinance, Chapter 528 of the Laws of Hong Kong. The Exhibitor agrees to fully indemnify the Organiser and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringements by the Exhibitor and/or the Organiser and/or the latter's agents, representatives, contractors or employees of such third party's rights.

**43.2** The Exhibitor agrees that it shall comply with any "Exhibitors' Brief on the Protection of Intellectual Property Rights at HKTDC Exhibitions" ("**Exhibitors' Brief**") that the Organiser may issue from time to time, including abiding by any complaint procedures and penalties stated in the Exhibitors' Brief, whether as a complainant of infringement of intellectual property right or as a party subject to any such complaint. If the Exhibitor fails to abide by any of the terms and conditions of the Exhibitors' Brief, the Organiser shall have the sole and absolute discretion to ban the Exhibitor and any or all of its shareholders and/or parent, associate, affiliated, associated and/or subsidiary companies and/or any brand(s) which it or they represented, represents or may represent from any or all future exhibitions, events or trade fairs organised by the Organiser and/or to further ban any representatives of the Exhibitor in question from entering the venue of the current Exhibition in which the Exhibitor is participating.



**43.3** If a complainant/an Exhibitor ("**complainant**") files a complaint with the Organiser in accordance with the Exhibitors' Brief and requests the Organiser to take action against an Exhibitor, the complainant agrees to hold the Organiser, its agents, representatives, contractors and employees (including but not limited to their legal advisors) harmless and to fully indemnify each and every one of them against any and all liabilities, losses, costs (including but not limited to legal costs), expenses and damages of any nature whatsoever incurred or suffered by any of them as a result of or however arising from any action that the Organiser, its agents, representatives, contractors or employees (including but not limited to their legal advisors) may take in reliance of or as result of such complaint filed by the complainant, or any other requests, directions or instructions made or given by the complainant pursuant to such complaint. The complainant further agrees not to take any legal action or make any claim or demand against the Organiser, its agents, representative, contractors or employees (including but not limited to their legal advisors) in relation to such complaint and the alleged infringement of intellectual property rights.

**44.** Stand assembling, installation and decoration must be carried out within the time limits specified by the Organiser and must in any case be completed by 6pm on the day immediately preceding the commencement date of the Exhibition. The Organiser reserves the right to assemble, install or decorate any area in the Exhibition Venue allocated for Custom-Built Participation or Stand which is not completed by that time at the Exhibitor's expense.

**45.** Any kinds of repairs or alterations in whatever nature to the Stand or displays may only be carried out after the Exhibition is closed to the public and with prior written agreement of the Organiser.

**46.** No Stand or exhibits shall be dismantled or removed before the official closing time of the Exhibition on the last day of Exhibition unless special permission has been given by the Organiser.

**47.** All audio-visual equipment must generate a noise level which does not cause any annoyance or inconvenience to other Exhibitors or visitors. The Organiser reserves the right to appoint one or more exclusive audio-visual equipment suppliers whereupon the Exhibitor shall be obliged to hire the equipment of such exclusive suppliers.

**48.** No Exhibitor shall engage in or permit filming, sound or video recording, telecasting and broadcasting at the Exhibition Venue unless prior written approval is obtained from the Organiser.

**49.** Public auctions shall not be permitted at the Exhibition Venue under any circumstances.

**50.** Full particulars of all personnel, agents or representatives of the Exhibitor must be submitted to the Organiser for approval and registration before they may be admitted to the Exhibition Venue. All such personnel, agents and representatives of the Exhibitor as are approved by the Organiser (“authorized personnel”) will be issued with badges for identification and admission purposes, and such badges are non-transferrable. The Exhibitor must follow the proper procedures prescribed by the Organiser should they need to apply for additional badges for their personnel. The Exhibitor acknowledges that the badges are the property of the Organiser and that the Organiser owns all intellectual property rights in the badges. The Exhibitor hereby undertakes to procure and also warrants that it and all its authorized personnel shall:-

- (a) only display and use badges officially issued by the Organiser and display their badges conspicuously whilst at the Exhibition Venue;
- (b) not to make any unauthorized copies of or otherwise reproduce any badge (“Unauthorized Badge”), or make available copies of, use or permit any third party to use any Unauthorized Badges;
- (c) not pass or transfer their badges to any other person;
- (d) return their badges to the Organiser at the conclusion of the Exhibition upon demand by the Organiser;
- (e) comply with all obligations expressed to be imposed by these Conditions on the Exhibitor; and
- (f) comply with all obligations imposed on them as the condition of approval of their admission to the Exhibition by the Organiser.

Should the Organiser find any unauthorized or inappropriate use of badges by any person, the Organiser shall have the right at its sole and absolute discretion to take any or all of the following actions:-

- (a) immediately confiscate such badges and refuse entry of the Exhibition Venue to such person(s);
- (b) if the Exhibitor then applies for additional badges, charge additional fees for the Organiser to process and issue additional badges for the Exhibitor;
- (c) impose penalty on the Exhibitor as the Organiser may consider appropriate in its sole absolute discretion to impose, including but not limited to immediately terminating the Exhibitor’s right to exhibit at the Fair without any compensation to the Exhibitor, postponing the Exhibitor’s turn to select its booth location for the Fair to be held in the following year, or to ban the Exhibitor from exhibiting at the Fair or any other fairs organised by the Organiser in the future; and/or
- (d) take any further legal actions against the Exhibitor for the unauthorized use or inappropriate use of the badge.

## **Publicity**

**51.** The Organiser shall arrange and be responsible for all publicity arrangements for the Exhibition both overseas and in Hong Kong and no Exhibitor, or its agents, shall give or cause to be given any interview, public announcement, press statement, or any other publicity whatsoever intended to publicize the Exhibition as a whole.

**52.** The Exhibitor shall not disclose, appropriate or use and shall prevent its representative at the Exhibition from disclosing, appropriating or using any technical or confidential information regarding the business or affairs of the Organiser or any of the Exhibitors at the Exhibition acquired by way of the Exhibitor's license to exhibit at the Exhibition.

## **Move-in and Move-out of Stand Materials/Publicity Material & Exhibits**

53. Exhibitor shall move in to the Exhibition Venue according to the arrangements and within the time limits specified by the Organiser.
54. The arrangement and payment for transporting goods to and from the Exhibition Venue, and the receiving, decorating and removing its exhibits are entirely the responsibility of the Exhibitor.
55. No trolleys shall be allowed in any carpeted areas of the Exhibition Venue.
56. All exhibits, Stand materials/Publicity Material and the like of the Exhibitor shall be removed by the relevant Exhibitor immediately after the closing of the Exhibition according to the arrangements and within the time limits specified by the Organiser. Any exhibits or Stand material/Publicity Materials and the like of the Exhibitor left behind at the Exhibition Venue shall be deemed abandoned and shall be disposed of by the Organiser at the expense of the Exhibitor concerned. All proceeds (if any) of such disposal shall be retained by the Organiser and the Organiser shall not be obliged to account the proceeds to the relevant Exhibitor.
57. The Organiser reserves the right to appoint one or more exclusive contractor(s) to handle the movements of all goods and exhibits in and out of the Exhibition Venue, whereupon the Exhibitor shall be obliged to hire the services of such exclusive contractor(s).

## **Links to Exhibitor's Web Site**

58. The Exhibitor's Web site should:
- (a) be professionally prepared, organised and maintained in a presentable and respectable manner, compatible with the quality image of the Organiser;
  - (b) contain information aimed at promoting trade and business, and should be in compliance with all applicable laws;
  - (c) not be a mail order catalogue for products or services as retail operations are not permitted to function through the access made available on the Organiser's Web site; and
  - (d) not be a database or contain any link to other Web sites.
59. The Exhibitor agrees to and welcomes the Organiser's establishment and provision of a hypertext link to the Exhibitor's Web site on the Organiser's Web site for such duration as the Organiser in its sole and absolute discretion deems fit. The Exhibitor agrees that the Organiser shall not be liable for any loss or liability whatsoever arising from or in connection with the Organiser's provision or removal of the hypertext link or any service interruptions of the Organiser's Web site, whether caused by the Organiser or its employees or not.
60. The Exhibitor warrants to the Organiser that its Web site does not contain any of the following:
- (a) critical, defamatory, libellous, slanderous or derogatory messages, statements or material about other countries, territories, governments, cultures, religions, persons, companies, Organisations, entities, products, services or otherwise;
  - (b) obscene or indecent articles;
  - (c) messages, statements or material which may be considered violent, racist, harmful or otherwise objectionable in nature;
  - (d) any information or material which is deceiving, misleading or likely to cause confusion to site visitors;
  - (e) any information or material which is illegal in the Exhibitor's country, the country its website is hosted in, or Hong Kong.

## **Exhibitor's Undertakings**

**61.** The Exhibitor hereby undertakes to the Organiser that it shall:

- (a) take all necessary precautions to ensure that:
  - (i) the information or material contained in the Exhibitors' Web site is at all relevant time accurate, truthful and complete;
  - (ii) the Exhibitor's Web site is virus free and that it shall inform the Organiser immediately of any infection or suspected infection of any part of its Web site by any kind of virus;
- (b) regularly update its Web site to maintain accuracy and to ensure conformity with the established image and good reputation of the Organiser;
- (c) inform the Organiser of any changes made to the name of a web page on the Exhibitor's Web site or its home page; and
- (d) ensure that the contents of its Web site:
  - (i) do not infringe any intellectual property rights or other rights of any third party;
  - (ii) must not at any time violate any laws applicable to the Exhibitor or the Organiser, including but not limited to any Hong Kong law, or any international conventions, codes or regulations applicable to the Internet or its usage, and other applicable laws; and
  - (iii) are not, in the reasonable opinion of the Organiser, unfavourable to the image of the Organiser or otherwise undesirable.

**62.** Where the Exhibitor is using online services provided by the Organiser and/or has registered for those services by applying for a Username, including via the Exhibitor Online Platform, it shall not allow any person other than those authorised to act on its behalf to use such online services, and it shall not allow any person to use such services for or in connection with any unauthorised or illegal purpose or activity. The Exhibitor shall notify the Organiser as soon as practicable if it becomes aware of any such use.

**63.** The Organiser reserves the right at any time to bar access to or delete the link between the Organiser's Web site and the Exhibitors' Web site at the Organiser's sole and absolute discretion without notice and without giving any reasons therefor.

**64.** The Exhibitor irrevocably waives all rights to bring any claim or action against the Organiser for any loss, damage or injury which may arise as a result of the way in which the linked site is depicted or portrayed on or accessible from the Organiser's Web site.

**65.** The Organiser shall not be responsible for any illegal or unauthorized use of materials from the Exhibitor's Web site or other infringement conducts of any visitors to the Exhibitor's Web site via the link on the Organiser's Web site.

**66.** The Exhibitor undertakes to fully indemnify and at all time to keep indemnified in full the Organiser from and against all losses, liabilities, actions, proceedings, claims, damages, costs (including but not limited to legal costs) and expenses whatsoever and wherever arising which the Organiser may suffer or incur by reason of or in relation to or otherwise associated with its hypertext link to the Exhibitor's web site.

## **Exclusion of Liability**

**67.** Other than death or personal injury caused by the negligence of the Organiser or its employees, none of the Organiser, its agents, representatives, contractors or employees shall be liable in any way whatsoever in respect of any loss, injury or other damages suffered by or caused to the Exhibitor, its agents, representatives, contractors or employees or the products or other property of the Exhibitor or of such parties or of any other Exhibitors or visitors. For the avoidance of doubt, any death or personal injury caused by or resulting from the acts of God, war, health concerns (such as the outbreak of the Severe Acute Respiratory Syndrome), threats of terrorist attack, riots, demonstrations, civil disturbances, inevitable accident or any other cause not within control of the Organiser shall not be regarded as the negligence of the Organiser or its employees. Any approval granted by the Organiser pursuant to the Conditions shall not constitute any form of endorsement of the subject matter of the approval by the Organiser, and shall not in any way transfer any liability or responsibility to the Organiser or not in any way relieve or diminish the Exhibitor of its indemnity and responsibilities.

**68.** The Organiser shall not be responsible in any manner whatsoever for the consequences of any introduction or commercial transaction made between the Exhibitor and other parties during or as a result of the Exhibition.

**69.** The Exhibitor undertakes to fully indemnify and at all times hereafter to keep indemnified in full the Organiser, its agents, representatives, contractors and employees on demand from and against all losses, liabilities, actions, proceedings, claims, damages, costs (including but not limited to legal costs) and expenses whatsoever which it may suffer or incur by reason of or in relation to all acts and/or omissions, including without limitation the negligence, wilful default or fraud of the Exhibitor, Exhibitor's agents, representatives, contractors, employees, or other third parties, in the performance of any agreement hereunder or any breach by the Exhibitor of these Conditions.

**69A.** If any of the Exhibitor, its agents, representatives, contractors or employees or any third parties ("Exhibitor's Parties") has (whether with or without the Organiser's prior written approval), made any modification or alteration to or on any part of the Stand, that has been provided by the Organiser (the "Alterations"), which results in any losses, damages, injuries, liabilities, compensation or claims to or by any persons, (together "Claims"), the Exhibitor shall be held solely and fully responsible and liable for any and all such Claims. Notwithstanding any approvals from the Organiser, the Exhibitor shall fully indemnify the Organiser, its agents, representatives, contractors and employees on demand from and against all losses, liabilities, actions, alleged claims or damages, costs (including but not limited to legal costs on a full indemnity basis) and expenses whatsoever arising from such Claims.

**70.** The Organiser undertakes no financial or legal responsibility for any type of risk concerning or affecting the exhibitors/visitors, their personal belongings and exhibits. The Exhibitor shall be responsible for effecting insurance which shall include (but not limited to) its displays, exhibits and stands against loss or damage by theft, fire, water, public (including occupier's liability) and any other natural causes, and shall produce such policy of insurance to the Organiser upon request. The Exhibitor shall fully indemnify the Organiser in the event that any person has sustained personal injury and/or property damage as a result of unauthorised alternation/ modification on the booths undertaken by the Exhibitor, Exhibitor's agents, representatives, contractors, employees, or other third parties.

**71.** Exhibitors with custom-built stands accept full responsibility for the safety of its booth and shall fully indemnify and at all times hereafter keep indemnified in full the Organiser, its agents, representatives, contractors and employees on demand from and against all losses, liabilities, actions, proceedings, claims, damages, costs (including but not limited to legal costs) and expenses whatsoever which it may suffer or incur by reason of or in relation to the safety, suitability or fitness for purpose of a custom-built stand and damage caused by a custom-built stand to the Exhibition Venue, the other Exhibitors, visitors, the Organiser or any other third parties.

**72.** The Exhibitor shall take out insurance policies to cover itself against all potential liabilities imposed on it in these Conditions as well as possible legal liability for negligence and shall produce such policy of insurance to the Organiser upon request. Exhibitor is fully liable for any loss or damage caused by an act or omission of the Exhibitor or its agents, representatives, contractors or employees to any property of the Exhibition Venue, the other Exhibitors, visitors, the Organiser or any other third parties. For

exhibitors with precious exhibits, they are requested to take out insurance coverage and/or special security service at the exhibitors' expense for overnight storage.

**73.** The Organiser reserves the right to exercise a general lien over any property the Exhibitor has in the Exhibition Venue in respect of all monies due from the Exhibitor to the Organiser (including but not limited to claims for damages) in connection with the Exhibition.

**74.** The Exhibitor hereby agrees that the maximum liability of the Organiser under these Conditions shall not exceed the fee actually received by the Organiser from the Exhibitor.

**Waiver**

**75.** The waiver by the Organiser of any of these Conditions shall not prevent the subsequent enforcement of these Conditions and shall not be deemed to act as a waiver in respect of any subsequent breach.

## **Termination of Right to Exhibit**

**76.** The Organiser shall have the right to terminate without notice an Exhibitor's right to exhibit in the Exhibition and shall have the sole and absolute discretion to ban the Exhibitor and/or any or all of its parent, associate, affiliated, associated and/or subsidiary companies and/or any brand(s) which it or they represented, represents or may represent and/or remove and ban any exhibits, goods, Publicity Materials, materials, articles, items or things exhibited by any or all of such persons or entities from any or all future exhibitions, events or trade fairs organised by the Organiser and/or to ban any or all such persons or entities from entering the Exhibition Venue and to close the Stand immediately at the Exhibitor's expense in any of the following circumstances:

- (a) if an Exhibitor or any of its representatives commits a breach of any of the Conditions or any additional rules and regulations introduced in accordance with clause 84 of the Conditions; or
- (b) if an Exhibitor, being a body corporate, enters into a liquidation whether compulsory or voluntarily or compounds with its creditors or has a receiver appointed over all or any part of its assets or takes or suffers any similar action in consequence of debt or if an Exhibitor being a sole proprietorship or partnership becomes, or one of its members becomes bankrupt or insolvent or enters into any arrangements with its creditors or takes or suffers any similar action in consequence of debt; or
- (c) if the Exhibitor conducts any activity which, in the opinion of the Organiser, does not conform to the nature and purpose of the Exhibition, or interferes with the rights of other Exhibitors at the Exhibition; or
- (d) if the Stand is not occupied by the Exhibitor 30 minutes before the opening hour (as published in the Exhibitor's Manual produced by the Organiser) on the first exhibition day of the Exhibition, the Exhibitor shall be deemed to have withdrawn from the Exhibition, and the Organiser shall have the right to use the Stand or area allocated to the Exhibitor for Custom-Built Participation as it deems appropriate. The Booth Service Fee paid will be forfeited as if the Exhibitor had cancelled the participation as of such date; or
- (e) if the Exhibitor's display on its stand incorporates less than 60% of its display area exhibiting the appropriate products corresponding to the brand and/or the product category zone as stated in the booth confirmation letter of the Exhibition or incorporates any product which does not correspond to the brand and/or the product listing as stated in the Application Form of the Exhibition; or
- (f) if the Exhibitor is found to be acting in a discriminatory manner against certain visitors at the Exhibitions; or
- (g) if the Exhibitor is found to have committed any act which, in the opinion of the Organiser, might prejudice or damage the reputation and/or image of Hong Kong, its industries, the fair or the Organiser. Areas of concern include product safety and respect for intellectual property rights (IPR), labour rights, environmental laws etc; or
- (h) if the Exhibitor is accused or convicted of any criminal offence or otherwise so conducts itself as to bring itself, the Exhibition or the Organiser into disrepute; or
- (i) if the Exhibitor is in breach of any applicable local laws, rules or regulations; or
- (j) if the Organiser in its sole and absolute discretion decide that the Exhibitor's right to exhibit shall be terminated;

**77.** In the event that an Exhibitor's right to exhibit in the Exhibition is terminated under clause 76 (a), (b), (c), (d), (e), (f), (g), (h), (i) or (j) of the Conditions, the Exhibitor shall have no claim for refund of any monies paid to the Organiser.

**78.** The Organiser shall return to the Exhibitor all Booth Service Fees paid in the event of a termination of the Exhibitor's right to exhibit under clause 76 (j) of the Conditions. The Exhibitor shall have no other claims against the Organiser for any of its loss or damages in connection with any such termination.

## **Postponement and Cancellation of Exhibition**

**79.** The organiser reserves the right to change the date(s) of the Exhibition to other date(s) (including but not limited to postponing to later date(s)) as the Organiser deems fit, or cancel, alter in character or mode, reduce in scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitor due to circumstances beyond the Organiser's control including but not limited to acts of God, war, health concerns (such as outbreaks of the Severe Acute Respiratory Syndrome, bird flu or other health threats), fear of terrorist attack, riots, demonstrations, travel restrictions, curfew, epidemic, embargo, civil unrest, legal proceedings, industrial disputes of whatever nature, government regulations, the lack of or refusal to grant any government or third party approvals, permits, consents or licences, major disruption of transport system, system malfunctions or failure of telecommunications or other electronic communications that make it in the opinion of the Organiser impossible or impractical or undesirable for the Organiser to hold the Exhibition as initially planned. The Exhibitor shall have no claim against the Organiser or its agents or representatives, whether for loss or damage, or return of all or part of any money paid by the Exhibitor in respect of any postponement, cancellation, alternation, reduction, shortening or extension made in accordance with this provision.

**80.** The Organiser reserves the right to change the plan, site character or venue of the Exhibition at any time without giving notice to the Exhibitor. Proportional allowance for use of the Exhibition Venue may be made if deemed appropriate by the Organiser (in its sole and absolute discretion) but it shall not be liable for any further compensation to the Exhibitor.

## **Disclaimer**

**81.** The Organiser has the sole and absolute discretion in relation to the admission of visitors to the Exhibition (including but not limited to determining any admission requirements or procedures). The Exhibitor acknowledges that the Organiser has given no commitment or guarantee as regards the number of visitors to the Exhibition and the results of the Exhibition and agrees that it has no claim against the Organiser or its agents or representatives in this connection.

**82.** The Exhibitor acknowledges and agrees that the Organiser shall not be responsible for any losses or damages that the Exhibitor's business may suffer and that the Organiser has made no warranties of any kind, express or implied for services to be provided hereunder. The Organiser hereby disclaims any warranty or merchantability or fitness for any particular purpose.

**83.** The Exhibitor further acknowledges and agrees that the Organiser shall not be responsible for any system malfunctions or failure of telecommunications or other electronic communications at the Exhibition Venue which is beyond the Organiser's control.

## **Additional Rules & Regulations**

**84.** The Organiser reserves the right to interpret, alter and amend any of these Conditions and to issue additional rules and regulations (including but not limited to the exhibitors' manual) at any time it considers necessary for the orderly operation of the Exhibition. The amended Conditions and the additional rules and regulations shall become effective immediately upon posting of the same on our website at [www.hktdc.com/hktradefairs](http://www.hktdc.com/hktradefairs). Once the amended Conditions and the additional rules and regulations have been posted on our website at [www.hktdc.com/hktradefairs](http://www.hktdc.com/hktradefairs), you will be deemed to have notice of the same and have accepted the amended Conditions and the additional rules and regulations. All interpretations of these Conditions and any additional rules and regulations by the Organiser shall be final and binding on the Exhibitor.

**85.** The Exhibitor shall abide by the rules and regulations of the Exhibition Venue which are deemed to be integral parts of and incorporated into these Conditions. In the event of conflict between the provisions of such rules and regulations and these Conditions, these Conditions shall prevail. Copies of the rules and regulations of the Exhibition Venue are available from the Organiser on request.

**86.** The Exhibitor is responsible for all its own costs and charges incurred in entering into and carrying out the agreement governed by these Conditions, including any and all costs associated with communications facilities and access to electronic services.



## **Notices**

87. All notices, agreements, approvals, permissions and the like required by these Conditions to be in writing must be given:

To the Organiser either by electronic mail to [exhibitions@hktdc.org](mailto:exhibitions@hktdc.org) ; fax to (852) 2824 0249; or post to Hong Kong Trade Development Council, 38/F, Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong;

To the Exhibitor either by the website at [www.hktdc.com/hktradedefairs](http://www.hktdc.com/hktradedefairs) or via the Exhibitor Online Platform or by email, fax or post to the addresses given in the Application Form;

or by such other methods as agreed or as notified by the Organiser from time to time. The Exhibitor consents to the use of electronic records and communications and online processing for all matters connected to these Conditions or their subject matter.

## **Conflict with Application Form**

88. If the provisions of these Conditions conflict with the Application Form, the provisions of these Conditions shall prevail.

## **Language**

89. These Conditions are prepared in both English and Chinese languages. In the event of any discrepancy between the two language versions, the [English] version shall prevail.

## **Governing Law**

90. These Conditions shall be governed by and construed in all respects in accordance with the laws of Hong Kong and the Exhibitor irrevocably submits to the non-exclusive jurisdiction of the Hong Kong courts.

## 3.2. Intellectual Property Rights

### PROTECTION OF INTELLECTUAL PROPERTY RIGHTS AT HKTDC EXHIBITIONS

#### Exhibitors' Brief

The Hong Kong Trade Development Council (referred to below as “TDC”, “Organizer”, “we”, “our” or “us”), the statutory body promoting Hong Kong's international trade, is committed to fostering original design and safeguarding intellectual property rights.

We have on-the-spot procedures at our trade fairs for handling any complaint that a product on display infringes someone else's intellectual property rights. These complimentary procedures are not the only way in which complainants can file complaints. Complainants can also file complaints with Hong Kong Customs and Excise Department and/or the Courts of Hong Kong.

These procedures, carried out with our legal advisors (“**Legal Advisors**”), are designed to help establish whether there is a case to answer so that complaints may either be pursued or resolved promptly.

Our aim is as much to protect the rights of individual exhibitors to be promptly cleared of unfounded complaints as it is to uphold their obligation to respect the intellectual property rights of others.

In this respect, the attention of all exhibitors (“Exhibitors”), is drawn to Clause 43 of the conditions of participation, setting out rights and obligations of exhibitors at HKTDC exhibitions, which is set out below for ease of reference:

The Exhibitor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the Stand do not in any way whatever violate or infringe any third party's rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. For the avoidance of doubt, the Exhibitor warrants that if any of the aforesaid materials which were lawfully made in the country or area where they were made have been imported into Hong Kong (“parallel imported goods”), the making of such parallel imported goods in Hong Kong does not constitute an infringement of copyright or a breach of any exclusive licence agreement and that the importation and dealing with such goods do not amount to an infringement of copyright under the Copyright Ordinance, Chapter 528 of the Laws of Hong Kong. The Exhibitor agrees to fully indemnify the Organiser and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringements by the Exhibitor and/or the Organiser and/or the latter's agents, representatives, contractors or employees of such third party's rights.

The Exhibitor agrees that it shall comply with any "Exhibitors' Brief on the Protection of Intellectual Property Rights at HKTDC Exhibitions" (“**Exhibitors' Brief**”) that the Organiser may issue from time to time, including abiding by any complaint procedures and penalties stated in the Exhibitors' Brief, whether as a Complainant of infringement of intellectual property right or as a party subject to any such complaint. If the Exhibitor fails or refuses to abide by any of the terms and conditions of the Exhibitors' Brief, the Organiser shall have the sole and absolute discretion to ban the Exhibitor and any of its representatives, parent, associate, affiliated, and/or subsidiary companies and/or any brand(s) which it or they represented, represents or may represent from any or all future exhibitions, and/or to further ban any representatives of the Exhibitor in question from entering the venue of the current HKTDC Exhibition in which the Exhibitor is participating.

If a complainant (“**Complainant**”) files a complaint with the Organiser in accordance with the Exhibitors' Brief and requests the Organiser to take action against an Exhibitor, the Complainant agrees to hold the Organiser, its agents, representatives, contractors and employees (including but not limited to their Legal Advisors) harmless and to fully indemnify each and every one of them against any and all liabilities, losses, costs (including but not limited to legal costs), expenses and damages of any nature whatsoever incurred or suffered by any of them as a result of or however arising from any action that the Organiser, its agents, representatives, contractors or employees (including but not limited to their legal advisors) may take in reliance of or as result of such complaint filed by the complainant, or any other requests, directions or instructions made or given by the complainant pursuant to such complaint. The complainant further agrees not to take any legal action or make any claim or demand against the Organiser, its agents, representative, contractors or employees (including but not limited to their legal advisors) in relation to such complaint and the alleged infringement of intellectual property rights.

## **Procedures**

1. If you have any complaint involving infringement of your intellectual property rights, this should be reported to the Fair Management Office, where it will be handled by HKTDC Fair Officials and the Legal Advisors engaged by HKTDC.
2. If you receive a complaint at your booth, you should refer the Complainant to the Fair Management Office.
3. Both the documents attached to the Exhibitors' Brief and the Legal Advisors on site will specify the kind of documents and other evidence necessary to support a complaint.
4. If the Legal Advisor is satisfied, on the basis of the documents provided, that the Complainant's intellectual property rights are valid and have been infringed by the display of the Exhibitors' product or material in dispute at the Fair, a HKTDC Fair Official will visit the booth involved.
5. The Fair Legal Advisor will also visit the HKTDC's website ([www.hktdc.com](http://www.hktdc.com)) to check whether the product or any material in dispute is displayed on the said website. If so, the HKTDC has the sole and absolute discretion to disable the link or otherwise take down / remove the disputed product or material from the Organizer's website in accordance with the HKTDC's *Terms & Conditions for Printed Advertisement & Online Promotion* without further notice.
6. As Fair Organizer, HKTDC has the power to immediately take at least 3 photographs of the product or any material in dispute.
7. The exhibitor will be asked to remove the product or material in dispute immediately from display and not to trade in it for the remainder of the exhibition unless he/she can adduce evidence to show to the satisfaction of the Fair Legal Advisor that he/she has the right to deal in such product or material. He/she will also be required to sign an undertaking immediately to this effect. A copy of the signed undertaking and one copy of the photograph will be given to the complainant and the Exhibitor. A further copy of the signed undertaking together with one copy of the photograph will be retained by the HKTDC for its records.
8. If the HKTDC is notified by the Customs and Excise Department that it is investigating possible violation of copyright and/or trademark by an Exhibitor at the Fair, the Exhibitor will be required to immediately remove the product or material which is under investigation for the remainder of the fair.
9. If the exhibitor fails or refuses to co-operate with HKTDC under paragraphs 6 and/or 7 and/or 8 above, HKTDC shall have the right and power, in its sole and absolute discretion, to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary company, from any or all future HKTDC exhibitions.
10. HKTDC staff will visit any booth in respect of which a complaint has been received and accepted by HKTDC's Legal Advisors, in order to reconfirm that the disputed product or material is no longer on display and is not being traded. If the Exhibitor is found to have breached its undertaking not to display or deal with the product or material in dispute during the remaining period of the Fair, HKTDC shall have the right and power, at its sole and absolute discretion, to immediately terminate the right of participation in the Fair in question of the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies without any refund of the participation fee already paid by the Exhibitor and to ban the Exhibitor and any of its representatives, parent, associate, affiliated and / or subsidiary companies from any or all future HKTDC exhibitions.

## **Penalties**

An exhibitor and/or any of its representatives, parent, associate, affiliated and / or subsidiary companies may, in the sole and absolute discretion of the HKTDC, be banned from any or all future participation in HKTDC exhibitions if :

a. after HKTDC has received and accepted a complaint against the Exhibitor, the Exhibitor fails or refuses to:

- allow HKTDC to immediately take 3 photographs of the product or material in dispute;
- sign an undertaking immediately in favour of HKTDC in a form provided by HKTDC, indicating its decision whether to remove or continue to display the product or material in dispute;

OR

b. if the Exhibitor refuses to remove from display the product or material in dispute and a legal action brought against the Exhibitor in relation to the display of the product or material in dispute is upheld by a Court in Hong Kong, notwithstanding that the Exhibitor has signed an undertaking in favour of HKTDC and allowed HKTDC to take photographs of the product or material in dispute during the Fair;

OR

c. the Exhibitor removes the product or material in dispute immediately from display and signs an undertaking provided by HKTDC not to display or deal with any such item for the rest of the Fair period, but is subsequently found to be in breach of such an undertaking; in which case the HKTDC shall, in addition, be entitled to immediately terminate the Exhibitors' right of participation for the rest of the Fair period without refund of any participation fee already paid by the Exhibitor;

OR

d. there are two or more court rulings from a Court in Hong Kong against the Exhibitor confirming its infringement of intellectual property rights of the Complainant(s) during two consecutive fair periods, notwithstanding that the Exhibitor has cooperated with HKTDC during the Fairs by removing the disputed product or material from display;

OR

e. within two consecutive fair periods there are four or more valid complaints filed against the same exhibitor and which have been accepted by the Legal Advisors:

- by more than one complainant in respect of different intellectual property rights; or
- by the same complainant in respect of different products or material items

OR

f. the Exhibitor is accused or convicted of any criminal offence relating to infringement of intellectual property rights or violation of intellectual property-related laws and regulations.

## **Penalties for intellectual property-related criminal offences**

### Copyright Ordinance (Chapter 528 the Laws of Hong Kong)

It is a criminal offence to make or deal in articles that infringe copyright. The Copyright Ordinance sets out in detail the different activities that constitute criminal offences. A person who commits such a criminal offence is liable to a fine of HK\$50,000 in respect of each infringing copy and to 4 years' imprisonment or a fine of HK\$500,000 and 8 years' imprisonment depending on the type of infringing activity carried out.

### Trade Descriptions Ordinance (Chapter 362 the Laws of Hong Kong)

Under the Trade Descriptions Ordinance, any person who:-

- (i) applies a false trade description to any goods; or any service supplied or offered to be supplied to a consumer;
- (ii) supplies or offers to supply any goods, or any services to consumers, to which a false trade description is applied; or
- (iii) has in his possession for sale, or for any purpose of trade or manufacture, any goods to which a false trade description is applied commits a criminal offence.

Further, any person who forges any registered trade mark or falsely applies to any goods any trade mark so nearly resembling a registered trade mark as to be calculated to deceive also commits a criminal offence.

Further, any person who engages in relation to a consumer any unfair trade practices (including but not limited to any commercial practice that is a misleading omission, or is aggressive, or constitutes bait advertising, bait and switch, or wrongly accepting payment) also commits a criminal offence.

Any person who commits such an offence under the Trade Descriptions Ordinance may be liable -

- (a) on conviction on indictment, to a fine of \$500,000 and to imprisonment for 5 years; and
- (b) on summary conviction, to a fine of \$100,000 and to imprisonment for 2 years.

## Documents Required as Evidence of Subsistence, Ownership and Infringement of Intellectual Property Rights

### A. Copyright

- Option 1: An affidavit of copyright ownership and subsistence made by the owner of the copyright work pursuant to Section 121 of the Copyright Ordinance (Cap. 528 of Laws of Hong Kong) - for reference purposes, a template affidavit is available for download at: [[http://tpwebapp.hktdc.com/fair/Multi\\_fairs/pdf/Copyright/2.pdf](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf)]
- Option 2: If the Complainant owns and provides its original evidence for all of the below items 4-6 as evidence, and provide information and evidence of **all** of the following:-
1. date and place that the work was first made or first published;
  2. name of the author of the copyright work;
  3. Name if the owner of the copyright work;
  4. **original** copyright work (e.g. design drawings, sketches, etc) - **NOTE**: copies, including photocopies or computer copies will **not** be accepted;
  5. **original** evidence on proof of ownership of the copyright work- for example, in the event the author of the works is an employee of the Complainant, that employee's contract of employment; or in the event the author of the copyright work is not the Complainant nor its employee, copyright assignment evidencing the assignment of copyright from the author to the Complainant; and
  6. original evidence of the date of (i) the first sale of the product/article to which the copyright work relates (e.g. invoices, shipping documents, etc) or (ii) the first publication of the copyright work, and such evidence must clearly identify the product/article in question

For any complaint made under Option 2, complainants will also be required to complete, provide and confirm all the above information and evidence in a standard-form checklist (which is available for download at [[http://tpwebapp.hktdc.com/fair/Multi\\_fairs/pdf/Copyright/1.pdf](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf)] or to be provided by TDC at the time of the complainant's filing of the complaint). If any of the required information and/or evidence is missing or otherwise incomplete, or if any of the information and/or evidence provided are, in TDC's opinion, unreliable, conflicting, false or inaccurate in any manner, the relevant complaint will not be processed or will be rejected.

### B. Trade Mark

1. Original or certified copy of a valid Certificate of Registration of Trade Mark in **Hong Kong** including any renewal certificates or proof of renewal. (**NOTE**: foreign registrations will **not** be accepted)

### C. Registered Design

1. Original or certified copy of a valid Certificate of Registration of Design in **Hong Kong** including any renewal certificates or proof of renewal. (**NOTE**: foreign registrations will **not** be accepted)

## D. Patent

1. Original or certified copy of a valid Certificate of Grant of Patent in **Hong Kong** including any renewal certificates or proof of renewal. (**NOTE:** foreign registrations will **not** be accepted)
2. A written opinion from the complainant's Hong Kong patent agent or legal advisor that the Hong Kong patent is valid and infringed by the display of the Exhibitor's product or material in dispute during the Fair with clear and specific reference to the alleged infringing product in question.

And any other evidence that the Legal Advisor may require depending on the specific facts of the case.

### 3.3. Sub-letting

**Exhibitors are strictly forbidden to sublet or otherwise share the Space to or with any third party.** Any exhibitor found to be in breach of this sub-letting prohibition will be asked to immediately remove all illegitimate third party business cards, materials and exhibits (promotional or otherwise) from its Space at its own expenses and will also be banned from taking part in all the HKTDC fairs.

By way of clarification, an Exhibitor is ONLY permitted to:

- (i) promote, distribute or display exhibits, printed matters or graphic materials bearing its name or distribute name cards of its own employee; and
- (ii) allow its own employee to solicit business for itself, at its Space.

An exhibitor may also (i) promote, distribute or display exhibits, printed matters or graphic materials bearing the name of its wholly-owned subsidiary or any third party company having a formal agreement with itself appointing the exhibitor as agent or distributor of that third party company or (ii) allow the employee of such subsidiary or third party company to solicit business for such subsidiary or third party company at its Space. Exhibitors are reminded to obtain prior written permission from the Organiser by applying in writing at least 3 months before the commencement of the Exhibition if exhibitors wish to conduct the said activities for the subsidiary or any such third party company. Exhibitors are required to provide some form of documentation confirming the relationship between the exhibitors and the relevant subsidiary or third party company when submitting your application.

Permission is given entirely at the sole and absolute discretion of the Organiser and the Organiser's decision is final. If the exhibitor is found to be conducting the above activities for its subsidiary or any third party company without having obtained prior written permission from the Organiser, it will be treated as "sub-letting" in contravention of the sub-letting prohibition. Exhibitors are also reminded that any of the above activities can only take place in relation to products which fall into the same product category zone as stated in the booth confirmation letter of the Exhibition.

### **3.4. Guidelines for the Fair Exhibits**

Acceptable exhibits should be books, multimedia products relating to literary works and audio-visual publishing (such as educational software, electronic dictionary, audio-visual learning aids, digital publishing, electronic books, music/film recordings, etc) and stationery. At least 60% of the display area of each booth must be occupied by exhibits relating to the relevant product section where the booth is located.

Exhibitors can only display/sell books, periodicals or magazines at the General Books Pavilion and English Avenue. All non-books items such as multimedia products (e.g. music/film recordings), arts & craft, stationery, non-printed learning aids, etc. should be separately located in the relevant product sections.

The following products are prohibited from being at the Fair:

- offensive and dangerous articles
- obscene and indecent articles (as defined under the Obscene & Indecent Articles Ordinance, Cap.390 of the laws of Hong Kong) (refer to paragraph 1) above)
- articles which are labeled or described as prohibitive for supply or publication to persons under 18 years old
- products that are in the Organiser's view irrelevant to the exhibit profile of the Fair (including but not limited to clothing & accessories, household appliances, cosmetics, umbrellas, toys, electronic games, consumer electronic products other than e-book readers or electronic translators, audio equipment, food and beverages)
- products that are in the Organiser's view incompatible with the image of the Fair

If any exhibitor would like to distribute/sell some souvenirs and gift items in promoting the main exhibits, such products should not exceed 10% of the booth area. The list of souvenirs and gift items should be submitted to the Organiser at least one month prior to the opening of the Fair for approval and may only be exhibited after approval thereof.

During the exhibition period of the Fair, if any exhibit does not meet with the above requirements, the Organiser reserves the right to stop the exhibitor from displaying/showing/selling and/or distributing the relevant products at the Fair. The Organiser also reserves the right to terminate the exhibitor's participation immediately without any compensation.



### **3.5. Exhibitor & Contractor Badges**

All exhibitors, their staff and contractors must wear their respective exhibitor badges or contractors badges at all times during move-in, move-out and exhibition period of the Fair. Exhibitor badge holders must have attained the age of 15 and contractor badge holders must have attained the age of 18. For general safety, exhibitors and contractors should pass the badges to their working staff only, and such badges are not allowed to be transferred or given to any other person. If the Organiser finds that any person has been using the badges inappropriately at the Venue, the Organiser shall immediately confiscate such badges, and refuse entry to such person. Exhibitor badges and contractor badges are the property of the Organiser and may not be copied by any person. If copies are found, the matter will be handed over to the police. Badge-wearers must comply with and accept the security checks procedures facilitated by the Organiser and enter the fairground through specific entrance gate. If the Organiser has doubts regarding the identity of a badge-wearer, the Organiser has the right to require such badge-wearer to produce identification documentation. If the badge-wearer cannot provide the relevant proof of identification, the Organiser has the right to refuse entry to such person. If an exhibitor fails to comply with the above rules, the Organiser reserves the right to penalize such exhibitor, including but not limited to by delaying such exhibitor's turn in selecting a stand for the Fair to be held in the following year, or to cancel its entitlement to exhibit in future at the Fair.

Each exhibitor will be entitled to receive eight official badges for every 9 sq.m. of space taken at the Fair. 6 sq.m booth and Kiosk will be entitled to receive six and four exhibitor badges respectively. No photos are required to stick on the badge, but a barcode will be printed on each badge. Exhibitors are required to enter the fairground using specified entrances and the barcode must be scanned for record. Additional badges have to be applied at the cost of \$50 each by returning the Form 20 to the Organiser before 7 June 2017. Maximum five additional badges can be ordered to every 9 sq.m. rent space. For exhibitor taking up 6sqm booth or kiosk, a maximum of four additional badges can be ordered. Only valid badge holders would be allowed to enter the fair ground.

### 3.6. Move-in / out Arrangement

Traffic arrangements will be implemented to minimize pressure to traffic caused on the move-in day (18 July) and move-out day (25 July) of the HKTDC Hong Kong Book Fair 2017. These measures would be beneficial to both our valued exhibitors as well as the general public. Exhibitors are recommended to pay attention to the details of the new arrangement as below:

#### **(A) Vehicle Permit for Lorries / Light Goods Vehicles**

Vehicle permits will be issued to each exhibitor for entering the loading /unloading area of the Hong Kong Convention and Exhibition Centre on the move-in day (18 July) and throughout the exhibition period including the move-out day (19-25 July). The permit must be displayed on the windscreen to facilitate inspection, and is **only valid for use at the specified dates and times** indicated on the permit. Vehicle permit will be collected by HKCEC once the vehicles enter the loading area on move-in and move-out days.

#### **Move-In Day Arrangement for Vehicles on 18 July**

Goods vehicles **could** enter into the HKCEC loading areas according to the time specified on the vehicle permit issue for your company. Exhibitors should display the permit on the windscreen. Please do not arrive HKCEC earlier than the time specified on the permit in order to avoid any traffic congestions around the area.

#### **Move-Out Day “Special Arrangement” for Vehicles on 25 July**

Control point will be set-up at the entrance of HKCEC, goods vehicles will **only be allowed** to enter into the HKCEC loading areas with:

- (a) **Vehicle Permit** issued by HKTDC **AND**
- (b) **Trip Ticket** issued at the Vehicle Marshalling Area

#### **Move-out procedure**

1. Before proceeding to the HKCEC loading area, all vehicles **MUST** first report to the **Tsing Yi Vehicle Marshalling Area**
2. The vehicle marshalling area will be opened at **2pm** until all the move-out activities finished on **25 July**.
3. Upon arrival at the vehicle marshalling area, the drivers **MUST** first present the **Vehicle Permit issued by HKTDC, queue up** and wait for the further instructions given from the attendant of HKCEC. The waiting time at the vehicle marshalling area may vary and would depend on the total number of vehicles, move-out speed and the prevailing traffic condition.
4. After 5pm on 25 July, a **Trip Ticket** will be issued to the drivers at appropriate time.
5. The driver must then proceed to HKCEC loading area via Expo Drive **within 2 hours** with
  - a. **Move-out Vehicle Permits** issued by the HKTDC **AND**
  - b. **Trip Ticket** issued at the Tsing Yi Vehicle Marshalling Area
6. Drivers **failing** to present the above 2 permits will **NOT** be allowed to enter into HKCEC loading area.
7. If the vehicle marshalling area becomes overloaded, HKCEC will implement further measures at discretion.

Vehicles will be given a ticket with the clock-in time when entering the HKCEC loading/unloading area.

With an aim of alleviating the traffic congestion due to a high usage of loading/unloading facilities, the free-of-charge loading/unloading time during the fair period is limited to 60 minutes. The HKCEC will impose charges on vehicles with extended stay on 18-25 July. The charges are as follows:

<b>1<sup>st</sup> 60 mins (after clockin):</b>	<b>Free</b>
<b>First 2 hours after 60 mins:</b>	<b>HK\$100/every 30 mins or part thereof</b>
<b>After 3 hours after:</b>	<b>HK\$150/every 30 mins or part thereof</b>
<b>Each lost ticket:</b>	<b>HK\$500</b>

Payment (if any) will be collected at the exit control booth with official receipt. Please note that vehicle permits are not suitable for parking purpose, and is not valid for private cars. The Expo Drive Hall loading area admits vehicles of 2.2m or below only.

### **(B) Private Car / Taxi**

Private cars and taxis will be allowed to enter into the HKCEC at the discretion of the traffic control attendants during the move-in and move-out periods. No waiting or parking at the HKCEC is allowed. Private cars and taxis entering HKCEC will NOT be required to present any Vehicle Permit nor report to the vehicle marshalling area. However, drivers can only unload their goods at the Expo Drive / Harbour Road Entrance of the HKCEC.

### **(C) HKCEC Car Park (Urban Parking)**

Exhibitors may utilise the HKCEC Car Park (Urban Parking) which locates at the Expo Drive Central from 18 to 25 July (include Move-in/out day). Private cars and light goods vans which are not going to the loading area may use the car park either in form of hourly or daily parking (need to apply and pay beforehand).

## **3.7. Exhibits**

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.

**Exhibitors must not remove any of their exhibits on display from the booths until the Fair is officially closed at 5pm on 25 July 2017.**

## **3.8. Confidential Questionnaires**

At the completion of the Fair, exhibitors are requested to provide information regarding their participation to the Organiser. The information will not be disclosed to third parties without prior approval of the exhibitors concerned, with the exception of collective figures which may be released without prior consultation. Exhibitors **must** complete questionnaires related to their participation.

The Organiser will collect these completed questionnaires in the afternoon of the last day of the Fair, i.e. **25 July 2017**.

## **3.9. Photographing and Video Shooting**

No photography, filming, sound or video recording, telecasting and broadcasting will be allowed in the fair venue, unless approved by the Organiser in writing in advance.

### 3.10. Performance of Music at the Show

Any musical performance, including the use of music recording for demonstration or as background music, requires the permission of:

- (a) The Composers and Authors Society of Hong Kong Ltd  
18/F., Universal Trade Centre, 3 Arbutnot Road, Central, Hong Kong  
Tel: (852) 2846 3268 Fax: (852) 2846 3261  
Website: <http://www.cash.org.hk/en>
- (b) Phonographic Performance (South East Asia) Ltd. (For recorded music only)  
Unit A, 18/F, Tower A, Billion Centre, 1 Wang Kwong Road, Kowloon Bay, Hong Kong  
Tel: (852) 2861 4318 Fax: (852) 2866 6869  
Website: <http://www.ppseal.com/tc/home.html>
- (c) Hong Kong Recording Industry Alliance Limited (For recorded music only)  
Suite 2501, 25/F., Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Kowloon, Hong Kong  
Tel: (852) 2520 7000 Fax: (852) 2882 6897  
Website: <http://www.hkria.com/en/index.aspx>
- (d) Such other relevant bodies which are entitled to grant the relevant permission from time to time.

Exhibitors who will use music at the fair are required to apply permits from the relevant organisations directly by completing the **Forms 22 & 23** in “**Additional Facilities and Services Order Form Booklet**” and return them before the Fair.

### 3.11. Sound Level / Loud Hailers

All audio-visual equipment must be sited and be kept at the absolute minimum level so as not to cause any inconvenience to other exhibitors or visitors. The Organiser will take steps to ensure that the demonstration **sound level of loud speakers should not exceed 80 dB (A)** at the boundaries of your display sound level. The Organiser reserves the right to intervene if the sound level causes undue disturbances to other exhibitors and visitors. Demonstration of Exhibits found to be objectionable due to noise level will be closed down on the third warning and the Exhibitor shall not receive a refund or damage compensation from the Organiser. Exhibitors are responsible for supervising the actions of all visitors and employees operating audio/visual equipment located in their exhibit area.

### 3.12. Distribution of Promotional Materials

Promotional materials such as product catalogues and brochures can only be distributed by the exhibitors within their own booths. No exhibitors are permitted to distribute any publicity materials, souvenirs and the like in public areas of the exhibition venue.

### 3.13. Use of Booths

All booths must be properly manned, displayed and furnished with exhibits at all times during the Fair.

### 3.14. Admission

The Organiser reserves the right to refuse admission to the Fair of any visitors, exhibitors or their agents who are at the absolute discretion of the Organiser regarded as unfit, intoxicated or in anyway likely to create disturbance or discomfort to the Fair, other exhibitors or visitors.

### **3.15. Insurance**

The Organiser undertakes no financial or legal responsibility for any type of risk concerning or affecting the exhibitors/visitors, their personal belongings and exhibits. Exhibitors are therefore responsible for taking out all necessary insurance to cover their exhibits, the stand fittings and fixtures, the venue and other third parties. The Exhibitors are also required to comply with Section 40 of the Employees' Compensation Ordinance, Cap.282 ("ECO") to cover their liabilities both under the ECO and at common law for injuries at work in respect of all their employees, irrespective of the length of employment contract or working hours, full time or part time, permanent or temporary employment.

For exhibitors with precious exhibits, they are requested to take out **insurance coverage and/or special security service at the exhibitors' expense for overnight storage**. Exhibitors requiring special assistance or advice should contact the Fair Management Office.

### **3.16. Loss and Theft**

All property and goods, including without limitation all Publicity Material brought by Exhibitors into any part of the Exhibition Venue including, without limitation, Stands, Space and Raw Space are brought at the Exhibitor's risk. The Organiser does not guarantee the safety and security of such property or goods and shall not in any way be liable or responsible for any theft, loss or damage thereof. For the avoidance of doubt, the showcases, cabinets and other storage facilities as provided by the Organiser in any part of the Exhibition Venue including, without limitation, Stands, Space and Raw Space are for exhibition purposes only. The Exhibitors are solely responsible for the safety and security of all their property or goods stored in such showcases, cabinets and storage facilities at all times.

### **3.17. Bills and Posters**

The Organiser has the right to remove any bills or posters which in the opinion of the Organiser do not conform to the purpose and image of the Fair.

### **3.18. Code of Conduct for participation in HKTDC Trade Fairs**

Hong Kong prides itself as the trade fair capital of Asia-Pacific. We offer both top quality exhibition infrastructure and proven expertise in staging trade event of all kinds. In order to maintain our leading position in organising trade exhibitions and to build up a better image for these events, all exhibitors at HKTDC fairs are requested to abide by the following code of conduct.

#### **Display Area**

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.

#### **Manning the Stand**

- 1) Exhibitors should keep their stands in an orderly manner.
- 2) Packing boxes should be kept in the appropriate storage area.
- 3) Exhibits should be displayed in a professional manner compatible with the image of the fair.
- 4) Stands must be manned by authorised and competent knowledgeable staff at all times during the exhibition period. Exhibitors should not vacate their stands before the official move-out time on the last exhibition day unless special permission has been given by the Organiser.

#### **General Behaviour**

- 1) Exhibitors should always behave in a courteous and business-like manner throughout the exhibition. They must pay due respect to visitors and other exhibitors.
- 2) Exhibitors should welcome all visitors to their stands. Under no circumstance should they act in a discriminatory way or prevent certain visitors from approaching their stands.
- 3) Exhibitor badges are not transferable and should be worn or put on conspicuously at all times for security reasons.

#### **Right to Privacy**

Exhibitors are expected to respect the right of all other exhibitors. They are prohibited from entering other exhibitors' booths unless they are being invited.

#### **Food and Beverages**

According to the regulations of the Hong Kong Convention and Exhibition Centre, outside food and beverages are not allowed to be taken into the exhibition venue. Exhibitors may have food and drinks at the Cafeteria inside the exhibition Halls or at the restaurants.

In order to maintain a clear and tidy exhibition area, consumption of food is not recommended in the booth. Exhibitors and their staff may make use of certain specified rooms within the Exhibition Halls for consumption of their food.

#### **Protection of Intellectual Property Rights**

All exhibits and the packages thereof, publicity material or any other part of the display on the Exhibitor's Stand must not violate or infringe any intellectual property rights including but not limited to trade marks, copyright, designs, names and patents, whether registered or otherwise. Exhibitors are required to comply with the rules and complaint procedures as set out in the "Exhibitors' Brief on the Protection of Intellectual Property Rights at HKTDC Exhibitions" as issued by the Organiser.

### **3.19. Special Arrangements for Tropical Cyclone & Black Rainstorm Warning Signals**

All exhibitors are requested to note the emergency measures under the following situations. The measures will be implemented should there be a Tropical Cyclone (commonly known as “typhoon”) or Black Rainstorm Warning Signal during the HKTDC Hong Kong Book Fair 2017.

#### **A. Special Arrangements for Tropical Cyclone Warning Signal**

##### **I. During Move-in, Move-out**

1. If a Pre-No. 8 Special Announcement or Tropical Cyclone Warning Signal No. 8 (or above) is issued during the move-in and/or move-out period, the move-in and move-out procedure will continue if situation allows.

##### **II. Prior to Opening Hours**

1. From **19 July to 24 July**, if a Pre-No. 8 Special Announcement is **issued before 8:30am**, the fair will remain **closed**. In the rare situation when a Tropical Cyclone Warning Signal No. 8 (or above) is issued before 8:30am without a Pre-No. 8 (or above) Special Announcement, the same arrangement will apply.
2. On **25 July**, if a Pre-No. 8 Special Announcement is **issued before 7:30am**, the fair will remain **closed**. In the rare situation when a Tropical Cyclone Warning Signal No. 8 (or above) is issued without a Pre-No. 8 (or above) Special Announcement, the same arrangement will apply.
3. From **19 July to 20 July & 23 to 24 July**, if a Tropical Cyclone Warning Signal No. 8 is **cancelled at or before 4:30pm**, the fair will re-open to the public **two hours after** the Tropical Cyclone Warning Signal No. 8 is cancelled. Exhibitors will be allowed to enter the fairground for preparation **30 minutes after** the Tropical Cyclone Warning Signal No. 8 is cancelled if situation allows. Exhibitors are reminded to return to their booths before the fair re-opens to the public. The fair, however, will remain closed if the Tropical Cyclone Warning Signal No. 8 is **cancelled after 4:30pm**.
4. From **21 July to 22 July**, if a Tropical Cyclone Warning Signal No. 8 is **cancelled at or before 6:30pm**, the fair will re-open to the public **two hours after** the Tropical Cyclone Warning Signal No. 8 is cancelled. Exhibitors will be allowed to enter the fairground for preparation **30 minutes after** the Tropical Cyclone Warning Signal No. 8 is cancelled if situation allows. Exhibitors are reminded to return to their booths before the fair re-opens to the public. The fair, however, will remain closed if the Tropical Cyclone Warning Signal No. 8 is **cancelled after 6:30pm**.
5. On **25 July**, if a Tropical Cyclone Warning Signal No. 8 is **cancelled at or before 1:30pm**, the fair will re-open to the public **two hours after** the Tropical Cyclone Warning Signal No. 8 is cancelled. Exhibitors will be allowed to enter the fairground for preparation **30 minutes after** the Tropical Cyclone Warning Signal No. 8 is cancelled if situation allows. Exhibitors are reminded to return to their booths before the fair re-opens to the public. The fair, however, will remain closed if the Tropical Cyclone Warning Signal No. 8 is **cancelled after 1:30pm**.

##### **III. During Opening Hours**

1. Once the Hong Kong Observatory issues a **Pre-No. 8 Special Announcement**, giving advance notice to the public that a Tropical Cyclone Warning Signal No. 8 will be issued during the fair’s opening hours, the fair will close in two hours. The Organiser will make an announcement, urging the public not to go to the exhibition centre. The ticket office will close and no further admissions will be allowed 30 minutes after the pre-announcement is made. Exhibitors and visitors will be requested to leave the exhibition venue as soon as possible.
2. **In the rare situation when a Tropical Cyclone Warning Signal No. 8 (or above) is issued without a Pre-No. 8 (or above) Special Announcement**, the fair will close immediately. The Organiser will make an announcement, urging the public not to go to the exhibition centre. The ticket office will close and no further admissions will be allowed. Exhibitors and visitors will be requested to leave the exhibition venue immediately.

## **B. Special Arrangements for Black Rainstorm Warning Signal**

### **I. During Move-in, Move-out**

1. If a Black Rainstorm Warning Signal is issued during the move-in and/or move-out period, the move-in and move-out procedure will continue if situation allows.

### **II. Prior to Opening Hours**

1. From **19 July to 24 July**, if a Black Rainstorm Warning Signal is **issued before 8:30am**, the fair will remain **closed**.
2. On **25 July**, if a Black Rainstorm Warning Signal is **issued before 7:30am**, the fair will remain **closed**.
3. From **19 July to 20 July & 23 to 24 July**, if a Black Rainstorm Warning Signal is **cancelled at or before 4:30pm**, the fair will re-open to the public **two hours after** the Black Rainstorm Warning Signal is cancelled. Exhibitors will be allowed to enter the fairground for preparation **30 minutes after** the Black Rainstorm Warning Signal is cancelled if situation allows. Exhibitors are reminded to return to their booths before the fair re-opens to the public. The fair, however, will remain closed if the Black Rainstorm Warning Signal is **cancelled after 4:30pm**.
4. From **21 July to 22 July**, if a Black Rainstorm Warning Signal is **cancelled at or before 6:30pm**, the fair will re-open to the public **two hours after** the Black Rainstorm Warning Signal is cancelled. Exhibitors will be allowed to enter the fairground for preparation **30 minutes after** the Black Rainstorm Warning Signal is cancelled if situation allows. Exhibitors are reminded to return to their booths before the fair re-opens to the public. The fair, however, will remain closed if the Black Rainstorm Warning Signal is **cancelled after 6:30pm**.
5. On **25 July**, if a Black Rainstorm Warning Signal is **cancelled at or before 1:30pm**, the fair will re-open to the public **two hours after** the Black Rainstorm Warning Signal is cancelled. Exhibitors will be allowed to enter the fairground for preparation **30 minutes after** the Black Rainstorm Warning Signal is cancelled if situation allows. Exhibitors are reminded to return to their booths before the fair re-opens to the public. The fair, however, will remain closed if the Black Rainstorm Warning Signal is **cancelled after 1:30pm**.

### **III. During Opening Hours**

1. If a Black Rainstorm Warning Signal is issued during the fair's opening hours, the fair will **remain open**. Exhibitors and visitors will be encouraged to stay in the exhibition venue for their own safety.

## **C. Other Issues**

1. Admission tickets (including VIP tickets and complimentary tickets) that cannot be used because of the temporary closure of the fair may be used during the remaining fair days. Alternatively, ticket holders can request a refund upon presentation of unused valid tickets. Refund arrangements will be announced and handled after the fair. VIP tickets and complimentary tickets are not eligible for refunds.
2. The Organiser will make an announcement on the above special arrangements through the fair website and the mass media, including radio and television stations. Exhibitors may call the HKTDC customer service hotline, at (852) 1830668, should they have any questions concerning the above arrangements.
3. Implementation of the above special arrangements may be adjusted at the time, depending on the actual conditions or upon request by the police officer in charge or security unit of the Hong Kong Convention and Exhibition Centre. The Organiser will announce the changes, if any, as soon as possible.



### **3.20. Special Note on National Flag and National Emblem Ordinance and Regional Flag and Regional Emblem Ordinance**

From 1 July 1997, The Hong Kong Special Administrative Region (HKSAR) has been established. All commercial activities, including the HKTDC fairs, have to operate within the parameters of the legal framework. According to the Conditions of Participation, all exhibitors are required to observe the Hong Kong laws in force when conducting business at the fairground.

Your attention is drawn to some sections of some of the HKSAR ordinances which came into operation on 1 July 1997, which state:-

#### **National Flag and National Emblem Ordinance (Ordinance No. 116 of 1997)**

##### **Section 4 Damaged national flag and national emblem not to be used**

A national flag or a national emblem which is damaged, defiled, faded or substandard must not be displayed or used.

##### **Section 5 Manufacture of national flag and national emblem regulated**

3. ...The display or use of the national emblem in unusual dimensions is subject to the prior approval of the Central People's Government.

##### **Section 6 Prohibition on certain uses of national flag and national emblem**

1. The national flag or its design must not be displayed or used in --
  - a. trademarks or advertisements;
  - b. private funeral activities; or
  - c. other occasions on which or places at which the display or use of the national flag or its design is restricted or prohibited under a stipulation made by the Chief Executive.
2. The national emblem or its design must not be displayed or used in --
  - a. trademarks or advertisements;
  - b. furnishings or ornaments in everyday life;
  - c. private activities of celebration or condolence; or
  - d. other occasions on which or places at which the display or use of the national emblem or its design is restricted or prohibited under a stipulation made by the Chief Executive.
3. A person who without lawful authority or reasonable excuse displays or uses the national flag, national emblem or the design of the national flag or of the national emblem contrary to subsection (1) or (2) commits an offence.

##### **Section 7 Protection of national flag and national emblem**

A person who desecrated the national flag or national emblem by publicly and wilfully burning, mutilating, scrawling on, defiling or trampling on it commits an offence.

##### **Section 8 Copy of national flag or national emblem**

A copy of the national flag or national emblem that is not an exact copy but that so closely resembles the national flag or national emblem as to lead to the belief that the copy in question is the national flag or national emblem is taken to be the national flag or national emblem for the purposes of this Ordinance.

#### **Regional Flag and Regional Emblem Ordinance (Ordinance No. 117 of 1997)**

Similar provisions in relation to the regional flag and regional emblem are continued in:

##### **Section 4 Damaged regional flag and regional emblem not to be used**

##### **Section 6 Prohibition on certain uses of the regional flag and regional emblem**

##### **Section 7 Protection of the regional flag and regional emblem**

##### **Section 8 Copy of the regional flag or the regional emblem**

### 3.21. Waste Reduction and Recovery Measures

To protect our environment, the following guidelines on Waste Reduction and Recovery are recommended:

#### **Waste Avoidance and Minimization**

- a. Setting up of exhibition booth  
Use re-erectable booth to reduce the amount of waste generated
- b. Selection of decoration material  
Use environmentally-friendly materials (e.g. recycled materials).
- c. Production of publicity materials
  - Print publicity materials on recycled paper.
  - Minimize the number of publicity materials printed.
- d. Distribution of bags  
When distribution of bags is necessary, use re-usable bags or bio-degradable bags instead of plastic bags.

Effective from 1 April 2015, the Plastic Shopping Bag (PSB) Charging has been implemented in Hong Kong. Under the PSB Charging, the seller of goods by retail shall charge the customer an amount not less than 50 cents for each PSB, or each pre-packaged pack of 10 or more PSBs, provided by the seller directly or indirectly to the customer at the time of the sale, for promoting the goods, or otherwise in connection with the sale. For more information about the PSB charging, please visit : [www.epd.gov.hk/epd/psb\\_charging/en/index.html](http://www.epd.gov.hk/epd/psb_charging/en/index.html).

#### **Waste Reuse and Recycling**

- a. Reuse  
Collect unused publicity items, decoration materials, admission badge holders etc for reuse or recycling.
- b. Recycling  
Put recyclable materials including waste paper, plastic bottles and aluminium cans into the waste separation bins provided by the event organiser.

### **3.22. Caution on Third Party Promotional Offers from Fair Guide/ Expo Guide/ Event Fair/ AVRON/ International Fairs Directory)**

It has come to the Organiser's attention that some exhibition/trade directories or organisations have sent invitations to exhibitors inviting them to update or correct their data with their fair directories and subsequently claimed exhibitors for fees.

These directories and organisations include but are not limited to the following:

- Fair Guide (owned by Construct Data)
- Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals"))
- Event Fair - The Exhibitors Index, and
- FAIR-Guide ([www.fairguide.me](http://www.fairguide.me)) (owned by Avron s.r.o.).
- AVRON
- International Fairs Directory

The Organiser would like to stress that neither the Fair Guide, the Expo Guide, the Event Fair the FAIR-Guide, AVRON nor the International Fairs Directory 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 organizations such as Event Fair, AVRON and International Fairs Directory. 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, Event Fair, AVRON and International Fairs Directory 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 does not recommend that you sign any materials that you receive from Construct Data, Commercial Online Manuals, Event Fair and/or AVRON, and/or International Fairs Directory. If you have mistakenly entered into contract with Construct Data, Commercial Online Manuals, Event Fair and/or AVRON, and/or International Fairs Directory, you should notify Construct Data, Commercial Online Manuals, Event Fair, AVRON, and/or International Fairs Directory, 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, Event Fair, AVRON and International Fairs Directory, please visit <http://www.ufi.org/industry-resources/warning-construct-data/>

### 3.23. Smoke-Free Policy

Health and Comfort Come First  
at Smoke-Free HKCEC

From 1 January 2006, the Hong Kong Convention and Exhibition Centre has become a smoke-free venue. This is in line with best international practices and the wishes of visitors and event participants. It also reflects the venue manager's commitment to providing a comfortable, health-conscious environment at this world-class facility.

### 3.24. Important Points to Note

#### 3.24.1. On-Site staff regarding working visa

All Exhibitor representatives who are not ordinarily residing in Hong Kong will be required to obtain a "Temporary Working Visa" and/or any other permits or approvals from the relevant authorities when they participate in a fair in Hong Kong involving retail sales activities. Alternatively, a local worker / local representative may be employed to conduct retail sales activities.

Any person who contravenes a condition of stay in force in respect of him shall be guilty of an offence. Should any Exhibitor representative fail to comply with the above regulation, the Organiser has the sole discretion to terminate the Exhibitor's participation in the Exhibition with immediate effect and/or to ban the Exhibitor from participating in any or all future HKTDC exhibitions. During the Exhibition (including move-in and move-out days), Exhibitors who would like to appoint non-HK residents to work at the booths, please note and comply with the Hong Kong Immigration Ordinance and Immigration Regulations.

Under the Hong Kong Immigration Regulations, permission given to a person to land in Hong Kong as a visitor shall be subject to the conditions of stay that he or she shall not take any employment whether paid or unpaid or establish or join in any business.

Under the existing immigration policy of Hong Kong, a foreign national who wishes to come to Hong Kong to take up residence for employment, training, or join in any business should apply for an appropriate visa before entry. Application for change of status after arrival as a visitor will normally not be considered.

Non-HK resident exhibitors who would conduct retail activities during the exhibition have to apply for the appropriate visa. For any question, please contact the Immigration Department. [Tel: (852) 2824 6111, Fax: (852) 2877 7711, Website: [www.immd.gov.hk/eng/contactus/index.html](http://www.immd.gov.hk/eng/contactus/index.html) or email: [enquiry@immd.gov.hk](mailto:enquiry@immd.gov.hk)]

Non-working visa holders may wish to hire local temporary helpers to conduct retail sales. Please refer to Section 5.5 for a list of temporary helper agencies.

#### 3.24.2. Security Precautions

The Organiser is responsible for the general security of the entire venue and will take all necessary measures to safeguard the property of the exhibitors. However, as it is not possible to solely rely on the Organiser's efforts to prevent crime, therefore, the exhibitors should still take care to safeguard its own products and property to avoid any loss to the property stored or displayed at the exhibitor's Stand

#### 3.24.3. Manning of Booth

Please ensure that the exhibitor's stand is manned **at all times** by the staff. Never leave property unattended, even for a few seconds. Shoplifters come in many guises and exhibitors have to be alert at all times. They work in many ways but most of the time rely on working quickly using a moment's inattention to allow them to slip something into their pocket or open bag.

The biggest deterrent to shoplifters is simply being seen. Alert staff is a big help. Brief your duty staff on the importance of security precautions and make sure that they have view of the whole stand and that there are no blind spots.

#### **3.24.4. Identity Tags**

Where possible all items on sale and on display should carry a tag showing the price and the name of your company. This way there can be no argument about how much the item costs and which booth it comes from.

#### **3.24.5. Delivery of Exhibits**

Exhibits should not be sent to the venue until the stands are readily constructed. Exhibitors should arrange for a representative to be at the stand to receive goods as the Organiser will not accept or acknowledge receipt for any goods, exhibits or other materials on behalf of any exhibitors.

#### **3.24.6. Storing of Exhibits**

The Organiser shall in accordance with factors such as the conditions of the Fair, the area available, and the demand for such service, decide whether to offer this additional storage service. The Organiser plans to utilise a reservation system and to make an estimate in accordance with the booth area, distribution of booths within the hall, and the storage available, to then facilitate the temporary storage space in terms of number and location of storage compartments, and service hours. All exhibitors that wish to utilise this storage service must apply to the Organiser before the deadline, to be announced, and pay the deposit in accordance with the size of the exhibitor's booth, being HK\$1,000 per 9 square metre. The application will not be accepted if the requested deposit is not paid. If the exhibitor does not utilise the reserved storage space or contravenes any relevant storage rules and regulations, the deposit will not be returned. If there have been no contravention of rules, the deposit will be returned after the exhibition period of the Fair. Details of the application guidelines have been included in Form 19A in "Additional Facilities and Services Order Form". If your exhibitor would like to use the limited storage service, please return the form on or before the deadline. The Organiser reserves the right to amend and/or add to the terms and conditions in relation to the temporary storage service, or to terminate such additional service without any compensation. If your company would like to utilize the temporary storage, please apply the temporary storage working permit for designated staff by filling in the Form 19B in "Additional Facilities and Services Order Form" and provide 2 recent photos of each designated staff on or before the deadline.

#### **3.24.7. Replenishment of Exhibits**

Exhibitors could transfer their exhibits from the temporary storage to their booth(s) 90 minutes before the fair opens during 19-24 July 2017 and 60 minutes before the fair starts on 25 July 2017. Exhibitors could also replenish their exhibits by vehicles daily to the temporary storage area. Starting from 30 minutes before the opening of the fair until the fair officially close every day, exhibitors are required to utilise trolley with two or more staff members to cover the front and back of the trolley when replenishing goods to their booth(s). Exhibitors have to take all precautions to avoid causing danger to the visitors when replenishing stocks. The Organiser reserves the right to require exhibitors to follow additional safety measures or even prohibits exhibitors from using trolley to replenish stock if the fairground is too crowded.

#### **3.24.8. Demonstration of Exhibits**

Exhibitors wishing to carry out demonstrations of any kind must ensure that their practices will in no way constitute fire or safety hazards or interfere with the activities of visitors or other exhibitors. The Organiser reserves the right to terminate or curtail any practice which it considers to be detrimental to the exhibition.

### **3.24.9. Exhibitors' Removal of Exhibits and Other Materials on Move-out Day**

Removal of exhibits, goods, equipment, stand materials, publicity and other materials (collectively, "Exhibits and Other Materials") on the move-out day may commence only after 5pm on 25 July 2017. Exhibitors, their agents, representatives and/or contractors are responsible for the complete removal of all such Exhibits and Other Materials, together with all rubbish and other waste materials, from the Hong Kong Convention and Exhibition Centre and surrounding areas on the move-out day according to the arrangements and time limits as specified by the Organiser. In order to reduce wastage and protect the environment as good corporate citizen, exhibitors should ensure that all remaining stock of exhibits (including but not limited to all books, other publications and other products) shall not be disposed of as refuse/waste and shall be fully removed from the exhibition venue. Wastepaper and other recyclable wastes shall be disposed of at the relevant recycle bins in the exhibition venue. If an exhibitor fails to comply with the above requirements, the Organiser reserves the right to penalize such exhibitor, including but not limited to requesting the exhibitor concerned to pay an extra deposit for the exhibitor's participation at any future Book Fairs, delaying the exhibitor's turn in selecting a stand at any future Book Fairs, or to cancel its entitlement to exhibit at any future Book Fairs. The Organiser is not liable for any loss or damage to or any other claims arising out of any Exhibits and/or Other Materials left behind at the exhibition venue. All such left behind Exhibits and Other Materials shall be deemed abandoned and shall be dealt with or disposed of by the Organiser in the manner as the Organiser sees fit and at the expense of the exhibitor concerned. All proceeds (if any) of such dealing or disposal shall be retained by the Organiser and the Organiser shall not be obliged to account such proceeds to the exhibitor concerned.

### **3.24.10. Decoration of Booth**

No stickers, poster hangers or other materials will be allowed to hang on fascia. The Organiser reserves the right to remove any exhibits or publicity materials at the exhibitor's expenses which are considered not conforming to the standard and set-out of the exhibition or do not fall within the exhibit description of the exhibition.

### **3.24.11. Canvassing**

- (i) Publicising before or during the Exhibition the sale of a limited quantity and / or special edition of products at the fairground without obtaining prior written approval from the Organiser is strictly prohibited. In addition, any such publicity must comply with the Trade Descriptions Ordinance and the Enforcement Guidelines issued by the Customs and Excise Department and Communications Authority. The Enforcement Guidelines are available at [http://www.customs.gov.hk/en/consumer\\_protection/trade\\_desc/unfair/index.html](http://www.customs.gov.hk/en/consumer_protection/trade_desc/unfair/index.html) and any questions should be directed to the Customs and Excise Department at Tel: (852) 2815 7711 or the Communications Authority at Tel: (852) 2961 6333.
- (ii) Canvassing in any form outside the area of the exhibitors' stand is strictly forbidden. Any exhibitor found canvassing in aisles or other common areas will be liable to expulsion from the exhibition.
- (iii) The Organiser will terminate the Exhibitor's participation if the Exhibitor conducts activity, which in the opinion of the organiser interferes with the rights of other exhibitors at the fair.

### 3.24.12. Music / Movie Broadcast

1) Music Broadcast

All children songs, educational and religious music are allowed for demonstration with sound but the sound level should not exceed 80dB(A) within the boundaries of your display sound level. Other than that of the mentioned above (i.e. light music, hit / pop / Chinese opera songs) will only be allowed by using the headphone for music demonstration.

2) Spot Sales of movies VCDs/DVDs/LDs/Video Tapes

Movies VCDs/ DVDs/ LDs / Video Tapes (only including the "Class I Articles") are allowed for spot sale during the exhibition period. However, **demonstration for these items are prohibited unless the sound track is output or demonstrated through headphones.**

3) Sound Level Control for TV Walls/TV Sets

TV Walls/TV Sets for playing the company promotion tapes are allowed, but HKTDC will take steps to ensure that the **demonstration sound level of TV Walls / TV/Sets should not exceed 80dB(A) within the boundaries of your display sound level.** According to the rules & Regulations of the Organiser, speakers of all audio visual equipments must be set inside the booth and with at least 1 meter from the booth boundary. The Organiser will check the sound level and reserves the right to intervene if the sound level causes undue disturbances to other exhibitors and visitors.

If in any event the exhibitor is found violating the above rules, after the advice by the Organiser but found no improvement, the Organiser reserves the right to terminate the use of the audio visual equipments or the electricity supply of the power sockets of its booth will be suspended. If severe deviations to the rules are found, the council will take immediate action to cancel its participation and all fees already made to the council will be forfeited.

Exhibitors are strictly prohibited from using loud-hailers or shouting to publicize their products in the fair venue.

### 3.24.13. Conducting of Sales / Public Auctions

Goods offered for sale at the fair shall:

- (a) be of merchantable quality;
- (b) be fit for any and all purposes for which they are generally used;
- (c) be free from any defect; and
- (d) correspond with the descriptions or sample, if any, in quality.

In setting prices for the goods, exhibitors should use reasonable efforts to do so with reference to the market retail prices in Hong Kong of comparable goods so as to ensure that the prices are and will be reasonable with reference to such market retail prices.

Exhibitors must provide written invoice/ receipt to the customer and keep one copy for itself in respect of any transaction completed during the Exhibition. Public auctions of any kind shall not be permitted at the exhibition venue under any circumstances.

### 3.24.14. Hiring of Security Guards

The Organiser will deploy adequate security guards to patrol the exhibition hall during the opening hours. You may hire additional security guards to guard your own stand if considered necessary. All security guards **must** be hired through the Hong Kong Convention and Exhibition Centre (Tel: (852) 2582 7195). Exhibitors requiring such service should contact HKCEC directly.

### **3.24.15. Control of Obscene & Indecent Articles**

All exhibitors are only allowed to display/show/offer for sale/sell CLASS I ARTICLES under the Control of Obscene & Indecent Articles Ordinance (Cap.390 of the laws of Hong Kong) at the Fair. Under the Control of Obscene & Indecent Articles Ordinance, CLASS I ARTICLES consist of or contain materials that are neither obscene nor indecent (including any material that is violent, depraved and/or repulsive). If any exhibitor is found to be displaying/showing/offering for sale/selling any Non-CLASS I ARTICLES during the exhibition, the Organiser has the right to terminate the exhibitor's participation at once without compensation. If necessary, the HKTDC will invite Office for Film, Newspaper and Article Administration ("OFNAA") representatives to conduct inspections in the exhibition halls and enforce the Ordinance at the Fair. For enquiries about the Ordinance, please consult OFNAA [Email: [naa@ofnaa.gov.hk](mailto:naa@ofnaa.gov.hk) or Tel: (852) 2676 7676]. Exhibitors should submit to the Obscene Articles Tribunal (the "Tribunal") articles concerned for classification purposes before the Fair starts. A prescribed fee must be paid to the Tribunal by the exhibitors for any request to classify such articles. For enquiries on the relevant procedures, fees and other details, exhibitors may consult the Tribunal at (852) 2886 6807. The Organiser may require exhibitor, before, or during the exhibition period of the Fair, to show the relevant books, information, and/or Tribunal Classification decision, where the Organiser has doubts against articles of the exhibitor.

### **3.24.16. Copyright on Simplified Chinese Publications**

Exhibitors must ensure and warrant that all articles displayed during the Fair do not in any way whatsoever violate or infringe any third party's rights including all intellectual property rights. Exhibitors must comply with the Copyright Ordinance (Cap.528 of the laws of Hong Kong), including the Copyright (Amendment) Ordinance 2007 in relation to parallel importation. Parallel-imported copies of copyright works are genuine copies that are originally made with the authorization of the copyright owner in the place of manufacture and destined for a market outside Hong Kong, but are subsequently imported into Hong Kong without the consent of the copyright owner.

According to the amended ordinance, any person who does the following acts within 15 months from the time the copyright work was first published anywhere in the world would be subject to criminal liability:

- trades in the parallel-imported copy (except computer software products) (i.e. selling, hiring or distributing for profit);
- imports or possesses the parallel-imported copy of a copyright work which is a movie, TV drama, musical sound recording or musical visual recording for playing or showing in public.

If there had been over 15 months from the first publication of the relevant work anywhere in the world, he would still be subject to civil liability.

If an exhibitor imports any parallel-imported products for selling/distribution in Hong Kong, he must ensure and warrant that the articles do not in any way constitute an infringement of copyright or a breach of any exclusive license agreement. For example, if an exhibitor imports from Mainland China any parallel-imported publications in simplified Chinese characters for sale in Hong Kong, he must take note and ensure whether this amounts to an infringement of copyright or constitute a breach of any exclusive licence agreement in Hong Kong. If the production and/or distribution of any parallel-imported publications in simplified Chinese characters amounts to an infringement of copyright or constitute a breach of any exclusive licence agreement in Hong Kong, such publications must not be displayed/shown/offered for sale/sold at the Fair. For further details of the Ordinance, please refer to the website of the Intellectual Property Department at [www.ipd.gov.hk](http://www.ipd.gov.hk).



### 3.24.17. Control of Films

All exhibitors are only allowed to display/show/offer for sale/sell **Category I Films** classified under the Film Censorship Ordinance (Cap.392 of the laws of Hong Kong) at the Fair. Under the Ordinance, **Category I Film is suitable for all ages**. If any exhibitor is found to be displaying/showing/selling any videotape/VCD/DVDs or any storage medium of Non-Category I film during the exhibition, the Organiser has the right to terminate the exhibitor's participation at once without compensation.

### 3.24.18. Autograph Sessions / Promotional Events

Any exhibitor who plans to conduct autographing sessions or any other promotional events during the Fair must submit its application to the Organiser by completing and submitting the activity application form before the deadline (approximately one month prior to the commencement of the Exhibition). **Full particulars of the proposed autographing sessions or promotional events including but not limited to the proposed guest's/author's name, occupation, proposed time slot(s) of their appearances during the Fair, related products/services proposed to be autographed or promoted and details of the relevant promotional events etc. must be clearly provided in the activity application form. Otherwise, the application will not be considered.**

The Organiser has sole and absolute discretion over approval of such applications. In particular, but without limitation, the Organiser requires all autographing sessions or promotional events of exhibitors be in line with the desired image of the Fair in promoting culture and virtuous reading trends, enabling the Fair to continue to be a cultural event held in the summer that is suitable for all Hong Kong residents of all ages to participate in. **In consultation with the Hong Kong Book Fair Cultural Events Advisory Panel Committee, if the event applied for by the exhibitor is not in line with the image of the Fair, the Organiser has the right to turn down the application for the relevant autographing session or promotional event.** The Organiser may require exhibitor before, or during the exhibition period of the Fair, to produce its relevant books, information, and/or Tribunal Classification decision, where the Organiser has doubts towards articles of the exhibitor. All autographing sessions must be conducted in an area designated by the Organiser. The Organiser reserves the right to require the autographing sessions or promotional activities to be conducted at designated area outside the exhibition halls. All participants must comply with the directions given by the Organiser's representatives, and must strictly maintain order. The Organiser has the right to refuse entry to any person failing to comply with the venue use regulations, or require such person to leave the premises. If participants fail to comply with any directions given by the Organiser's representatives, the Organiser has the right to immediately terminate or re-locate such autographing session to an appropriate location. **If an exhibitor fails to comply with the above rules, the Organiser reserves the right to penalize such exhibitor, including but not limited to by delaying such exhibitor's turn in selecting a stand for the Fair to be held in the following year, or to cancel its entitlement to exhibit in future at the Fair. The Organiser also reserves its ultimate rights to terminate autographing sessions or promotional activities without any compensation.**

Details of the application procedure and rules will be printed on the activity application form. The Organiser reserves the right at any time before or during an event give notice (either verbal or written) to amend any terms or conditions previously imposed or to add new terms and conditions, and the exhibitor shall forthwith comply with the amended or new terms and conditions.

### **3.24.19. Publicity / Promotional Events within Booths**

If an exhibitor would like to organise publicity/promotional events within their own booths (including but not limited to those involving celebrities, stars, popular authors, mascots, lucky draws, onsite games, distributing giveaways, sale of limited edition products, etc) which might easily attract crowds, separate written application must be submitted to the Organiser at least 1 month prior to the commencement of the Fair. Full particulars of the proposed event (including the nature of the event, participants' name and details of the activity, etc) must be included in the written application. **The Organiser reserves the right to turn down the application, or require the exhibitor to change the proposed event and make a fresh application, where according to the Organiser and the Hong Kong Book Fair Cultural Events Advisory Panel Committee, the proposed event to be carried out is not in line with the image of the Fair, may raise public safety problems (e.g. crowd control issues), or is not suitable to be held during the exhibition period of the Fair. Where the exhibitor intends to hold in the booth or in the public area any donation campaigns, lotteries or other events required to be held with a licence, the exhibitor must obtain the necessary licence from the relevant government body prior to exhibition at the Fair.** The Organiser has the right to turn down any application for events not so licenced. Any such unlicenced events cannot be held at the Fair. The Organiser has the right to immediately terminate such event that comes to its attention.

Exhibitors also need to provide sufficient staff to maintain order at the venue. If the publicity/promotional events carried out by an exhibitor attracts a crowd and/or affects traffic of people/order at the venue or the normal operation of other exhibitors nearby, the Organiser has the right to immediately re-locate such publicity/promotional events to an appropriate location or immediately terminate the relevant event. The Organiser reserves the right to, at any time, ban any event undertaken without prior written approval or which contravenes the Terms of Application and Exhibition Rules and Regulations or any terms and conditions imposed by the Organiser from time to time.

The Organiser is not liable to any responsibility or compensation in respect of any action taken pursuant to this paragraph. The Organiser reserves the right at any time before or during an event to give notice (either verbal or written) to amend any terms or conditions previously imposed or to add new terms and conditions, and the exhibitor shall forthwith comply with the amended or new terms and conditions. **If an exhibitor fails to comply with the above rules or the directions of the Organiser, the Organiser reserves the right to penalize such exhibitor, including but not limited to by delaying such exhibitor's turn in selecting a stand for the Fair in the following year, or to cancel its entitlement to exhibit in future at the Fair.**

The Organiser is not liable in respect of any legal problems faced by the exhibitor during the Fair or with any third party. Should the Organiser become subject to any legal action, request for compensation or suffer any economic loss due to the exhibitor's activities (including any relevant legal fees and costs), these shall all be borne by the relevant exhibitor.

### **3.24.20. Company Name on the Exhibition Booth and Guide Map**

**Exhibitors' company names as stated in the application (i.e. the same names shown on their Business Registration) will be printed on booth fascias and exhibition guide map. The name that shown on the booth fascia/decoration (for custom built stands) and the exhibition guide map must be the same.** Exhibitors who wish instead to show a brand/publication name or group company name on their booth fascia/decoration and exhibition guide map instead of their company name, **MUST** first request and obtain prior approval from the Organiser by providing the relevant documentation, to prove that the exhibitor's company is the brand/publication owner or is appropriately licensed thereby, or is a member of the same group of companies as the exhibitor, at least 3 months before the commencement of the Exhibition. The Organiser reserves the right **NOT** to accept any exhibitors' request if the documents submitted cannot, in the Organiser's absolute discretion, substantiate the brand/publication ownership or licensee/group company relationship. No display of brands/publication names or other company names on booth fascias/decorations is permitted save where the exhibitor has complied with this paragraph, and the Organiser reserves the right to request exhibitors to change their booth fascia/design or amend the booth decoration in case of non-compliance.

### **3.24.21. Exhibits Display**

**Exhibitors should confine their display within the prescribed booth area. Exhibits should not be placed in the public area, aisle or any area that is outside the prescribed booth. The Organiser reserves the right to remove the relevant products/materials immediately once found without giving any warning and any compensation.** Exhibitors must keep the cleanliness of the venue and not to jeopardise fire safety during the fair period. Packing boxes, pallets, trolley, etc. should be kept in the appropriate storage area. Exhibits should be displayed in a professional manner compatible with the image of the fair and conform to the safety standard. **If an exhibitor fails to comply with the above rules or situation does not improve after several verbal warnings, the Organiser reserves the right to penalize such exhibitor, including but not limited to by requesting exhibitors to pay an extra deposit for the Fair next year, delaying exhibitor's turn in selecting a stand for the Fair to be held in the following year, or to cancel its entitlement to exhibit in future at the Fair.**

### **3.24.22. Trade and Sales Practices**

Exhibitors must ensure that the trade and sales practices, including but not limited to the use of any invitation to purchase, promotional and sales methods involving arrangements for customers' advanced payments (such as but not limited to any payment arrangements involving deposits, payments by installments, or any other forms of advance payments) for subscription to magazines, periodicals, learning classes, tutorial classes, learning aids or any other goods/services that may be offered, provided or sold by the Exhibitor during the Fair would be in compliance with all relevant applicable laws, including consumer protection laws in Hong Kong. Without prejudice to the generality of the above, any unfair trade practices deployed against consumers, including false trade description of goods and/or services, misleading omissions, aggressive commercial practices, bait advertising, bait-and-switch, and wrongly accepting payment, may be subject to investigations and enforcement actions by Hong Kong Customs and Excise Department.