

<b>FORM 10</b>	<b>HKTDC Hong Kong Book Fair 2019</b> 香港貿發局香港書展2019 <b>17-23 / 7 / 2019</b>	<b>Return to :</b> Exhibitions Department Hong Kong Trade Development Council Unit 13, Expo Galleria HK Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong Attn: Ms Carina Chan/Ms Samantha Lung Tel : (852) 2240 4570 / 2240 4018
<b>Deadline: 14 Jun 2019</b>		

## eCoupon Incentive Campaign

The official HKTDC Hong Kong Book Fair website [www.hkbookfair.com](http://www.hkbookfair.com) recorded over 2 million page views and over 500,000 unique visits in one year. Advertising opportunities on the fair website provide exhibitors with additional exposure, enabling them to reach customers before the fair opens.

We are now offering a free advertising opportunity for exhibitors of the Hong Kong Book Fair 2019 to have an e-coupon featured in the "Exhibitor Coupons" section of the fair website. Exhibitors need to provide the e-coupon in the following format:

### Specifications

- 720 (w) x 270 (h) pixels
- JPG
- File Size <200K

### Notes

1. The promotion period of the free advertising space runs from 18 June to 23 July 2019.
2. Free advertising spaces are only available for promotion of exhibitors' products/ services that are directly related to the industry of the fair concerned.
3. Each exhibitor is entitled to one coupon space. Content of the coupon will only be applied to the Hong Kong Book Fair 2019.
4. HKTDC reserves the right to reject any application at its discretion.
5. Advertising material submitted after deadline will not be featured.
6. Please note that the IPR clauses set out in this booklet shall apply to this campaign. Please read these terms and conditions carefully.

### Submission

Please send us the e-coupon together with the following information via [hkbookfair\\_coupon@hktdc.org](mailto:hkbookfair_coupon@hktdc.org) **by 14 June 2019**.

1. Product to be promoted in the coupon
2. Company name
3. Booth number
4. Contact person and position
5. Contact details (tel, fax and email)

For enquiries, please contact:

Ms Carina Chan

Tel: 852 2240 4570

Email: [carina.wy.chan@hktdc.org](mailto:carina.wy.chan@hktdc.org)

Ms Samantha Lung

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<p>表格十</p>	<p>HKTDC Hong Kong Book Fair 2019 香港貿發局香港書展 2019</p>	<p>請交回 香港貿易發展局 展覽事務部 香港灣仔博覽道一號</p>
<p>截止日期: 2019年6月14日</p>	<p>17-23 / 7 / 2019</p>	<p>香港會議展覽中心博覽商場13號 陳穎怡小姐 / 龍穎欣小姐收 電話: (852) 22404570 / 22404018</p>

## 電子優惠券推廣計劃

香港貿發局香港書展網頁([www.hkbookfair.com](http://www.hkbookfair.com))每年錄得超過 200 萬頁面及 50 萬人次的瀏覽量，參展商可透過網頁提供的廣告機會增加曝光率，並在展前接觸更多客戶。

現凡參加香港書展 2019 的參展商，均有機會於書展網頁內的「參展商優惠」欄中免費刊登電子優惠券乙張。

### 廣告規格

- 720(闊) x 270(高)像素
- JPG
- 檔案大小 <200K

### 備註

1. 以上免費廣告位置刊登期為 2019 年 6 月 18 日至 7 月 23 日。
2. 以上免費廣告位置只適用於宣傳與是次展覽行業有直接關連的產品或服務。
3. 每家參展商只限提供一個電子優惠券，優惠券內容只限適用於香港書展 2019。
4. 香港貿易發展局保留拒絕任何申請的權利。
5. 遲交或規格有誤的電子優惠券恕不受理。
6. 請注意列於 C 部有關知識產權之條款及細則將適用於此推廣計劃，請細心參閱。

### 遞交申請

請於 **2019 年 6 月 14 日前** 將電子優惠券連同以下資料電郵至 [hkbookfair\\_coupon@hktdc.org](mailto:hkbookfair_coupon@hktdc.org)

1. 優惠券內宣傳的內容
2. 公司名稱
3. 攤位編號
4. 聯絡人及職位
5. 聯絡方法(電話、傳真及電郵)

如有任何查詢，請聯絡：

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