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| FORM 17 | HKTDC Hong Kong Book Fair 香港貿發局香港書展 | Return to : Exhibitions Department Hong Kong Trade Development Council Unit 13, Expo Galleria HK Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong |
| Deadline: 27 May 2019 | 17 - 23 / 7 / 2019 | Tel : (852) 2240 4095 Fax : (852) 3915 2408 Attn : Mr. Lewis Lam Email: lewis.kc.lam@hktdc.org |

\$5 Cash Coupon Incentive Campaign

To encourage readers come to the book fair earlier in the morning, HKTDC will continue to print the \$5 cash coupon and distribute to the visitors in the morning of each fair day. Coupon holders can get HK\$5 discount when purchasing HK\$50 or above with each receipt at the booths of the participating exhibitors. The discount will be directly offered by the exhibitors and should apply to both regular priced/discounted products. Posters/stickers of this campaign will be given to the participating exhibitors. The posters/stickers must be posted at the booths for visitors' easy recognition. Participating exhibitors' name will also be posted on the Hong Kong Book Fair website. If you are interested to make use of this advertising & promotion opportunity, please complete and return the following registration form to us **on or before 27 May 2019**.

HKTDC Hong Kong Book Fair 2019 \$5 Cash Coupon Incentive Registration Form

| | | |
|---------------------|------------|-------|
| Name of Exhibitor : | | _____ |
| Booth Number : | | _____ |
| Contact Person : | Position : | _____ |
| Telephone : | Fax : | _____ |
| _____ | | _____ |
| Signature | | Date |

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| 表格十七 | HKTDC Hong Kong Book Fair 香港貿發局香港書展 17 - 23 / 7 / 2019 | 請交回 香港貿易發展局 展覽事務部 香港灣仔博覽道一號 香港會議展覽中心 博覽商場13號 林家雋先生收 電話：(852) 2240 4095 傳真：(852) 3915 2408 電郵：lewis.kc.lam@hktdc.org |
| 截止日期： 2019年5月27日 | | |

五元現金優惠券推廣計劃

為鼓勵觀眾提早進場參觀書展及促進消費，本局將印製五元優惠券並於每日上午派發予入場觀眾，數量有限，派完即止；持券者凡於參與是項計劃的參展商攤位購物滿港幣\$50（以單一收據為準），即可使用一張優惠券並獲取港幣五元的折扣。此計劃由參展商直接提供優惠，五元優惠可以用於正價或特價貨品。本局將印製並派發宣傳海報或貼紙予參與此計劃之參展商，參展商必須於攤位當眼位置張貼此海報或貼紙，方便入場觀眾識別。本局亦將會於香港書展網站公佈參與是次計劃的參展商名單。有興趣使用此項廣告及推廣計劃，請於 **5月27日前** 填妥及交回下面登記表格。

香港貿發局香港書展 2019 五元現金優惠券推廣計劃登記表格

參展公司： _____

攤位編號： _____

負責人： _____ 職位： _____

聯絡電話： _____ 傳真： _____

負責人簽名

日期