



## Stand out from the crowd with Onsite Advertising Items

### 利用展覽會現場推廣 從芸芸參展商中突圍而出

The HKTDC Hong Kong Book Fair, which runs concurrently with the Hong Kong Sports & Leisure Expo, **attracted a record 1.04 million visitors** in 2018. It is the world's gathering place for those who thrive on the cultural business. Make use of the following onsite advertising items to draw visitors' attention!

「香港貿發局香港書展」與同期舉行的「香港運動消閒博覽」於2018年吸引了**破紀錄104萬人次入場參觀**，是文化業界接通全球的最佳平台。您可利用以下展會現場推廣渠道，令入場人士留下深刻印象！



## Lightbox ads

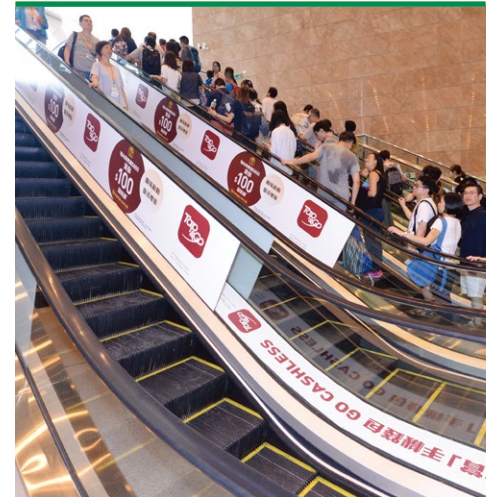
### 燈箱廣告



**◎ Banner ads  
橫幅廣告**



**◎ Escalator ads  
扶手電梯廣告**



**Advertising Item  
廣告項目**

	Package Details 組合內容	Booking Deadline 預訂截止日期 (d日/ m月/ y年)	Advertising Fee 廣告費
<input type="checkbox"/>	Onsite Advertising Items 展會現場廣告 <input type="checkbox"/> Banner ads 橫幅廣告 <input type="checkbox"/> Escalator ads 扶手電梯廣告 <input type="checkbox"/> Lightbox ads 燈箱廣告 (All items are subject to stock availability 所有項目均受實際供應量限制)	28 / 2 / 2019	Our representative will contact you for advertising details 本局職員將與您聯絡提供廣告詳情

We understand that the location and allocation of onsite advertising items are at HKTDC's sole and absolute discretion. We further agree and acknowledge that all applications, including advertisement design and content are subject to the final approval of HKTDC.

本公司明白主辦機構有權分配及更改展覽會現場廣告之位置，亦同時知悉香港貿發局對所有申請，包括廣告內容及設計擁有最終決定權，本公司不會作出任何異議。

Company Name 公司名稱：\_\_\_\_\_ Person In-Charge 負責人：\_\_\_\_\_

Contact Person 聯絡人：\_\_\_\_\_ Title 職位：\_\_\_\_\_ Tel 電話：\_\_\_\_\_ Fax 傳真：\_\_\_\_\_

Address 地址：\_\_\_\_\_

Business Registration Certificate No. 商業登記證：\_\_\_\_\_

Email 電郵：\_\_\_\_\_ Website 網站：\_\_\_\_\_

Company Stamp & Authorised Signature 公司印鑑及負責人簽名：\_\_\_\_\_



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 Tel: (852) 1830 668 Fax: (852) 2575 0303 Email: advertising.pec@hktdc.org

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 香港灣仔皇后大道東213號胡忠大廈30樓  
 電話：(852) 1830 668 傳真：(852) 2575 0303 電郵：advertising.pec@hktdc.org

[www.hktdc.com](http://www.hktdc.com)

## **IPR Clauses for Advertising Space Order Forms**

The following terms and conditions apply to Order Forms included in Part C of this booklet.

1. The advertiser hereby warrants, represents and undertakes to the HKTDC that no third party intellectual property rights or any other rights is or will be infringed as a result of the publication of any advertisement featuring the advertiser's products or services and/or in any material supplied by the advertiser to HKTDC in relation to or otherwise in connection with the advertiser's advertisement.
2. The advertiser hereby undertakes and agrees to indemnify and hold HKTDC and its agents, representatives, contractors and employees harmless against any claim, damages, penalties, loss or any expenses howsoever incurred in connection with any breach or alleged breach of any warranty, representation and undertaking given by the advertiser herein and any infringement or alleged infringement of intellectual property rights, including but not limited to infringement of patents, registered design, copyright or trade mark infringement arising as a result of the insertion of any advertisement by the advertiser or any agent of the advertiser in any Official Magazine, Exhibition Guide Map, Hanging Advertising Banners and Advertising Lightboxes or any other publications or promotional items or space published, issued or made available by HKTDC in relation to its fair from time to time.
3. The HKTDC reserves the sole and absolute discretion to decline to publish any advertisement if it reasonably suspects that the advertisement may involve the infringement of intellectual property rights or other rights of any third party unless the advertiser can, within three (3) working days of being requested to do so, adduce evidence to the satisfaction of the HKTDC that it has the right to place the advertisement and/or the advertisement does not infringe any intellectual property rights of any third party.

### **廣告位置預訂表格之知識產權條款**

以下條款及細則對包含在本小冊子內(C)部的預訂表格有效。

1. 登廣告者謹此向香港貿易發展局保證，聲稱及承諾刊登任何特寫登廣告者之產品或服務的廣告及/或由登廣告者就其廣告有關或在有關情況下提供給香港貿易發展局的材料不會侵犯任何第三方的知識產權或任何其他權利。
2. 登廣告者謹此保證及同意向香港貿易發展局及其代理，代表，承包商及僱員悉數賠償登廣告者因任何違反或被指控違反任何其於此作出的保證，聲稱及承諾及任何因加插任何登廣告者或登廣告者代理人之廣告至任何大會指定產品雜誌，展覽索引，懸空廣告牌及座地廣告燈箱或其他刊物或推廣物件或於香港貿易發展局不時就有關其展覽刊登，發出或騰出的位置而以任何形式所蒙受的任何索償，賠償，懲罰，損失或開支。
3. 如香港貿易發展局合理地懷疑廣告可能涉及侵犯任何其他第三者之知識產權或任何其他權利，香港貿易發展局保留拒絕刊登該等廣告之唯一及絕對權利，除非登廣告者可於其被要求三個工作天內向香港貿易發展局舉證證明其可投置廣告的權利及/或該廣告並不侵犯任何第三者之知識產權。