

FORM 11 Deadline 28 June 2017	HKTDC Food Expo 2017 香港貿發局美食博覽2017 17-21 / 8 / 2017	Return to : Hong Kong Trade Development Council Unit 13, Expo Galleria, HKCEC, 1 Expo Drive, Wanchai, Hong Kong Tel : (852) 2240-4470 Fax : (852) 3543-8729 Attn : Mr Lee Ka Wing Email: kw.lee@hktdc.org
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Advertising in Benefit Coupons booklet Order Form

We, _____
(Name of Company), would like to apply for advertising in the Benefit Coupons booklet as follows:

Benefit Coupon Rate: HK\$5,000 (US\$642) / Coupon Space

No. of Coupon(s) _____ Total Amount: _____

Coupon Design: 1-side / 2-side (please circle)

* Please refer to the advertising Specifications of the exhibitor's manual for details.

* The Benefit Coupons will be publicized through different channels:

- dispatched to visitors in the exhibition;

- shown on Fair Website; and

Exhibitors should accept all formats of the Benefit Coupons presented by visitors. These formats include but not limited to printed coupon from the coupon booklet, website, email or image on any mobile device no matter in colored or black-and-white.

A cheque made payable to "**Hong Kong Trade Development Council**" amounting to HK\$ _____ covering the advertising fee is enclosed. I understand that the deadline for submission of advertising materials is **28 June 2017** and that the Organiser reserves the right to correct or reject any advertisement at its sole discretion.

Company Name : _____

Booth No. : _____

Contact Person : _____ Position : _____

Address : _____

Tel. : _____ Fax : _____

Signature : _____ Date : _____

Company Chop : _____

Notes : 1. All orders are subject to acceptance by the Organiser.

2. Late submission of Order Form or Advertising Materials will not be entertained.

3. Please note that the terms and conditions set out on the inside cover of Part C of this booklet shall apply to this Order Form. Please read those terms and conditions carefully.

(For office use) Received on: _____	Acknowledgement of Receipt by HKTDC	By: _____
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Advertising Specifications Deadline 28 June 2017	HKTDC Food Expo 2017 香港貿發局美食博覽2017 17-21/ 8 / 2017	Return to: Hong Kong Trade Development Council Unit 13, Expo Galleria, HKCEC, 1 Expo Drive, Wanchai, Hong Kong Tel : (852) 2240-4470 Fax : (852) 3543-8729 Attn : Mr Lee Ka Wing Email: kw.lee@hktdc.org
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Benefit Coupons Details

I. Benefit Coupon booklet Circulation

150,000 copies

II. Specification

Book Size: 98mm width x 72mm height

Benefit Coupon:

Coupon Size: 92mm width x 72mm height (3 mm bleeding Excluded)

III. Advertising Rate (non-commissionable):

* Cost of colour separation is not included.

Benefit Coupon : HK\$5,000 (US\$642) / Coupon

IV. Advertising Material

a) **File formats:**

Highest Quality (300 dpi) JPEG (3mm bleeding)

Without trimming line

b) Production cost incurred as a result of advertising material being supplied in an incorrect format will be charged to the advertiser.

c) The Organiser reserves the right to correct or reject any advertisement at its discretion without giving any explanation or reasons.

V. Payment

All orders must be accompanied by the advertisement order form and full payment in appropriate amount by bank draft / cheque made payable to "Hong Kong Trade Development Council".

VI. Deadlines to be noted

Submission of Advertising Materials:

28 June 2017

Note : Insertion of advertisement in the coupon booklet cannot be guaranteed for any late submissions of advertising materials.

表格十一	HKTDC Food Expo 2017 香港貿發局美食博覽2017 17-21 / 8 / 2017	請交回 香港貿易發展局 香港灣仔博覽道一號 香港會議展覽中心 博覽商場13號 李家榮先生收 電話：(852) 2240-4470 傳真：(852) 3543-8729 電郵： kw.lee@hktdc.org
截止日期： 2017年6月28日		

優惠券小冊子推廣申請表

我司_____ (公司名稱), 欲申請於美食博覽優惠券小冊子內刊登優惠卷

優惠卷 價錢：港幣\$5,000 (美金\$642) / 每優惠卷

優惠卷數量_____ 總額 (港幣/美金): _____ 設計: 單面 / 雙面 (請圈下選擇)

* Please refer to the advertising Specifications of the exhibitor's manual for details.

* 主辦機構會透過以下途徑廣泛宣傳參展商所提供之優惠卷:

- 印製於優惠券小冊子內;
- 刊登於美食博覽網頁上; 及
- 電郵發送

參展商務必接受參觀人士以不同方式出示的優惠卷，此等方式包括但並不限於從(優惠券小冊子)剪下、從網頁或電郵下載及列印的優惠卷或顯示於參觀人士之流動裝置 / 手提電話上的優惠卷圖像等第(彩色或黑白)。

附上支票，收款人為“香港貿易發展局”，金額為_____。本公司明白申請優惠券小冊子的截止日期為**2017 年6月28日**。主辦機構保留更改或拒絕此申請的絕對權限

公司名稱：_____

展位號碼：_____

聯絡人：_____ 職位：_____

地址：_____

電話：_____ 傳真：_____

簽名：_____ 日期：_____

公司蓋章：_____

Notes : 1. All orders are subject to acceptance by the Organiser.

主辦機構有權接受及拒絕任何申請

2. Late submission of Order Form or Advertising Materials will not be entertained.

於截止日期後的申請，將不獲受理

3. Please note that the terms and conditions set out on the inside cover of Part C of this booklet shall apply to this Order Form. Please read those terms and conditions carefully.

(For office use)

Acknowledgement of Receipt by HKTDC

Received on: _____ By: _____

<p>附件</p>	<p>HKTDC Food Expo 2016 香港貿發局美食博覽2016 <i>11-15/8/2016</i></p>	<p>請交回 香港貿易發展局 香港灣仔博覽道一號 香港會議展覽中心 博覽商場13號 李家榮先生收 電話：(852) 2240-4470 傳真：(852) 3543-8729 電郵: kw.lee@hktdc.org</p>
<p>截止日期 2017年6月28日</p>		

優惠券預訂資料

I. 優惠券小冊子印製數目

150,000 /本

II. 優惠卷規格

全頁(標準尺寸): 98 毫米闊 × 72 毫米高

優惠卷檔案規格:

優惠卷呎吋: 92 毫米闊 × 72 毫米高 (不包括3毫米出血位)

III. 廣告費(免佣金):

* 不包括分色費用

優惠卷: HK\$5,000 (US\$642) / 每優惠卷

IV. 廣告稿

a) **File formats:** 高解像度(大過或等於300 dpi)的JPEG檔必須有3mm出血位
移除修邊線

b) 凡因交來的廣告稿格式有誤而引致的任何額外製作費用，概由廣告客戶支付。

c) 主辦機構有權修改或拒絕接納任何廣告，而毋須作出解釋。

V. 付款方法

所有預訂表格須連同所需費用以支票或銀行本票交回本局。支票抬頭請註明「香港貿易發展局」。

VI. 截止日期

遞交廣告稿 : **2017年6月28日**

註 : 舉凡逾期遞交的廣告稿，主辦機構並不保證可在《優惠券小冊子》內刊登。