

FORM 25

Deadline:
30 June 2017

HKTDC Food Expo 2017 香港貿發局美食博覽2017

17-21/8/2017

Return to :

Exhibitions Department
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

‘Night Bazaar’ (Hall 3E) **17 – 20 August 2017, 7pm-10pm** **Application Form**



We want to promote the following product at the night bazaar:

☐ **YES, we want to join the “night bazaar” and we have read through and understood and agreed with the related regulations.**

Product Name	
Original Selling Price	
Selling Price in Night Bazaar (must be 50% off or above)	
Maximum quantity to be sold (per night)	pieces/boxes/bottles/packs/cans (Please circle)

**** Please provide the above information accurately and clearly. This info will be published to local media & public for publicity purpose.**

Please submit the below together with the duly-filled form.

- 1) Cheque Deposit of HK\$500 – details please refer to the next page**
- 2) One photo of the above product (min 300 dpi)**

Company Name: _____ Main Contact Person: _____
Booth no.: _____ Main Contact Person's Tel. no.: _____
Email: _____ Main Contact Person's Mobile no. during Food Expo (**17-20/8/2017**): _____
Signature & Company Stamp: _____

**Please use photocopy in case of insufficient space*

(For office use)	Acknowledgement of Receipt by HKTDC
Received on: _____	By: _____

Night Bazaar Rules & Regulations of Participation

Application to the Night Bazaar

- Application is accepted on first come first serve basis, subject to receipt of full application.
- A “full application” includes a duly-completed application form with signature and company stamp (physical copy) and a proper to-date cheque payment of HK\$500 as deposit. Without any of the aforementioned, such application is deemed incomplete.
- Applicants should ensure the “full application” reach HKTDC successfully. TDC will send acknowledge to the applicant upon receipt of their full application.
- Acknowledgment from HKTDC does NOT mean successful application. All application is accepted on first-come-first-serve basis.
- Applying before deadline does not guarantee successful application.
- There is no counter reservation service over the phone, via email or another other communication channel.

Deposit

- Deposit is HK\$500. It should be in to-date cheque format payable to “Hong Kong Trade Development Council”. Post-dated cheque is not accepted.
- HKTDC will NOT bank-in your cheque before the fair opens.
- Application of deposit is to ensure the Night Bazaar counter is well managed. The deposit cheque of a well-managed counter will be returned to the company after the fair.
- TDC will bank-in the cheque as penalty if any misbehaviour or misconduct is identified. Please refer to Appendix.

Operation of Night Bazaar

- The “Night Bazaar” will be setup in Hall 3E, Level 3, HKCEC.
- The “Night Bazaar” will be open from 7pm-10pm, between **17 and 20 August 2017**.
- Each participating company will be assigned a sales counter, with width of around 1 meter. There will be **no storage area**.
- The Organiser will publicise the night bazaar and the discounted product items through local media.

Role of Participating Company (“The company” below)

- The company should, in its application, select one product item and provide a discount of 50% to all the visitors in the night bazaar.
- The company should provide to the Organiser, in its application, the product name and one product photo.
- The company should assign staff to handle and be responsible for the sales operations and sales transactions, as well as the visitor enquiries over the assigned sales counter in “Night Bazaar” during the operation hours.
- The company should take care of its own stock, including replenishing, transporting them and removing them from the sales counter in the Night Bazaar
- The company should ensure its assigned sales counter has sufficient stock available for sales. Mere display of discounted product in the Night Bazaar during the operation hour is not allowed.
- The company should remove all the unsold stock as soon as the Night Bazaar is closed every day. There will be no storage area at the Night Bazaar for storing the unsold stock of the Night Bazaar.
- The company must offer a **50%-off or above** discount on the selected product item in the Night Bazaar throughout the operation hour.
- The company should be responsible for the quality of the products sold and that all the product conditions and labels concerned should comply with all food-related regulations °

Terms and Conditions

- Number of sales counter is limited. All full applications will be accepted and confirmed on first-come-first-serve basis.
- The Organiser will have absolute discretion to accept or reject any application.
- The Organiser will have absolute discretion on the Night Bazaar location and the sales counter location of each participating company. Applicants has no right to select their preferred counter location
- The Organiser will have absolute discretion on the publicity of the Night Bazaar and the discounted products.
- The participating company is fully responsible for handling any enquiries and complaints on their discount product sold in the “Night Bazaar”. The company should respond to buyers’ enquiries promptly and should keep the Organiser informed of the progress.

Appendix

Violation / Misconduct	Definition / Detail	Penalty
Un-managed counter	<ul style="list-style-type: none"> • There is no staff at the designated counter at 7pm, when the Night Bazaar starts; • The counter was left empty for more than 15 minutes during the Night Bazaar operating hour 	<ul style="list-style-type: none"> • The cheque deposit will not be returned; • The exhibitor can no longer use that counter in the remaining days
Selling wrong product	<ul style="list-style-type: none"> • The selling product is different from the one previously submitted to the Organiser, and receive no endorsement from the Organiser on this change 	<ul style="list-style-type: none"> • The cheque deposit will not be returned; • The exhibitor can continue to sell this product upon receiving verbal/written confirmation from on-site TDC office
Selling problematic product	<ul style="list-style-type: none"> • The products sold are violating local food-related regulations, unsafe for public consumption, violating Trade Description ordinance or IPR infringement. 	<ul style="list-style-type: none"> • The cheque deposit will not be returned; • The exhibitor can no longer use that counter in the remaining days. • TDC will ban their participation in next year's Food Expo.

表格二十五	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 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 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30日		

晚市「著數」特區 (三號展館 3E)

2017 年 8 月 17 至 20 日 晚上七時至十時開放

申請表格



本公司將於晚市「著數」特區推介以下產品:

<input type="checkbox"/> 本公司有興趣參與 晚市「著數」特區 及 完全明白及同意有關細則	
產品名稱	
原價	
於晚市「著數」特區之售價 (必須為半價或以上)	
產品之限定發售數量 (每晚)	(個/盒/支/包/套/罐)

** 請準確及清楚地填寫以上資料。提供之資料將會發放予媒體及公眾作宣傳用途。

請完整填寫以下表格, 連同以下項目, 交回香港貿易發展局

- 1) 按金港幣500元 (支票抬頭: 香港貿易發展局) – 詳情請參閱下頁
- 2) 一張推介產品之照片 (300dpi 或以上)

公司名稱	_____	主要聯絡人	_____
展位號碼	_____	主要聯絡人電話	_____
電郵	_____	主要聯絡人手提電話	_____
		美食博覽期間 (8月17至20日)	_____
簽名及公司蓋印	_____		

*如有需要, 請用影印本填寫。

(由本局填寫)	香港貿易發展局收件確認
收件日期: _____	收件人: _____

參加條款及細則

- 申請晚市「著數」特區
- 大會以先到先得形式接納申請，以收到「完整申請」為準
- 「完整申請」包括完全清楚填寫之申請表情(包括簽名及公司印章)，及港幣500元之現票作按金。缺少任何一樣並不視作「完整申請」。
- 申請者須自行安排把「完整申請」送至大會辦公室。大會收到申請將回覆以確認
- 收到大會之回覆確認並不等同成功申請。所有申請以先到先得形式接納。
- 於截止日期前申請並不保證成功申請
- 晚市「著數」特區不設電話，電郵或任何其他方式以預留位置

按金

- 按金為港幣500元。按金必須以現票形式遞交，抬頭「香港貿易發展局」。大會並不接受期票。
- 展覽開始前，大會並不會為此按金支票過戶
- 設立按金是鼓勵展商善用及妥善管理晚市「著數」特區展位。對於妥善管理晚市「著數」特區之展商，大會將於展覽完後完整寄回有關之按金支票
- 有展商未能妥善管理晚市「著數」特區展位，或其他違規行為，大會將兌現此按金支票以作刑罰。詳見附錄。

關於晚市「著數」特區之運作安排

- 晚市「著數」特區將設立於三號展館3E。
- 晚市「著數」特區將於2017年8月17至20日晚上七時至十時開放。
- 所有參與的展商將會分配一個展銷攤位，闊度約為一米，將不設有儲物空間。
- 大會將於本地媒體推廣此晚市「著數」特區及各項特賣產品。

參與展商之注意事項

- 參與展商須於申請參與晚市「著數」特區時選擇一項產品於特賣場作半價或以上銷售。
- 參與展商須於申請參與晚市「著數」特區時提供有關特賣產品之名稱及產品照片乙張。
- 參與展商須於晚市「著數」特區開放時間安排員工於所屬展銷攤位，並處理所有銷售交易及客戶查詢。
- 參與展商須全權負責妥善處理其公司於晚市「著數」特區之所有特賣產品，包括運輸，補貨及撤離。
- 參與展商須確保有足夠貨品於晚市「著數」特區出售。參與展商必須於晚市「著數」特區提供有關之特賣發售貨品，不可純作展示。
- 於每日晚市「著數」特區完結時，參與展商須負責運送剩餘之貨品離開晚市「著數」特區。晚市「著數」特區之將不設存倉服務。
- 參與展商於晚市「著數」特區內提供優惠之貨品，優惠價必須為半價或以上。
- 參與展商必須確保特價產品之品質及可讓公眾安全享用，並符合所有食品有關之條例（如營養標籤等）。

主辦機構之工作

- 主辦機構將收集各參與公司之推廣產品資料及產品照片。
- 主辦機構將於本地媒體推廣晚市「著數」特區及各樣折扣貨品。
- 主辦機構將為各參與展商於晚市「著數」特區設置展銷攤位。

條款

- 展銷攤位數目有限，所有完整申請將以先到先得形式審批。
- 主辦機構將有唯一及絕對的權力接納或拒絕任何申請。
- 主辦機構將有唯一及絕對的權力安排晚市「著數」特區及各展銷攤位之位置。申請展商無權選擇晚市「著數」特區展銷攤位之位置。
- 主辦機構將有唯一及絕對的權力安排晚市「著數」特區及各特價貨品之推廣及宣傳方式。
- 參與展商須負責處理所有於晚市「著數」特區購買其產品之客戶之查詢或投訴。參與展商須對所有有關查詢作迅速回應及知會主辦機構有關進度。

違規行為	定義 / 詳情	罰則
無人看管展銷攤位	<ul style="list-style-type: none"> ● 有關工作人員未能於於晚市「著數」特區於晚上7時開放前於展銷攤位準備。 ● 有關展銷攤位於晚市「著數」特區開放期間被丟空超過15分鐘或以上。 	<ul style="list-style-type: none"> ● 作為按金之支票將不獲發還。 ● 有關展商於下時間將不得繼續使用展銷攤位。
售賣不同產品	<ul style="list-style-type: none"> ● 售賣的產品與先前知會主辦單位的不同，已並未冇事先之會主辦單位。 	<ul style="list-style-type: none"> ● 作為按金之支票將不獲發還。 ● 有關展商於得到主辦單位口頭或書面准許下可繼續售賣該產品
售賣有問題產品	<ul style="list-style-type: none"> ● 售賣產品觸犯本地有關食品之法律條例、不適合向公眾發賣、違犯商品說明條例或侵犯知識產權。 	<ul style="list-style-type: none"> ● 作為按金之支票將不獲發還。 ● 有關展商於下時間將不得繼續使用展銷攤位。 ● 主辦單位將取消該展銷於來屆美食博覽之參展資格