

6. Publicity & Promotion

In order to attract more visitors to attend the fair, the HKTDC will co-ordinate a territory-wide publicity campaign to draw maximum public attention and at the same time to create advance publicity for the exhibitors. The campaign will incorporate every conceivable medium, including:

- advertisements in major local magazines and newspapers;
- press releases;
- press conference;
- newspaper/magazine supplements;
- special radio interviews;
- radio commercials;
- posters;
- lamp-post buntings;
- outdoor advertising, etc.

6.1 Free Publicity Arrangement

Exhibitors are encouraged to promote their companies or products by supplying around 30 sets of press kits (including press release and photos) to the "Media & Webcast Centre" on the first day of the fair. International and local media can freely collect materials available there for their reference and use. This service is free of charge for exhibitors.

Whether your materials will be picked up for publishing is totally at the media's discretion. All submitted materials will not be returned.

Should you have any queries, please feel free to contact **Ms. Yolanda Yau** at tel: **(852) 2240 4064**, or email: yolanda.nl.yau@hktdc.org

6.2. Press Conference (Free of Charge)

A press Conference will be held on **6 August 2023**. Exhibitors are encouraged to make use of this session to promote their new and interesting designs/products to the media. This promotion session not only serves as a preview to our exhibition, it will also offer free publicity opportunity to our exhibitors. Please contact the organizer if you are interested to join (Participation is subject to availability)

6.3. Media & Webcast Centre

A media & webcast centre will be set up during the fair period. Information relating to this exhibition will be passed onto the press, news agencies, magazines, TV and radio stations via this office. All exhibitors are welcome to provide press releases or any news concerning their products or activities relevant to their participation for collection by the press / media.

6.4. Exhibition Guide Map

A 4-colour official exhibition guide map consisting of information of each exhibitor and a floorplan of the exhibition hall will be distributed to visitors during the fair. Copies of this guide map will be printed and a book of advertising coupons would be distributed accompany with the guide map. You may refer to **Form 11** in "**Additional Facilities and Services Order Form**" for the details.

6.5. On-site Entertainment Programmes

As part of the special attraction to visitors and to let them have a better understanding of your products, an entertainment stage will be set up at the back of the fairground where daily amusing entertainment programmes will be arranged. Subject to the HKTDC's final selection, each company interested in making use of this publicity channel can rent the stage for a **maximum of 30 minutes**. Programmes can be in the format of games and contests for brand name promotions, cooking demonstrations, guest appearances by film and TV stars, or children's entertainment, etc. The theme of your proposed programme should ideally tie in with the fun-filled blend of fair, carnival and shopping extravaganza of the Expo.

The cost of renting the entertainment stage will include basic facilities such as microphones, tables and chairs, sound and lighting equipment, etc will also be provided to performers. Exhibitors who will use music for their programmes have to apply permits directly from the **Composers and Authors Society of HK Ltd and Phonographic Performance (SE Asia) Ltd**, respectively. All application fees and any other costs incurred should be borne by individual exhibitors concerned.

Since only limited sessions are available, exhibitors wishing to perform at the stage are requested to register their interest by returning **Form 13** in "**Additional Facilities and Services Order Form Booklet**" and return to the HKTDC before **5 July 2024**. The HKTDC has absolute discretion in the selection of the programmes proposed, and to determine the date and time of performance session assigned to each company.