

<b>FORM 12</b>	<b>HKTDC Food Expo 2024</b> <b>15-19 / 8 / 2024</b>	<b>Return to :</b> Exhibitions & Digital Business Department Hong Kong Trade Development Council Unit 13, Expo Galleria, HKCEC, 1 Expo Drive, Wanchai, Hong Kong Miss Winnie Lam Tel.: (852) 2240-4542 Fax : (852) 2169-9064 Email : <a href="mailto:winnie.ny.lam@hktdc.org">winnie.ny.lam@hktdc.org</a>
<b>Deadline:</b> <b>3 July 2024</b>		

## Application Form for Press Conference

### PRESS CONFERENCE

Date : 6 Aug 2024 (Tue)

Time : 2:30pm – 4:00pm

Venue : Hall 3E,

Hong Kong Convention and Exhibition Centre

Exhibitors who meet the requirements set in attached form are welcome to submit application form in writing or through email to [winnie.ny.lam@hktdc.org](mailto:winnie.ny.lam@hktdc.org) by 3 July.

Due to space limitation and restriction on demonstration set out by venue operator<sup>1</sup>, only selective exhibitors will be able to join the Press Conference. Applications are subjected to review by HKTDC based on a first-come-first-served basis as well as the below information provided, booth size, availability of media souvenirs, etc. Final confirmation will be at the sole discretion of the HKTDC.

Those who do not hear from us in two weeks after submission deadline may consider their application unsuccessful.

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<sup>1</sup> To ensure safety of all attendants, the organiser strictly prohibits any naked-flame, deep-fried, Yakitori way of cooking and grilling cooking demonstration. If found any such activity during the Press Conference, the exhibitor will be asked to leave immediately. To comply with cooking restriction set by venue operator, additional safety measure might be required. Detailed requirements will be stated clearly on the confirmation letter if necessary.

## **Part I. Press Conference Participation**

Please ✓ below requirements where appropriate and fill in the information for our consideration.

**1. Product to be featured:**

Newly launched in 2024?

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**2. Live cooking demonstration?** (If yes, please check the below)

Pan-fried                       Steamed                       Stewed

Others (please state clearly): \_\_\_\_\_

*\*HKCEC does not allow deep-fried, Yakitori way of cooking or open-flame cooking in the venue.*

**3. HKTDC will provide the following items for each exhibitor upon request.**

(If required, please check the below)

❖ *Onsite request will NOT be accepted on the press conference day.*

Wine Glass (12 pcs)     Spittoon (1 pc)                       Ice Bucket (1 pc)

**4. Will your products require electrical appliances to demonstrate or serve?**

No electricity is required                       Yes, please note and fill in the below:

❖ Electrical appliance:

Type: \_\_\_\_\_ Quantity: \_\_\_\_\_

Amount of electricity/power socket required (in Watt) for each appliance:

\_\_\_\_\_

❖ Please note that HKTDC will provide **one 500W socket** (which is equivalent to HK\$287) for exhibitor **upon request**.

❖ If your electrical appliance requires over 500W electricity, or if you need additional sockets, please place order as per the below table. Kindly note that the costs will have to be borne by the exhibitor with the total bill deductible by HK\$287.

❖ Please check the accurate power watts that your electrical appliance needs. No make-up arrangement can be made during the press conference. Exhibitor is required to confirm the total amount of electricity order during this application process for HKTDC to arrange in advance:

Socket # (with power consumption)	Costs (HK\$)	Quantity required
500W socket	287	
1,000W socket	572	
1,200W socket	741	
1,500W socket	840	
2,000W socket	960	
2,200W socket	1,083	
3,000W socket	1,265	

# Complimentary electricity provided is one 500W (maximum) socket upon request. If the exhibitor needs higher power supply or requires more sockets, please order the relevant sockets which suffices your use.

\*A **30% surcharge** will have to be borne by the exhibitor for any electricity order submitted to HKTDC after **3 July 2024**.

\*Onsite electricity order will NOT be accepted on the press conference day.

\*Please send a cheque payment of the additional order along with this application form submission with the details below:

Payment by crossed cheque/bank draft shall be made payable to “Hong Kong Trade Development Council” and submitted together with the completed form. Please write the company name and booth number on the back of the cheque/bank draft, and mark “Food Expo Press Conference” on the envelope.

Please mail to the address below:

Attention to: Miss Winnie Lam

Unit 13, Expo Galleria, 1 Expo Drive, HKCEC, Wanchai, Hong Kong

For enquiries, please call 2240-4232.

**5. Supplementary information regarding your featured products:**

Product Awards won previously: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Published media coverage (please attach the scanned coverage):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Part II. Media Souvenir**

We would like to send product samples as souvenirs (maximum 100 pcs) to the journalists for their further promotion. The HKTDC will include your souvenir in a bag to be distributed to the journalists at the press conference.

Note: Products will be kept under room temperature until the press conference. Please make sure the products will be in proper condition for consumption. Whether your materials will be picked up for publishing is totally at the media's discretion. All submitted materials will not be returned. Late submission will not be entertained.

Name and type of the product sample:

\_\_\_\_\_

Size of the product: \_\_\_\_\_

Quantity: \_\_\_\_\_

Please deliver your products to Ms Yolanda Yau at the following address **between 1 Aug to 2 Aug 2024**. **Late delivery will not be accepted.**

Attention to: Ms Yolanda Yau  
Tel: (852) 2240 4064  
Exhibitions & Digital Business Department  
Hong Kong Trade Development Council  
Unit 13, Expo Galleria, HKCEC,  
1 Expo Drive, Wanchai, Hong Kong

Company Name: \_\_\_\_\_ Booth No.: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address : \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile (for onsite contact): \_\_\_\_\_ Fax : \_\_\_\_\_

Email : \_\_\_\_\_

Signature with Company Chop : \_\_\_\_\_ Date: \_\_\_\_\_

(For office use)

**Acknowledgement of Receipt by HKTDC**

Received on: \_\_\_\_\_ By: \_\_\_\_\_

表格十二

截止日期:  
2024年7月3日

香港貿發局美食博覽2024  
15-19 / 8 / 2023

請交回

香港貿易發展局  
展覽及數碼業務部  
香港灣仔博覽道一號  
香港會議展覽中心  
博覽商場13號  
林毅欣 小姐收  
電話: (852) 2240-4542  
傳真: (852) 2169-9064  
電郵: [winnie.ny.lam@hktdc.org](mailto:winnie.ny.lam@hktdc.org)

## 記者招待會申請表

記者招待會

日期：2024年8月6日(星期二)

時間：2:30pm – 4:00pm

地點：香港會議展覽中心 展覽廳 3E

歡迎參展商填妥資料並於 **2024年7月3日前** 寄回或電郵至 [winnie.ny.lam@hktdc.org](mailto:winnie.ny.lam@hktdc.org)，遞交申請。

由於空間有限及場地管理公司的規定<sup>2</sup>，大會只能安排部分參展商參與記者招待會。大會將根據先到先得方式及其他因素包括下頁所提供的資料、展位大小、媒體紀念品等，以審視貴公司之申請。香港貿易發展局保留展商參與的最終決定權。

如貴公司於截止日期後兩星期內未有收到大會通知，即表示貴司之申請不成功。

<sup>2</sup> 為了保障所有出席者安全，大會嚴禁一切明火、油炸、串燒或燒烤形式的煮食示範。如發現，大會將即場取消展商的參加資格。因應會場管理公司的規定，現場煮食的展商或須安裝附加安全設施。如有需要，大會將在確認書上清楚列明所需安排。

## 第一部分：參加記者會

請✓適用之選項並填妥資料：

### 1. 於記者會展示的產品 (□ 於2024年新發佈或推出的產品?)

簡介： \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 2. 即場煮食示範? (如是，請✓以下選項)

蒸                       煎                       沸水煮                       炆 / 燉

其他 (請註明)： \_\_\_\_\_

\*會議展覽中心嚴禁一切明火、油炸、串燒或燒烤形式的煮食示範。

### 3. 香港貿發局可為有需要的參展商提供下列用品：(如有需要，請✓以下選項)

在記者招待會當日提出的申請，將不獲受理。

酒杯 (12 隻)               吐酒器 (1 個)               冰桶 (1 個)

### 4. 產品是否需要電器用具來作即場示範或供應?

不需要                       需要，請細閱並填寫下列各項：

❖ 電器用具：

種類： \_\_\_\_\_

數量： \_\_\_\_\_

每種電器所需電量 (Watt)： \_\_\_\_\_

❖ 香港貿發局將為有需要的參展商提供一個最大 500W 電源的插座 (相等於港幣 287 元)，有需要的參展商請事先向貿發局申請。

❖ 若參展商所使用的電器需要多於 500W 的電源，或需要兩個或以上的電源插座，參展商需向貿發局申請相關的插座 (見以下列表之費用)。參展商需要支付相關費用，當中可扣除貿發局免費提供的 500W 電源(相等於港幣 287 元)的電源費用。

❖ 請核對所攜電器的 watt 數並盡快申請。於記者會現場，大會將不會安排後補電源。參展商需要在遞交申請表時，註明所需要的電源插座：

電源插座 (插座連電源供應)	費用 (港幣\$)	數量
500W	287	
1,000W	572	
1,200W	741	
1,500W	840	
2,000W	966	
2,200W	1,083	
3,000W	1,265	

# 大會將提供一個最大 **500W** 電源的插座 (請事先向貿發局申請)，如展商所需電源高於 **500W** 或需要兩個或以上的插座，則須另付費申請符合其用電量的插座。

\*任何在 **7月3日** 後遞交的額外電源申請，參展商須支付 **30%的附加費用**。

\*記者招待會當日所要求的額外電源，將**不獲受理**。

\*請在遞交申請表的同時，附上繳付額外電量費用的支票，詳情如下：

請將填妥之表格連同劃線支票或本票一併遞交，抬頭請註明「香港貿易發展局」，並在支票或本票背後寫上參展商的公司名稱及攤位編號。在郵寄信封上，註明「美食博覽記者招待會」。

請郵寄到以下地址：

林毅欣 小姐

香港灣仔會議展覽中心 博覽商場 13 號

如有查詢, 請致電：(852) 2240 4542

## 5. 產品補充資料：

產品所得獎項： \_\_\_\_\_

\_\_\_\_\_

媒體報導(請附上報導副本)： \_\_\_\_\_

\_\_\_\_\_

## 第二部分：媒體紀念品

- 本公司希望送出贈品(最多 100 件)予出席是次記者會的傳媒代表，方便他們宣傳。大會將把贈品放於紀念品包內，派給到場出席的傳媒。

註：紀念品將會被存放於室溫下直至記者會當天。如贈品是食品或飲品，請確保產品可安全食用及其質素。貴公司送交之資料能否被採用或刊登，全由媒體自行決定。所交贈品，概不發還。

產品類別：

\_\_\_\_\_

產品大小：\_\_\_\_\_

數量：\_\_\_\_\_

請於8月1日至2日期間將贈品送往以下地址，遲交者概不受理。

### Ms Yolanda Yau

電話：(852) 2240 4064

香港貿易發展局 展覽及數碼業務部

香港灣仔博覽道一號

香港會議展覽中心

博覽商場13號

公司名稱：\_\_\_\_\_ 攤位編號：\_\_\_\_\_

聯絡人：\_\_\_\_\_ 職位：\_\_\_\_\_

地址：\_\_\_\_\_

電話：\_\_\_\_\_ 手提電話 (供記者會當天聯絡):\_\_\_\_\_

傳真：\_\_\_\_\_ 電郵：\_\_\_\_\_

簽名及公司蓋印：\_\_\_\_\_ 日期：\_\_\_\_\_

(由本局填寫)

### 香港貿易發展局收件確認

收件日期: \_\_\_\_\_ 收件人: \_\_\_\_\_