

|                                                              |                                                                           |                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------|---------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>FORM 11</b><br><br><b>Deadline</b><br><b>22 June 2026</b> | <b>HKTDC Food Expo</b><br><b>香港貿發局美食博覽</b><br><br><b>13-17 / 8 / 2026</b> | <b>Return to :</b><br>Hong Kong Trade Development Council<br>Unit 13, Expo Galleria, HKCEC,<br>1 Expo Drive, Wanchai, Hong Kong<br>Tel: (852) 2240-4325<br>Fax: (852) 2270-5779<br>Attn: Mr. Michael Chan<br>Email: <a href="mailto:michael.ch.chan@hktdc.org">michael.ch.chan@hktdc.org</a> |
|--------------------------------------------------------------|---------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Advertising in Benefit Coupons booklet / Electronic coupon Order Form**

We, \_\_\_\_\_ (Name of Company), would like to apply for advertising in the Benefit

Coupons booklet as follows:

|                              |                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Benefit Coupon*:</b>      | <b>Rate: HK\$5,000 (US\$642) / Coupon Space</b>                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |
|                              | No. of Coupon(s) _____; Total Amount: _____                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |
|                              | Coupon Design: <input type="checkbox"/> 1-side / <input type="checkbox"/> 2-side                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |
| <b>Nature of Product(s):</b> | <b>Please tick 1-3 categories from the list below which best described your product(s) featured on the coupon. These will serve as the keywords of your coupon on the e-coupon website.</b>                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |
|                              | <input type="checkbox"/> 1. Baby Food 嬰兒食品<br><input type="checkbox"/> 2. Bakery 麵包、糕點<br><input type="checkbox"/> 3. Beverages 飲料<br><input type="checkbox"/> 4. Biscuits, Snacks & Confectionery<br>餅乾、零食及糖果<br><input type="checkbox"/> 5. Canned & Packaged Food<br>罐頭及包裝食品<br><input type="checkbox"/> 6. Dairy Product 乳製食品 | <input type="checkbox"/> 7. Dried Seafood 海味<br><input type="checkbox"/> 8. Frozen Food 急凍食品<br><input type="checkbox"/> 9. Fruits 水果<br><input type="checkbox"/> 10. Festival Food 節日食品<br><input type="checkbox"/> 11. Ice-cream 雪糕<br><input type="checkbox"/> 12. Jam, Honey & Spreads<br>果醬、蜜糖及三文治醬<br><input type="checkbox"/> 13. Meat & Poultry 肉類及家禽 | <input type="checkbox"/> 14. Rice, Noodles & Pasta<br>米、麵及義大利粉<br><input type="checkbox"/> 15. Sauces & Condiments<br>醬料及調味品<br><input type="checkbox"/> 16. Supplements 保健食品<br><input type="checkbox"/> 17. Wine & Spirit 酒類<br><input type="checkbox"/> 18. Others 其他<br>_____ |
| <b>Title of Coupon:</b>      | <b>Please give a title for your coupon which will be shown alongside on the e-coupon website.</b><br>中文 : _____ English: _____                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |

**\*Notes:**

- 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 in **booklets (Please stated clearly that the coupon is applicable at HKTDC Food Expo only);**
  - To be shown on the dedicated e-coupon 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 **22 June 2026** and that the Organiser reserves the right to correct or reject any advertisement at its sole discretion.

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

**Contact Person :** \_\_\_\_\_ **Position :** \_\_\_\_\_

**Tel. :** \_\_\_\_\_ **Fax :** \_\_\_\_\_

**Signature & Company Chop :** \_\_\_\_\_ **Date :** \_\_\_\_\_

**\*\*Terms and Conditions:** 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 exhibitor manual apply to this Order Form. Please read those terms and conditions carefully.

|                                                                                         |                                                                                   |                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Advertising Specifications</b></p> <p><b>Deadline</b><br/><b>22 June 2026</b></p> | <p><b>HKTDC Food Expo</b><br/><b>香港貿發局美食博覽</b></p> <p><b>13-17 / 8 / 2026</b></p> | <p><b>Return to :</b><br/>Hong Kong Trade Development Council<br/>Unit 13, Expo Galleria, HKCEC,<br/>1 Expo Drive, Wanchai, Hong Kong<br/>Tel: (852) 2240-4325<br/>Fax: (852) 2270-5779<br/>Attn: Mr. Michael Chan<br/>Email: <a href="mailto:michael.ch.chan@hktdc.org">michael.ch.chan@hktdc.org</a></p> |
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## Benefit Coupons Details

### I. Benefit Coupon Booklet Circulation

50,000 copies

### II. Specification

Book Size (Printing booklet size): 98mm width x 72mm height

**Image of Benefit Coupon:\*** (Please provide two/ three JPEG files all together)

1. **Coupon Size for Printing** (jpg file): 92mm width, 72mm height (3 mm bleeding Excluded)
2. Electronic Coupon **1-sided design** only (jpg file): 1230 px width, 921 px height
3. Electronic Coupon **2-sided design** only (jpg file): submit **2** jpg files.  
A: 1230 px width, 1842 px height (Front side shown on upper part of the image file, while back side shown on the lower part of the image file)  
B: 1230 px width, 921 px height (coupon front side)

### III. Advertising Rate:

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 coupon/ 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: **22 June 2026**

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

|                     |                                                                       |                                                                                                                                                                                   |
|---------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 表格十一                | <b>HKTDC Food Expo</b><br><b>香港貿發局美食博覽</b><br><b>13-17 / 8 / 2026</b> | 請交回：                                                                                                                                                                              |
| 截止日期：<br>2026年6月22日 |                                                                       | 香港貿易發展局<br>香港灣仔博覽道一號<br>香港會議展覽中心<br>博覽商場13號<br>陳俊鴻先生收<br>電話：(852) 2240-4325<br>傳真：(852) 2270-5779<br>電郵： <a href="mailto:michael.ch.chan@hktdc.org">michael.ch.chan@hktdc.org</a> |

**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

|        |                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 優惠券價格： | 港幣\$5,000 (美金\$642) / 每優惠卷                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |
|        | 優惠券數量：_____ 總額 (港幣/美金)：_____                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |
|        | 設計*： <input type="checkbox"/> 單面 / <input type="checkbox"/> 雙面                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |
| 產品性質：  | 請從以下列表勾選 1-3 項最適合您優惠券上產品的類別。這些將會成為您的優惠券於網頁上之搜索關鍵詞。                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |
|        | <input type="checkbox"/> 1. Baby Food 嬰兒食品<br><input type="checkbox"/> 2. Bakery 麵包、糕點<br><input type="checkbox"/> 3. Beverages 飲料<br><input type="checkbox"/> 4. Biscuits, Snacks & Confectionery 餅乾、零食及糖果<br><input type="checkbox"/> 5. Canned & Packaged Food 罐頭及包裝食品<br><input type="checkbox"/> 6. Dairy Product 乳製食品 | <input type="checkbox"/> 7. Dried Seafood 海味<br><input type="checkbox"/> 8. Frozen Food 急凍食品<br><input type="checkbox"/> 9. Fruits 水果<br><input type="checkbox"/> 10. Festival Food 節日食品<br><input type="checkbox"/> 11. Ice-cream 雪糕<br><input type="checkbox"/> 12. Jam, Honey & Spreads 果醬、蜜糖及三文治醬<br><input type="checkbox"/> 13. Meat & Poultry 肉類及家禽 | <input type="checkbox"/> 14. Rice, Noodles & Pasta 米、麵及義大利粉<br><input type="checkbox"/> 15. Sauces & Condiments 醬料及調味品<br><input type="checkbox"/> 16. Supplements 保健食品<br><input type="checkbox"/> 17. Wine & Spirit 酒類<br><input type="checkbox"/> 18. Others 其他<br>_____ |
| 標題：    | 請為 貴司的優惠券下標題，該標題將顯示於電子優惠券網頁上。                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |
|        | 中文：_____ English: _____                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                             |

\* 註：1. 請參閱參展商須知了解優惠券規格。2. 主辦機構會透過以下途徑廣泛宣傳參展商所提供之優惠券：

- 印製於優惠券小冊子內；刊登於美食博覽網頁上；及 其他可有助推廣的宣傳途徑，請於優惠券列明只適用於香港貿發局美食博覽會場。

參展商務必接受參觀人士以不同方式出示的優惠券，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券或顯示於參觀人士之流動裝置 / 手提電話上的優惠券圖像等第(彩色或黑白)。現附上支票，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**2026年6月22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：\_\_\_\_\_

電話：\_\_\_\_\_ 傳真：\_\_\_\_\_

簽名及公司蓋章：\_\_\_\_\_ 日期：\_\_\_\_\_

\*\* 條款與細則：1. 主辦機構有權接受及拒絕任何申請。2. 於截止日期後的申請，將不獲受理。3. 參展商手冊內之條款與細則同樣適用於本申請表，請細閱內容。

|                     |                                                         |                                                                                                                                                                                           |
|---------------------|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 附件                  |                                                         | 請交回：<br>香港貿易發展局<br>香港灣仔博覽道一號<br>香港會議展覽中心<br>博覽商場13號<br>陳俊鴻先生收<br>電話：(852) 2240-4325<br>傳真：(852) 2270-5779<br>電郵： <a href="mailto:michael.ch.chan@hktdc.org">michael.ch.chan@hktdc.org</a> |
| 截止日期：<br>2026年6月22日 | HKTDC Food Expo<br>香港貿發局美食博覽<br><b>13-17 / 8 / 2026</b> |                                                                                                                                                                                           |

## 廣告及推廣機會

### 優惠券預訂資料

#### I. 優惠券小冊子印製數目

50,000 /本

#### II. 優惠券規格

實體版優惠券小冊子：全頁(標準尺寸)： 98 毫米闊 × 72 毫米高

展商須提交優惠券檔案規格：\* (請提供兩-三張JPEG檔)

1. 實體版優惠券呎吋 (jpg file size): 92 毫米闊 × 72 毫米高 (不包括3毫米出血位)
2. 電子版優惠券(單面設計)呎吋 (jpg file): 1230 像素闊 × 921 像素高
3. 電子版優惠券呎吋(雙面設計)呎吋 (jpg file): 須提交兩個 jpg 檔案
  - a. 1230 像素闊 × 1842 像素高 (即優惠券正面在此檔案上方，背面在此檔案的下方)
  - b. 1230 像素闊 × 921 像素高 (優惠券正面)

#### III. 優惠卷費用: 優惠卷: **HK\$5,000 (US\$642)** / 每優惠券

#### IV. 優惠券內容

- 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) 凡因交來的優惠券格式有誤而引致的任何額外製作費用，概由展商支付。
- c) 主辦機構有權修改或拒絕接納任何優惠券/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: **2026年6月22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。