

13 - 16 / 4 / 2010

Fax: (852) 2169 9673
Attn: Exhibitions Department

Part V 第五部份

Additional Promotion Package – Official Magazines, Showcase & Enhanced Online Promotions
額外推廣計劃 – 大會指定產品雜誌、陳列飾櫃及網上推廣計劃加強版

1) Official Fair Magazines Special Advertising Offer 大會指定產品雜誌廣告優惠

HKTDC Electronics & HKTDC Electronic Components & Parts published by Hong Kong Trade Development Council are the official magazines of the fair and will be distributed to visiting buyers free at the fairground. Exhibitors' full-page advertisements in the magazines will be published in the "Exhibitor Highlights" section without incurring any loading charge.

香港貿易發展局出版的《香港貿發局電子》及《香港貿發局電子零件》為香港貿發局香港春季電子產品展大會指定產品雜誌，將於展覽會中大量免費派發予入場買家。凡參展商在這些雜誌刊登的全版廣告，將可免費被安排編印於雜誌較前位置的「展覽會專輯」部份。

Publication 產品雜誌	Full page colour ad rate 全版彩色廣告費	Booking Deadline 預訂截止日期	Ad page(s) 刊登頁數	Total ad fee 總廣告費
HKTDC Electronics, Apr 2010 issue 《香港貿發局電子》2010年4月號	<input type="checkbox"/> HK\$13,500/US\$1,740 per page 每頁 (Loading charge per page waived 豁免特別廣告位每頁附加費：HK\$2,700/US\$348)	5 Mar 2010 2010年3月5日		
HKTDC Electronic Components & Parts, Apr 2010 issue 《香港貿發局電子零件》 2010年4月號	<input type="checkbox"/> HK\$13,500/US\$1,740 per page 每頁 (Loading charge per page waived 豁免特別廣告位每頁附加費：HK\$2,700/US\$348)	5 Mar 2010 2010年3月5日		

2) Showcase Plus & Enhanced Online Promotions 陳列飾櫃及網上推廣計劃加強版

Deadline : 2 Oct 2009
截止日期 : 2009年10月2日

In order to provide additional exposure for exhibitors, we are pleased to offer the following packages:
為參展商提供更多宣傳機會，本局特別推出以下陳列飾櫃及網上推廣計劃加強版供各參展商訂購：

Promotion Package 推廣計劃	Option 選項	Package Details 計劃內容		Price Per Unit* 價格*
		Showcase Location# 陳列飾櫃位置#	Size (W x D x H) 陳列飾櫃面積 (闊 x 深 x 高)	
1. Showcase 陳列飾櫃	<input type="checkbox"/> A	Harbour Road Entrance 港灣道入口	1.4M (米) x 0.5M (米) x 1.0M (米)	HK\$8,600 / US\$1,166
	<input type="checkbox"/> B	Hall Entrance & Concourse 展覽館外通道及入口	1.0M (米) x 0.5M (米) x 1.0M (米)	HK\$5,500 / US\$746
2. Enhanced Online Promotions 網上推廣計劃加強版	<input type="checkbox"/> C	12-month promotions at hktcdc.com (www.hktcdc.com) 「貿發網」(www.hktcdc.com) 12個月推廣計劃		HK\$11,060 / US\$1,420
3. Showcase Plus# 陳列飾櫃 + 網上推廣計劃加強版#	<input type="checkbox"/> D	Option A and 6-month promotions at hktcdc.com (www.hktcdc.com) 選項A及「貿發網」(www.hktcdc.com) 6個月推廣計劃		HK\$14,600 / US\$1,936
	<input type="checkbox"/> E	Option B and 6-month promotions at hktcdc.com (www.hktcdc.com) 選項B及「貿發網」(www.hktcdc.com) 6個月推廣計劃		HK\$11,500 / US\$1,516

* Under the pricing arrangement of the above, all non-HK applicants are subject to the payment at the abovementioned rate in US dollar. The pricing rate listed in Hong Kong dollar would be applicable to Hong Kong applicants only.

以上的港元價格僅適用於香港公司之申請，而非香港公司的申請必須以美元價格繳付。

Exhibitors who apply for the Showcase Plus package will enjoy priority in showcase allocation. This offer is only applicable to exhibitors who submit the applications before the deadline. Showcase locations are subject to change without prior notice. The Organiser has the right of final decision in case of any dispute. Existing hktcdc.com advertisers will receive a self-selected-keyword priority listing on the website for 1 month. Please turn overleaf for the details of Enhanced Online Promotions.

參加「陳列飾櫃 + 網上推廣計劃加強版」組合之參展商可獲優先分配陳列飾櫃。此優惠只適用於截止日期前申請之參展商。陳列飾櫃之位置或有更改而毋須預先通知。如有任何爭議，主辦機構保留最終之決定權。「貿發網」現有廣告客戶如參加此組合，將獲「貿發網」自選關鍵字搜尋結果頁優先排名，為期一個月。請參考後頁之網上推廣計劃加強版介紹。

Total Participation Fee 總參加費用	HK\$ / US\$	
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Organiser 主辦機構:



**One-year Enhanced Online Promotions at www.hktdc.com
一年「貿發網」(www.hktdc.com) 網上推廣計劃加強版**

Exhibitors can enjoy additional exposure at www.hktdc.com and obtain more buyer contacts through this package:
參展商可透過此計劃增加在「貿發網」(www.hktdc.com)的曝光機會，並藉此獲取更多買家查詢：

- Post company information and product photos at www.hktdc.com for one year (100 photos on English site, and unlimited photos on Chinese site), where buyers can view your exhibits before, during and after the fair.
於「貿發網」登載公司資料及產品照片，為期一年(英文網站100張，中文網站無限張)，讓買家在展覽會前、舉行期間及結束後瀏覽您的展品。
- Receive priority referrals to related buyers visiting HKTDC trade fairs and get a related buyers' list FREE.
優先獲推介予相關香港貿發局展覽會買家，並可免費獲取相關的買家名單。
- Complimentary Dun & Bradstreet verification service offered to highlight exhibitor's commercial integrity and thus increase buyer-confidence.
由國際著名認證機構鄧白氏(Dun & Bradstreet)認證公司資料，突顯企業誠信，加強買家的信心。
- Product descriptions, photos and keywords edited by Web specialists to boost exposure and search rankings (for a maximum of 30 products at English site).
專人修訂英文網站中的產品說明、圖片及關鍵詞，提升曝光率及搜索排名(最多30項產品)。

Customer Service Line 客戶服務專線：(852) 1830668 Email 電郵：supplier@hktdc.org

Remarks:

1. Enhanced Online Promotions are only available to exhibitors at the respective fairs.
2. Due to production and uploading procedures, advertiser's information will not be featured for three weeks during the Enhanced Online Promotions period.
3. The launch date of individual advertiser's Enhanced Online Promotions are determined by the date of submission of materials.

註：

1. 參加網上推廣計劃加強版的公司必須為該相關展覽會之參展商。
2. 在網上推廣計劃加強版展示期間，我們約需三星期進行資料製作，客戶所登載的資料將在此段期間不能顯示在網站上。
3. 個別參展商之網上推廣計劃加強版正式開始日期將視乎提交資料的時間而定。

Total Participation Fee 總參加費用

HK\$ / US\$

Acceptance of Display Showcase / Showcase Plus application is subject to showcase availability. In case of over subscription, application before the deadline will be accepted on a first-come-first-served basis.

We hereby apply for the Display Showcase / Enhanced Online Promotions / Showcase Plus at the HKTDC Hong Kong Electronics Fair 2010 (Spring Edition) and agree to follow the HKTDC and D&B Checked Services terms and regulations, which is posted on http://info.hktdc.com/promotion_terms/index.htm. We understand that the location and allocation of showcase and the screening of exhibits for the showcase display are at the Organiser's sole discretion.

陳列飾櫃 / 陳列飾櫃+網上推廣計劃加強版組合在超額申請情況下，於截止日期前之申請會否被接納將以先到先得方式處理。

本公司現申請以上香港貿發局香港春季電子產品展2010之陳列飾櫃 / 網上推廣計劃加強版 / 陳列飾櫃+網上推廣計劃加強版組合，並同意遵守分別刊載於 http://info.hktdc.com/promotion_terms/index.htm 的香港貿發局及「鄧白氏認證服務」條件及條款。本公司明白主辦機構有權更改及分配陳列飾櫃之位置、數量及甄選於陳列飾櫃內之展品，本公司不會異議。

Company Name 公司名稱：_____

Person In-charge 負責人：_____ Contact Person 聯絡人：_____ Title 職位：_____

Tel 電話：(_____)-(_____) Fax 傳真：(_____)-(_____) _____

Address 地址：_____

Business Registration Certificate No. 商業登記證：_____

Email 電郵：_____ Website 網站：_____

Display Items 展示產品：_____

Company Stamp & Authorised Signature 公司印鑑及負責人簽名：_____

For Exhibition Agents Use Only 供參展代理商使用

Authorized signature & company stamp
認可簽名及代理印章：_____

Contract date 簽約日期：_____

Contact Person 聯絡人：_____ Position 職位：_____

Tel 電話：(_____)-(_____) Fax 傳真：(_____)-(_____) _____