



Hong Kong Electronics Fair (Spring Edition)
香港春季電子產品展



Hong Kong International Lighting Fair (Spring Edition)
香港國際春季燈飾展



Hong Kong Houseware Fair
香港家庭用品展



Hong Kong International Home Textiles and Furnishings Fair
香港國際家用紡織品展



Hong Kong Fashion Week
香港時裝節



Hong Kong Gifts & Premium Fair
香港禮品及贈品展

31 March 2022

Dear Exhibitors,

Updates on Onsite Advertising Items
at HKTDC Fairs during 5-8 July 2022

Further to the announcement of rescheduling the HKTDC fairs originally held in April 2022, we would like to provide you with an update on the arrangement of onsite advertising items at the trade fairs branded under HKTDC International Sourcing Show (ISS).

The physical fairs of ISS will be held concurrently at the Hong Kong Convention & Exhibition Centre (HKCEC) on 5-8 July 2022. We are offering a range of onsite advertising items (such as banners and lightboxes) at HKCEC prominent locations, which are available for exhibitors from below fairs to apply. Please refer to the respective fair websites for the latest information.

- Hong Kong Electronics Fair (Spring Edition)
<https://event.hktdc.com/fair/hkelectronicfairse-en>
- Hong Kong International Lighting Fair (Spring Edition)
<https://event.hktdc.com/fair/hklightingfairse-en>
- Hong Kong Houseware Fair
<https://event.hktdc.com/fair/hkhousewarefair-en>
- Hong Kong International Home Textiles and Furnishings Fair
<https://event.hktdc.com/fair/hkhometextilesfair-en>
- Hong Kong Fashion Week
<https://event.hktdc.com/fair/hkfashionweekfw-en>
- Hong Kong Gifts & Premium Fair
<https://event.hktdc.com/fair/hkgiftspremiumfair-en>

Exhibitors interested in these onsite advertising items should submit their applications with a deposit of at least 20% of the advertising fee to HKTDC by the intention deadline of 22 April 2022.





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If more than one application is received for a particular item or location, allotment will be arranged by way of balloting, and ballot priority will be given to exhibitors who have confirmed for onsite advertising items at the April 2021 edition of the abovementioned fairs. Successful applicants will receive a confirmation letter from HKTDC. The balance payment of the confirmed advertising item with a duly signed copy of the confirmation letter must be received by HKTDC within 5 working days from the issue date of the confirmation letter. Applications received after the intention deadline will be handled subject to stock availability on a first-come-first-served basis.

All onsite advertising items at the abovementioned fairs in July 2022 will be offered on a one-off basis. Exhibitors, who have confirmed and paid for onsite advertising items at the April 2020 edition of the abovementioned fairs, will be given the first right of renewal to retain the same item and location when applying for the 2023 edition of the same fair.

For enquiries or applications, please contact:

	Exhibitors from Hong Kong	Exhibitors outside Hong Kong
Contact Person	Ms. Ka Yan Li	Mr. Peter Lee
Telephone	(852) 2240 5552	(852) 2240 5841
Email	advertising.edb@hktdc.org	

Yours faithfully,

Hong Kong Trade Development Council





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致各參展商:

2022年7月5日至8日

香港貿發局展覽會現場廣告項目之最新安排

香港貿發局已於較早前宣佈將原定於 2022 年 4 月舉行的展覽會延期，以及集合多個貿易展覽會並統稱為香港貿發局「國際採購匯」的實體展將於 2022 年 7 月 5 至 8 日假香港會議展覽中心舉行。本局現提供一系列的展覽會現場廣告（包括橫幅廣告及燈箱廣告等），供以下展覽會的參展商申請，有關最新廣告資料，請瀏覽各展覽會網頁。

- 香港春季電子產品展
<https://event.hktdc.com/fair/hkelectronicfairse-tc>
- 香港國際春季燈飾展
<https://event.hktdc.com/fair/hklightingfairse-tc>
- 香港家庭用品展
<https://event.hktdc.com/fair/hkhousewarefair-tc>
- 香港國際家用紡織品展
<https://event.hktdc.com/fair/hkhometextilesfair-tc>
- 香港時裝節
<https://event.hktdc.com/fair/hkfashionweekfw-tc>
- 香港禮品及贈品展
<https://event.hktdc.com/fair/hkgiftspremiumfair-tc>

參展商如有意於展覽會現場刊登廣告，請於預訂意向截止日期 2022 年 4 月 22 日或以前向本局提交申請並支付最少百分之二十之廣告費作為訂金。





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如有多於一位參展商對同一廣告位置提交申請，該位置將會以抽籤形式分配，而曾於 2021 年 4 月上
述展覽會確認申請的參展商可獲優先分配廣告位置。本局將會向成功申請的參展商發出確認信函，
參展商必須在確認信函發出日後五個工作天之內將已簽妥的確認信遞交至本局，及支付有關廣告費
的餘款並由本局確認收妥。所有於預訂意向截止日期以後遞交之申請，本局將視乎廣告位置的供應
情況，以先到先得形式處理。

所有於 2022 年 7 月的上述展覽會現場廣告位置均為一次性安排，而曾於 2020 年 4 月上
述展覽會成
功申請並已支付有關廣告費的參展商，可於 2023 年展覽會優先預留於 2020 年同一展覽會成功申請
的同一廣告位置。

查詢或遞交申請，請聯絡：

	香港參展商	香港以外參展商
聯絡人	李小姐	李先生
電話	(852) 2240 5552	(852) 2240 5841
電郵	advertising.edb@hktdc.org	

香港貿易發展局

2022 年 3 月 31 日

