

<b>Form 10</b>	<b>Hong Kong International Film &amp; TV Market (FILMART) 2012 19-22/3/2012</b>	<b>Return to</b> Service Promotion Department Hong Kong Trade Development Council 38/F Office Tower, Convention Plaza 1 Harbour Road, Wanchai, Hong Kong Attn: Ms Antonia Chan Tel: (852) 2584-4322 Fax: (852) 3521-3034 Email: antonia.hc.chan@hktcdc.org
<b>Deadline : 31 Jan 2012</b>	<b>Advertising Package (for Exhibitors Only)</b>	

No.	Item (HKD column for Hong Kong exhibitor only, USD column for all overseas exhibitor)	Rate		Quantity	Amount	
		HKD	USD		HKD	USD
1.	Advertising Screen (2-min trailer)	22,000	2,820			
2.	Standing Advertising Lightbox (production included) @ #	27,500	3,525			
3.	Fair Directory Ad (Inside front cover / Inside back cover)	25,800	3,310			
4.	Fair Directory Ad (1 page ad next to your company profile)	14,000	1,795			
5.	Fair Directory Ad (1 page ad at the last section of the Directory)	13,000	1,670			
6.	Fair Directory Ad (2 page spread at the last section of the Directory)	18,000	2,310			
7.	Admission Badge Ad (1 side)	120,000	15,385			
8.	Badge Holder Lanyard (1 side)	80,000	10,260			
9.	Market Bag Insert (per item)	47,200	6,050			
10.	Title Sponsorship for "Dragon Lounge"	100,000	12,820			
11.	Title Sponsorship for "Email Centre"	100,000	12,820			
12.	Escalator ad (per escalator) @ #	60,000	7,690			
13.	Hanging Banner ad @ #	20,000	2,565			
14.	Ad on "Daily Event & Screening Flyer"	5,000	640			
<b>All orders must be submitted with full payment in appropriate amount on or before <u>20 February 2012</u>. Orders without full payment will not be considered.</b>		@ 20% surcharge for orders received after <b>31 Jan 2012</b>				
		# 30% surcharge for orders received after <b>20 Feb 2012</b>				
		<b>Total</b>				

**Remarks:**

1. No colour-proof will be provided for approval.
2. Files submitted after deadline will not be included, except for certain items marked with @ and # in the Order Form.
3. The Organiser reserves the final rights to accept or reject any application and to determine its location at its discretion.

**Exhibitor Information**

Company Name (English): \_\_\_\_\_ Booth No: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_  
 Email: \_\_\_\_\_ Contact No: \_\_\_\_\_ Fax: \_\_\_\_\_

**Payment Method**

**Crossed Cheque (Hong Kong only, payable to "Hong Kong Trade Development Council")**

Amount: HKD \_\_\_\_\_.

**Credit Card** (✓ one)  Visa  America Express  Mastercard

Name of Cardholder: \_\_\_\_\_ Card No.: \_\_\_\_\_

Card Exp Date: \_\_\_\_\_ Amount: HKD / USD: \_\_\_\_\_ Signature: \_\_\_\_\_

**Telegraphic Transfer\***

\* Remit by telegraphic transfer to **Hong Kong Trade Development Council, US\$ Amount Number 006-391-17819652 with Citibank, N.A., Hong Kong Branch, Swift Code: CITIHKHX**. All remittance charges are to be borne by the participating company. (Please state clearly that the payment is for FILMART 2012)

\* Please submit the bank receipt (indicate your company name in English) with the order form.

Name of Bank: \_\_\_\_\_ Date of Telegraphic Transfer: \_\_\_\_\_ Amount: USD \_\_\_\_\_

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

**(For official use only)**

Payment method: Cheque / Visa / Master / AE / TT USD / Others: \_\_\_\_\_

Cheque no.: \_\_\_\_\_ Bank code: \_\_\_\_\_ Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Order no.: \_\_\_\_\_ Comments: \_\_\_\_\_

表格十	<b>香港國際影視展2012</b> <b>19-22/3/2012</b>	請交回 香港貿易發展局 服務業拓展部 香港灣仔港灣道一號 會展廣場辦公大樓38樓 陳靄芝小姐 電話: (852) 2584-4322 傳真: (852) 3521-3034 電郵: antonia.hc.chan@hktcdc.org
<b>截止日期:</b> <b>2012年1月31日</b>	<b>宣傳計劃</b> <b>(只適用於參展商)</b>	

No.	申請項目 (香港參展商以港幣付款, 海外參展商以美元付款)	費用		數量	總金額	
		HKD	USD		HKD	USD
1.	廣告螢幕 (2分鐘短片)	22,000	2,820			
2.	座地廣告燈箱 (包括製作費) @ #	27,500	3,525			
3.	「展覽會場刊」廣告位 (封面/封底內頁)	25,800	3,310			
4.	「展覽會場刊」廣告位 (刊載於貴公司簡介旁頁)	14,000	1,795			
5.	「展覽會場刊」廣告位 (刊載於場刊的末尾部分)	13,000	1,670			
6.	「展覽會場刊」跨頁廣告位 (刊載於場刊的末尾部分)	18,000	2,310			
7.	入場證廣告 (1面)	120,000	15,385			
8.	入場證頸繩 (1面)	80,000	10,260			
9.	「買家錦囊」宣傳品 (每件)	47,200	6,050			
10.	「貴賓廊」冠名贊助	100,000	12,820			
11.	「電郵中心」冠名贊助	100,000	12,820			
12.	扶手電梯廣告 (一條) @ #	60,000	7,690			
13.	場內吊掛廣告 @ #	20,000	2,565			
14.	「每日活動及試映會傳單」廣告	5,000	640			
所有預訂表格必須於 <b>2012年2月20日或以前</b> , 連同所需費用交回。 未能提交所需費用的申請恕不受理。		@於2012年1月31日後申請者, 需繳付20%附加費				
		#於2012年2月20日後申請者, 需繳付30%附加費				
		<b>總金額</b>				

**備註:**

1. 本局不會提供色稿供校對。
2. 遲交的檔案恕不處理, 在預訂表格中有 @ 或 # 之項目除外。
3. 主辦機構有權拒絕任何申請及決定, 及更改位置。

**參展商資料**

公司名稱(英文): \_\_\_\_\_ 展台編號: \_\_\_\_\_  
 聯絡人: \_\_\_\_\_ 職位: \_\_\_\_\_  
 電郵: \_\_\_\_\_ 電話: \_\_\_\_\_ 傳真: \_\_\_\_\_

**繳款方式**

劃線支票(只限香港, 抬頭「香港貿易發展局」) 所付款項: 港幣 \_\_\_\_\_ 元正

信用卡 (✓ 請選一)  Visa  America Express 美國萬通  Mastercard 萬事達

卡主名稱: \_\_\_\_\_ 信用卡號: \_\_\_\_\_

有效日期至: \_\_\_\_\_ 所付款項: HKD / USD: \_\_\_\_\_ 簽署: \_\_\_\_\_

**電匯方式\***

\* 電匯予「香港貿易發展局」於「花旗銀行」之香港分行之美金戶口 006-391-17819652, 環銀代號(Swift Code): CITIHKHX。參展商將負責所有有關匯款之手續費用。(請注明「香港國際影視展 2012」)

\* 請把銀行匯票副本連同表格一併交回

銀行名稱: \_\_\_\_\_ 電匯日期: \_\_\_\_\_ 所付款項: 美金(USD) \_\_\_\_\_

簽名及公司印鑑: \_\_\_\_\_ 日期: \_\_\_\_\_

**(For Office use only)**

Payment method: Cheque / Visa / Master / AE / TTUSD / Others: \_\_\_\_\_

Cheque no.: \_\_\_\_\_ Bank code: \_\_\_\_\_ Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Order no.: \_\_\_\_\_ Comments: \_\_\_\_\_

## **IPR Clauses for Advertising Space Order Forms**

1. The advertiser hereby warrants, represents and undertakes to the TDC that no third party intellectual property rights or any other rights is or will be infringed as a result of the publication of any advertisement featuring the advertiser's products or services and/or in any material supplied by the advertiser to HKTDC in relation to or otherwise in connection with the advertiser's advertisement.
2. The advertiser hereby undertakes and agrees to indemnify and hold HKTDC and its agents, representatives, contractors and employees harmless against any claim, damages, penalties, loss or any expenses howsoever incurred in connection with any breach or alleged breach of any warranty, representation and undertaking given by the advertiser herein and any infringement or alleged infringement of intellectual property rights, including but not limited to infringement of patents, registered design, copyright or trade mark infringement arising as a result of the insertion of any advertisement by the advertiser or any agent of the advertiser in any Official Magazine, Exhibition Guide Map, Hanging Advertising Banners and Advertising Lightboxes or any other publications or promotional items or space published, issued or made available by HKTDC in relation to its fair from time to time.
3. The HKTDC reserves the sole and absolute discretion to decline to publish any advertisement if it reasonably suspects that the advertisement may involve the infringement of intellectual property rights or other rights of any third party unless the advertiser can, within three (3) working days of being requested to do so, adduce evidence to the satisfaction of the HKTDC that it has the right to place the advertisement and/or the advertisement does not infringe any intellectual property rights of any third party.

### **廣告位置預訂表格之知識產權條款**

1. 登廣告者謹此向香港貿易發展局保證，聲稱及承諾刊登任何特寫登廣告者之產品或服務的廣告及/或由登廣告者就其廣告有關或在有關情況下提供給香港貿易發展局的材料不會侵犯任何第三方的知識產權或任何其他權利。
2. 登廣告者謹此保證及同意向香港貿易發展局及其代理，代表，承包商及僱員悉數賠償登廣告者因任何違反或被指控違反任何其於此作出的保證，聲稱及承諾及任何因加插任何登廣告者或登廣告者代理人之廣告至任何大會指定產品雜誌，展覽索引，懸空廣告牌及座地廣告燈箱或其他刊物或推廣物件或於香港貿易發展局不時就有關其展覽刊登，發出或騰出的位置而以任何形式所蒙受的任何索償，賠償，懲罰，損失或開支。
3. 如香港貿易發展局合理地懷疑廣告可能涉及侵犯任何其他第三者之知識產權或任何其他權利，香港貿易發展局保留拒絕刊登該等廣告之唯一及絕對權利，除非登廣告者可於其被要求三個工作天內向香港貿易發展局舉證證明其可投置廣告的權利及/或該廣告並不侵犯任何第三者之知識產權。

## ADVERTISING PACKAGE 宣傳計劃

(for exhibitors only 只適用於參展商)

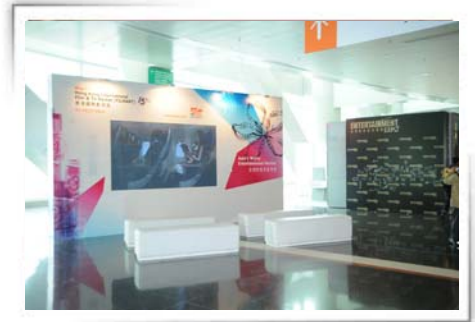
### Advertising Screen 廣告螢幕

Advertising Screen will be placed at the heart of the fairground. You can impress our visitors with a constantly looping trailer!

位於會場心臟地帶的廣告螢幕萬眾矚目，宣傳效果無與倫比。您可藉循環播放預告片吸引買家！

**Format 形式** 2-min trailer to run during fair opening hours on a rotational basis except certain time slots reserved for the Fair Organiser.

除了特定時段留給主辦單位外，2分鐘短片將於展覽間輪流播放。



### Standing Advertising Lightbox 座地廣告燈箱

Announce your presence at FILMART by using our popular Standing Advertising Lightboxes strategically placed at prime locations.

廣受歡迎的座地廣告燈箱將放置於會場當眼地方，助您爭取最高曝光機會。

**Dimension** 950mm (W) x 2,340mm (H)  
**尺寸** 950毫米(闊) x 2,340毫米(高)



### Fair Directory Ad 「展覽會場刊」廣告位

The Fair Directory compiles important information of FILMART and details of all exhibitors. Ensure your company's year-round exposure by placing an ad on our Fair Directory!

展覽會場刊詳載展覽會和參展商資料。在場刊中登的廣告，讓您的公司全年曝光！

**Dimension** 110mm (W) x 210mm (H)  
**尺寸** 110毫米(闊) x 210毫米(高)



### ADVERTISING PACKAGE 宣傳計劃

(for exhibitors only 只適用於參展商)

#### Escalator Ad 扶手電梯廣告位

Welcome your buyers by greeting them on escalators on their way to the fairground!

在會場入口外之扶手電梯刊登 貴公司之廣告歡迎您的買家！



#### Hanging Banner Ad 場內吊掛廣告

Hanging banners will be visible to everybody within the fairground. Exhibitors may place a banner above their booth for buyers to locate them at once!

場內吊掛廣告能讓場內所有人士看到。參展商可於其展台上吊掛廣告，讓買家馬上找到自己！



#### Ad on "Daily Event & Screening Flyer"

「每日活動及試映會傳單」廣告

Be seen when FILMART participants look up for their daily schedule!

讓每名買家及參展商擬定每日行情時注意 貴公司！

**Dimension** 100mm (W) x 200mm (H)

**尺寸** 100 毫米(闊) x 200 毫米(高)



### ADVERTISING PACKAGE 宣傳計劃

(for exhibitors only 只適用於參展商)

#### Admission Badge Ad and Badge Holder Lanyard

##### 入場證廣告及頸繩

Have every FILMART participant to promote for you – Advertise on our Admission Badge and Lanyards!

在我們的入場證及頸繩上刊登廣告，讓每名參觀「香港國際影視展」的人士都成為您的宣傳大使！

**Dimension (Admission Badge Ad)** 102mm(W) x 45mm(H)  
入場證廣告尺寸 102毫米(闊) x 45毫米(高)



#### Market Bag Insert 「買家錦囊」宣傳品

Sponsors and exhibitors will have the opportunity to put their promotional materials in the ubiquitous official Market Bags to be distributed at FILMART. 贊助商各參展商也可選擇於場內發放之「買家錦囊」內放入宣傳單張。



#### Title Sponsorship for "Dragon Lounge"

##### 「貴賓廊」冠名贊助

Take the opportunity to be the exclusive sponsor for Dragon Lounge – the gathering place for FILMART VIPs only. You may highlight your presence by having your logo presented on the fascia of Dragon Lounge throughout.

把握機會成為「貴賓廊」獨家冠名贊助商！「貴賓廊」是只讓「香港國際影視展」貴賓聚集之處，透過標示 貴公司之商標在「貴賓廊」門牌上，贊助商可讓各貴賓會面時也能留意到 貴公司之品牌及出品。



#### Title Sponsorship for "Email Centre"

##### 「電郵中心」冠名贊助

Let them see you while they surf the Internet! A free of charge Email Centre will be set up within the Fairground for the convenience of exhibitors and buyers. Put your logo there to let them thank you!

場內設有免費電郵中心方便各參展商及買家與各界聯繫，您把商標印在當眼處讓各參展商及買家感激您為他們提供的服務！



### ADVERTISING PACKAGE 宣傳計劃

(for exhibitors only 只適用於參展商)

#### Specifications 規格

Item 項目	Specifications 規格	File Format 來檔格式	File Deadline 來檔截止日期
Advertising Screen 廣告螢幕	2-min show reel 2 分鐘短片	Beta SP(PAL) DVD	10/2/2012
Standing Advertising Lightbox 座地廣告燈箱	Visual Display Size : 950 mm (W) X 2,340 mm (H) Transparency Size : 962 mm (W) X 2,352 mm (H) Material : Lightbox materials panels with acrylic front Colour : 4 colours  燈片可見範圍 : 950 毫米(闊) x 2,340 毫米(高) ; 燈箱正片尺寸 : 962 毫米(闊) x 2,352 毫米(高) 材料 : 三面板及正面安裝透明膠板 色彩 : 4 色	tiff / ai / jpeg	10/2/2012
Fair Directory Ad 「展覽會場刊」廣告	Single Page Size : 110 mm (W) X 210 mm (H) (Trim size) Bleeding Area : each side 0.5cm Colour : 4 colours  全頁 : 110 毫米(闊) x 210 毫米(高) (不包括出血位) 出血位 : 每邊 0.5cm 色彩 : 4 色	eps / TIFF / jpg, 300 dpi (actual size)	10/2/2012
Ad on "Daily Event & Screening Flyer" 「每日活動及試映會傳單」	Single Page Size : 100mm (W) X 200mm (H) (Visual Area) Colour : 4 colours  全頁 : 100 毫米(闊) x 200 毫米(高) 色彩 : 4 色	300dpi / eps formatted	10/2/2012
Admission Badge Ad (1 side) 入場證廣告位 (1 面)	Size (1 side) : 102 mm (W) X 45 mm (H) 1 面尺寸 : 102 毫米(闊) x 45 毫米(高)	eps / TITF/ jpg, 300 dpi (actual size)	20/1/2012
Badge Holder Lanyard (1 side) 入場證頸繩 (1 面)	Please contact 請聯絡 Email 電郵: filmart@hktdc.org	TBC	10/2/2012
Market Bag Insert (per item) 「買家錦囊」宣傳品 (每件)			
Title Sponsorship for "Dragon Lounge" 「貴賓廊」冠名贊助			
Title Sponsorship for "Email Centre" 「電郵中心」冠名贊助			
Escalator Ad (per escalator) 扶手電梯廣告 (每條)			
Hanging Banner Ad 場內吊掛廣告			