

FORM 11	HKTDC Home Delights Expo 2023 香港貿發局 家電·家居·博覽2023 17-21 / 8 / 2023	Return to : Exhibitions and Digital Business Department Hong Kong Trade Development Council Unit 13, Expo Galleria HK Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong Tel : (852) 2240-4524 Attn : Ms. Yannes To Email: yannes.my.to@hktdc.org
Deadline 30 June 2023		

Advertising in Benefit Coupons booklet Order Form

We, _____ (Name of Company),
would like to apply for advertising in the Benefit Coupons booklet as follows:

Benefit Coupon

Original Price Rate: HK\$5,000 (US\$642) / Coupon Space

- Exhibitors can enjoy a discount price HK\$1,500 by submission before **30 June 2023**
- Exhibitors in Avenue of Delights will enjoy one Benefit Coupon for free

No. of Coupon(s): _____ Total Amount: _____ Coupon Design: 1-side / 2-side (please circle)

Please tick **1-3 categories** from the list below which best described your product(s) featured on the coupon. These will serve the keywords of your coupon on the e-coupon website.

Nature of Product(s):

- | | |
|---|--|
| <input type="checkbox"/> 1. Electrical Kitchen Appliances | <input type="checkbox"/> 12. Rice Cooker |
| <input type="checkbox"/> 2. Other Electrical Appliances | <input type="checkbox"/> 13. Air Purifier |
| <input type="checkbox"/> 3. Bedroom Items | <input type="checkbox"/> 14. Smart Living |
| <input type="checkbox"/> 4. Cookware | <input type="checkbox"/> 15. Tap Water Filter |
| <input type="checkbox"/> 5. Kitchen Utensils | <input type="checkbox"/> 16. Vacuum Cleaner |
| <input type="checkbox"/> 6. Tableware | <input type="checkbox"/> 17. Water Dispenser |
| <input type="checkbox"/> 7. Other Household Products | <input type="checkbox"/> 18. Thermal Bottles |
| <input type="checkbox"/> 8. Personal and Healthcare | <input type="checkbox"/> 19. Avenue of Delights |
| <input type="checkbox"/> 9. Massage Chair | <input type="checkbox"/> 20. Anti-epidemic Choice |
| <input type="checkbox"/> 10. Cooking Pan | <input type="checkbox"/> 21. Bath Products |
| <input type="checkbox"/> 11. Oven | <input type="checkbox"/> 22. Furniture & Interior Design |
| | <input type="checkbox"/> 23. Others _____ |

Title of Coupon:

Please provide a title of each Benefit Coupon which will be shown alongside on the e-coupon website.

中文 : _____

English: _____

***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;
- shown on Fair Website; and
- dispatched to visitors via email

***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.

I understand that the deadline for submission of advertising materials is **30 June 2023** 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.: _____ Email: _____

Signature with Company Chop: _____ Date: _____

Notes :

- 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 in the exhibitor manual apply to this Order Form. Please read those terms and conditions carefully.**

Please make a copy for your own record.

(For office use)

Acknowledgement of Receipt by HKTDC

Received on: _____ By: _____

Advertising Specifications	HKTDC Home Delights Expo 2023 香港貿發局 家電·家居·博覽2023	Return to : Exhibitions and Digital Business Department Hong Kong Trade Development Council Unit 13, Expo Galleria HK Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong
Deadline 30 June 2023	17-21 / 8 / 2023	Tel : (852) 2240-4524 Attn : Ms. Yannes To Email: yannes.my.to@hktdc.org

Benefit Coupons Details

I. Benefit Coupon booklet Circulation
50,000 copies

II. Specification
Size: 98mm width x 72mm height

Benefit Coupon

Coupon Size: 92mm width x 72mm height (3 mm bleeding Excluded)

E-coupon Pixel requirements

i) Front Cover:
Width: 1,230 px
Height: 821 px

ii) Front + Back Cover (Combine 2 layouts in one JPEG):
Width: 1,230 px
Height: 1,842 px (2 x 921 px)

III. Advertising Rate (non-commissionable):

* Cost of colour separation is not included.

Benefit Coupon : HK\$5,000 (US\$642) / Coupon

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- Exhibitors in Avenue of Delights will enjoy one Benefit Coupon for free

IV. Advertising Material

- a) File formats:
Highest Quality (300 dpi) JPEG (3mm bleeding)
- 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 advertisement at its discretion without giving any explanation or reasons.

V. Deadlines to be noted

Submission of Advertising Materials: **30 June 2023**

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

表格十一	HKTDC Home Delights Expo 2023 香港貿發局 家電·家居·博覽2023 17-21 / 8 / 2023	請交回 香港灣仔博覽道一號 香港會議展覽中心 博覽商場13號 香港貿易發展局 展覽及數碼業務部
截止日期 2023年6月30日		杜美欣小姐收 電話：(852) 2240-4524 電郵：yannes.my.to@hktdc.org

優惠券小冊子推廣申請表

我司 _____ (公司名稱) · 欲申請於家電·家居·博覽及美食博覽 優惠券小冊子 內刊登優惠卷

優惠卷

原價：港幣\$5,000 (美金\$642) / 每優惠卷

- 參展商於 **2023年6月30日** 或之前遞交申請可享優惠價：港幣\$1,500
- [家之選大道參展商可享一張免費優惠券](#)

優惠卷數量 _____ 總額 (港幣/美金): _____ 設計: 單面 / 雙面 (請圈出選項)

請從下面的列表中勾選 1-3 個最能描述您在優惠券上展示的產品類別。此將在電子優惠券網站上顯示您優惠券的關鍵字。

產品類別:

- | | |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> 1. 廚房電器 | <input type="checkbox"/> 12. 電飯煲 |
| <input type="checkbox"/> 2. 其他電器 | <input type="checkbox"/> 13. 空氣淨化機 |
| <input type="checkbox"/> 3. 寢室 | <input type="checkbox"/> 14. 智能家居 |
| <input type="checkbox"/> 4. 炊具 | <input type="checkbox"/> 15. 濾水產品 |
| <input type="checkbox"/> 5. 廚房用具 | <input type="checkbox"/> 16. 吸塵機 |
| <input type="checkbox"/> 6. 餐具 | <input type="checkbox"/> 17. 飲水機 |
| <input type="checkbox"/> 7. 其他家居用品 | <input type="checkbox"/> 18. 保溫瓶 |
| <input type="checkbox"/> 8. 個人護理及保健 | <input type="checkbox"/> 19. 家之選大道 |
| <input type="checkbox"/> 9. 按摩椅 | <input type="checkbox"/> 20. 抗疫之選 |
| <input type="checkbox"/> 10. 烹飪鍋 | <input type="checkbox"/> 21. 浴室 |
| <input type="checkbox"/> 11. 焗爐 | <input type="checkbox"/> 22. 傢俬及室內設計 |
| | <input type="checkbox"/> 23. 其他 _____ |

標題: 請為 貴司的優惠券填寫標題 · 該標題將顯示於電子優惠券網頁上。

中文: _____ English: _____

*詳見參展商手冊廣告說明。

主辦機構會透過以下途徑廣泛宣傳參展商所提供之優惠卷:

- 印製於 優惠券小冊子 內;
- 刊登於家電·家居·博覽網頁上; 及
- 電郵發送

*參展商務必接受參觀人士以不同方式出示的優惠卷，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卷或顯示於參觀人士之流動裝置 / 手提電話上的優惠卷圖像等第 (彩色或黑白)。

本公司明白申請優惠券小冊子的截止日期為2023年6月30日。主辦機構保留更改或拒絕此申請的絕對權限。

公司名稱：_____ 攤位編號：_____

聯絡人：_____ 職位：_____

電話：_____ 電郵：_____

簽名及公司蓋章：_____ 日期：_____

備註:

1. 主辦機構有權接受或拒絕任何申請
2. 於截止日期後的申請將不獲受理
3. 請注意，列於參展商手冊內之條款及細則同樣適用於本預訂表格，請細心參閱該條款及細則

請自行覆印副本，以作紀錄:

(由本局填寫) 香港貿易發展局收件確認

收件日期: _____ 收件人: _____

