

26 Oct 2016

Dear Exhibitors of HK International Diamond, Gem & Pearl Show 2017,

Placing onsite advertisements in HKTDC Hong Kong International Jewellery Show (HKIJS) 2017 in HK Convention & Exhibition Centre (HKCEC) and Hong Kong International Diamond, Gem & Pearl Show 2017 (HKIDGP) in AsiaWorld-Expo (AWE)

NEW Advertising opportunity – limited locations for selection in HKCEC to attract buyers to your booth in AWE

Limited onsite advertising items, such as hanging posters, banners and lightboxes during HKIJS taking place at HKCEC, are available for application by HKIDGP exhibitors on first-come-first-served basis until 7 Nov 2016. These locations in HKIJS are for one-off advertising by HKIDGP exhibitors in 2017 edition, yet priority of reservation of these items for 2018 edition remains to be for exhibitors of HKIJS 2018. Please refer to the Order Form (Attachment 1) for detailed information.

Limited onsite advertising items during HKIDGP in AWE are still available

Some ad locations such as balustrade & escalator ads can now be ordered in flexible units on first-come-first-served basis. Please refer to the Order Form (Attachment 2) for details.

Sponsorship items to target commuting trade visitors of HKIJS and HKIDGP

Sponsorship packages targeting trade visitors commuting by fair shuttle bus between HKCEC and AWE are still available for application on first-come-first-served basis and subject to final availability. These items include shuttle bus sticker ad, mini tote bag ad, and water bottle promotion tag. For details, please refer to the Order Form of sponsorship items (Attachment 3).

Deadline of application (onsite advertising items): 7 Nov 2016

Deadline of application (sponsorship items): 2 Dec 2016

Please send your application by email to **advertising.pec@hktdc.org**.

Artwork submission: 2 Dec 2016

For the latest advertising information and the order forms, please visit the fair website at :
http://m.hktdc.com/fair/hkdgp-en/s/6014-For_Exhibitor/HKTDC-Hong-Kong-International-Diamond--Gem---Pearl-Show/Advertising-Opportunities.html

For enquiries, please contact our Customer Service Hotline at **(852) 1830668** or by email to **advertising.pec@hktdc.org**.

Yours faithfully,

Hong Kong Trade Development Council

2016 年 10 月 26 日

致各參展商:

「香港貿發局香港國際珠寶展」2017 及「香港貿發局香港國際鑽石、寶石及珍珠展」2017 — 展覽會場廣告及贊助項目

同期舉行之「香港貿發局香港國際珠寶展」2017 展覽會場廣告

「香港貿發局香港國際鑽石、寶石及珍珠展」2017 之參展商現可於「香港貿發局香港國際珠寶展」2017 展覽會場內刊登廣告，吸引買家到訪您於亞洲國際博覽館的展台，包括懸掛式海報、橫幅廣告及燈箱廣告等。現尚餘少量廣告項目可供申請訂購，本局將視乎供應情況以先到先得形式處理有關申請。詳細內容可參閱附件一(訂購表格)。

於 2017 年「香港貿發局香港國際珠寶展」刊登會場廣告的「香港貿發局香港國際鑽石、寶石及珍珠展」2017 參展商，將不可優先預留 2018 年該展覽的同一廣告位置。

「香港貿發局香港國際鑽石、寶石及珍珠展」2017 展覽會場廣告

「香港貿發局香港國際鑽石、寶石及珍珠展」2017 會場廣告組合，如玻璃扶手及扶手電梯廣告，現可供參展商自行選購組合並以先到先得形式申請訂購，另增加新廣告位置，為參展商提供更多推廣選擇。最新廣告位置資料可參閱附件二(訂購表格)。

贊助項目 – 推廣對象為國際買家

贊助項目包括來往「珠寶展」(香港會議展覽中心)及「鑽石、寶石及珍珠展」(亞洲國際博覽館)大會穿梭巴士車身廣告、穿梭巴士小型禮品包裝袋身廣告及水樽廣告牌等，以先到先得形式申請訂購，本局將視乎最後供應情況處理有關申請。詳細內容可參閱附件三(訂購表格)。

展覽會場廣告訂購截止日期: 2016 年 11 月 7 日

贊助項目訂購截止日期: 2016 年 12 月 2 日

截稿日期: 2016 年 12 月 2 日

有關最新廣告資料及訂購表格，請瀏覽展覽會網頁 http://m.hktdc.com/fair/hkdgp-tc/s/6014-For_Exhibitor/香港貿發局香港國際鑽石、寶石及珍珠展/宣傳機會.html。

查詢請致電客戶服務部 (852)1830668 或 電郵至 advertising.pec@hktdc.org 遞交申請。

香港貿易發展局謹啓