



Hong Kong International Diamond, Gem & Pearl Show
香港國際鑽石、寶石及珍珠展

August 2017

Dear Exhibitors,

Build your brand image and attract buyers to your booth by placing onsite advertisements at HKTDC Hong Kong International Diamond, Gem & Pearl Show (HKIDGP) 2018.

Advertising Opportunities — more prominent locations for selection at AsiaWorld-Expo (AWE)

A full range of onsite advertising items, including but not limited to banners and lightboxes, are now open for application. For details, please refer to Order Forms (Attachment 1 & 2) and Rate Card (Attachment 3).

Exhibitors interested in these advertising items should submit their applications with 50% deposit of the advertising fee to HKTDC by 31 August 2017.

Exhibitors advertising in HKIDGP 2017 are entitled to reserve the same advertising item for HKIDGP 2018 by the deadline. If more than one exhibitor applies for the same advertising location by the aforementioned deadline, allotment will be arranged by way of balloting and ballot priority will be given to exhibitors who have placed onsite advertisement in HKIDGP 2017. If no application is received by 31 August 2017, the advertising item will be available for application on first-come-first-served basis.

Sponsorship Items — target commuting trade visitors

Sponsorship packages targeting trade visitors commuting by fair shuttle bus between HKTDC Hong Kong International Jewellery Show in Hong Kong Convention & Exhibition Centre (HKCEC) and HKTDC Hong Kong International Diamond, Gem & Pearl Show in AsiaWorld-Expo (AWE) are now available for application.

These sponsorship items include shuttle bus advertising and giveaway items such as mini tote bag ad and water bottle promotion tag. If you are interested in these items, please refer to Attachment 4 for details and complete Order Form (Attachment 5) **by 31 August 2017**.

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

For enquiries or application of the above advertising items, please contact our Customer Service Hotline at **(852) 1830 668** or email to **advertising.pec@hktdc.org**.

Yours faithfully,

Hong Kong Trade Development Council





Hong Kong International Diamond, Gem & Pearl Show

香港國際鑽石、寶石及珍珠展

致各參展商:

利用展會現場的大型廣告，建立品牌形象並吸引買家參觀您的展台。

「香港貿發局香港國際鑽石、寶石及珍珠展」2018 — 展覽會場大型廣告 現已接受申請

一系列的展覽會場大型廣告包括橫幅廣告及燈箱廣告等，現已開始接受申請。詳細內容可參閱訂購表格（附件 1 及 2）及價目表（附件 3）。

參展商如有意於「鑽石、寶石及珍珠展」現場刊登廣告，請於 **2017 年 8 月 31 日前**向本局提交申請並支付百分之五十之廣告費作為訂金。

曾於 2017 年「鑽石、寶石及珍珠展」刊登展覽會場廣告的參展商，可於截止日期前優先預留 2018 年「鑽石、寶石及珍珠展」的同一廣告位置。如有多於一位參展商於上述截止日期前預訂同一廣告位置，該位置將會以抽籤形式分配，而曾於 2017 年「鑽石、寶石及珍珠展」採用展覽會場廣告的參展商可獲優先分配廣告位置。如本局於 2017 年 8 月 31 日或以前未有收到任何預訂申請，有關廣告項目將開放予參展商以先到先得形式申請訂購。

贊助項目 — 推廣對象為來往兩地展會的貿易買家

贊助項目包括來往「香港貿發局香港國際珠寶展」（香港會議展覽中心）及「香港貿發局香港國際鑽石、寶石及珍珠展」（亞洲國際博覽館）的大會穿梭巴士廣告、穿梭巴士小型禮品包袋身廣告及水樽廣告牌等，詳情可參閱附件 4。如欲預訂，請於 **2017 年 8 月 31 日前**填妥訂購表格（附件 5）並交回本局。

有關最新廣告資料，請瀏覽展覽會網頁

http://www.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。

查詢或申請事宜，請致電客戶服務部 (852) 1830 668 或電郵至 advertising.pec@hktdc.org。

香港貿易發展局 謹啓

2017 年 8 月

