

Attachment 4

(Open to all)

SHUTTLE BUS ADVERTISING & SPONSORSHIP ITEMS 2018

SHUTTLE BUS ADVERTISING & SPONSORSHIP ITEMS



Intention Deadline¹

31 Aug 2017

Booking Deadline²

4 Dec 2017

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

¹ **Intention Deadline:** after identifying the available shuttle bus and sponsorship advertising items, exhibitors have to submit both a duly signed copy of the HKTDC Advertising Order Contract and the Intention Letter to HKTDC by the intention deadline and a deposit of at least 50% of the advertising fee is also required and must be received by HKTDC on or before the intention deadline, as an official application for reserving advertising items. In the case that the number of applications for a particular advertising item received by the intention deadline is more than the available inventory of it, allotment will be arranged by way of balloting. The balance payment of the advertising fee for confirmed advertising items must be received by HKTDC within 5 working days from the issue date of the Confirmation Letter issued by HKTDC.

² **Booking Deadline:** after the intention deadline, applications for shuttle bus and sponsorship advertising items, which are subject to availability, with duly signed copy of the HKTDC Advertising Order Contract and full payment of the concerned advertising fee received will be handled on a first-come, first-served basis. All applications must be submitted to HKTDC no later than the booking deadline of the respective advertising item.

Shuttle Bus Sticker Ad

Promotion Channel: On shuttle buses during fair period of Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Size: approx. 6.06m(W) x 1.74m(H)

Advertising price per set:

HKD/ RMB	USD	Combo Units
\$49,000	\$7,550	4

(2 shuttle bus sticker ads per set,
each bus with 1-side ad)

Inventory: 2 sets

Max. ballot entry(s) per company[^]: 1 set

**Please refer to appendix for detailed specification*



(Image for illustration purposes only)

Shuttle Bus Seat Cover Ad

Promotion Channel: On shuttle buses during fair period of Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Size: 240 mm(W) x 170mm(H)

Advertising price:

HKD/ RMB	USD	Combo Units
\$192,000	\$29,570	18

Quantity: 30 buses, all seat covers
(1-sided) per bus

Quota: 1 company



(Image for illustration purposes only.
Includes HKTDC identity)

Mini Tote Bag (Core Item)

Sponsorship on Giveaway to Shuttle Bus Passengers

Promotion Channel: Mini Tote Bags (with leaflet inserts) will be distributed to passengers who take shuttle bus during Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Format: advertise on **one side** of Mini Tote Bag with advertiser's leaflet inserted in each bag

(leaflets to be provided by the advertiser, maximum 8 pages & maximum size 205mm x 270mm)

Size: approx. 220mm(W) x 270mm(H)

Distribution points:

1. Shuttle Bus Passenger Drop off Point at AWE West Wing
2. Shuttle Bus Terminal at Expo Drive of HKCEC

Quantity: 10,000pcs

Quota: 1 company

Advertising price :

HKD/ RMB	USD	Combo Units
\$138,000	\$21,260	13



(Image for illustration purposes only. Includes HKTDC identity on other side)

Distilled Water with Tag (Core item)

Sponsorship on Giveaway to Shuttle Bus Passengers

Promotion Channel: One bottle of water will be distributed inside each Mini Tote Bag to passengers who take shuttle bus during Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Format: Promotional message including company name, one product photo, website and QR code on the promotional tag of the distilled water

Quantity: 10,000pcs

Quota: 1 company

Advertising price :

HKD/ RMB	USD	Combo Units
\$87,000	\$13,400	8



(Image for illustration purposes only.
Includes HKTDC identity)

Ball Pen (Additional item)

Sponsorship on Giveaway to Shuttle Bus Passengers

Promotion Channel: Distributed inside Mini Tote Bag to passengers who take shuttle bus during Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Format: Promotional logo on Ball Pen

Quantity: 10,000pcs

Quota: 1 company

Advertising price

➤ **Sole media cost:**

HKD/ RMB	USD	Combo Units
\$67,000	\$10,320	6



(Image for illustration purposes only)

➤ **Materials to be provided by the advertiser; pre-approval from HKTDC is needed**

➤ Top up price will be charged if advertiser needs HKTDC for production (on request only)

Card Holder (Additional item)

Sponsorship on Giveaway to Shuttle Bus Passengers

Promotion Channel: Distributed inside Mini Tote Bag to passengers who take shuttle bus during Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Format: Promotional message including company name, website, telephone no and email on Card Holder

Size: 93mm(W) x 62mm(H) (with 3 pcs SIM card pouch)

Quantity: 10,000pcs

Quota: 1 company

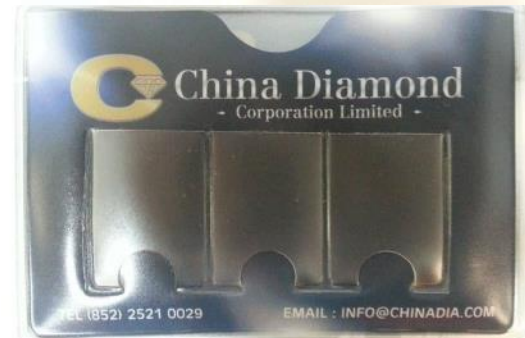
Advertising price

➤ **Sole media cost:**

HKD/ RMB	USD	Combo Units
\$67,000	\$10,320	6

➤ **Materials to be provided by the advertiser; pre-approval from HKTDC is needed**

➤ Top up price will be charged if advertiser needs HKTDC for production (on request only)



(Image for illustration purposes only)

Notebook (Additional item)

Sponsorship on Giveaway to Shuttle Bus Passengers

Promotion Channel: Distributed inside Mini Tote Bag to passengers who take shuttle bus during Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Format: Front, Back & Inside Covers + Logo (white paper)

Size: approx. 90mm(W) x 130mm(H), 60 pages

Quantity: 10,000pcs

Quota: 1 company

Advertising price

➤ **Sole media cost:**

HKD/ RMB	USD	Combo Units
\$67,000	\$10,320	6

➤ **Materials to be provided by the advertiser; pre-approval from HKTDC is needed**

➤ Top up price will be charged if advertiser needs HKTDC for production (on request only)



(Image for illustration purposes only)

Other items

Sponsorship on Giveaway to Shuttle Bus Passengers

Customized items:

- Advertisers can also place promotional messages on items based on their own choices (i.e. items other than notebooks, ball pens or cardholders)
- Quantity: **10,000pcs**
- **Materials to be provided by the advertiser; pre-approval from HKTDC is needed**

Promotion channel:

- Will be placed in Mini Tote Bag and distributed to passengers who take shuttle bus during Diamond, Gem & Pearl Show (27 Feb – 3 Mar 2018)

Advertising price :

➤ Sole media cost:

<i>HKD/ RMB</i>	<i>USD</i>	<i>Combo Units</i>
\$67,000	\$10,320	6



Appendix

Appendix – Specification of Shuttle Bus Sticker

(For reference only, specifications to be confirmed)





The End