

## Special Circular 14: Guidelines of KOL Livestreaming Activities

In view of the recent increasing demand for live broadcasting activities at the fairground, we would like to remind all exhibitors of the following guidelines to ensure smooth operations and a pleasant experience for all the participants during the Shows:

1. Live broadcasting activities must be conducted within the exhibitor's own booth. HKTDC reserves the right to stop any activity that takes place outside the designated booth area or causes disturbances to neighbouring exhibitors.
2. Sound levels should be kept at a reasonable level at all times. Loud speakers are strictly prohibited. Shouting or creating excessive noise is strictly prohibited.
3. Exhibitors are encouraged to set up their own KOL live broadcasting room or area within their booth in accordance to organiser's guidelines.

Your cooperation is essential in maintaining a professional environment for all exhibitors and buyers. Exhibitors are required to adhere to the onsite livestreaming activity guidelines outlined above.

Hong Kong Trade Development Council

### 特別通告 14: 現場直播活動指引

鑒於近期參展商對直播活動的需求日益增長，本局謹提醒各展商遵守以下指引，以確保展會運作順暢，並為所有在場人士帶來愉快的與會體驗：

1. 所有直播活動須在參展商的展位範圍內進行，本局有權終止參展商在任何超出展位範圍或為其周邊展商帶來滋擾的直播活動。
2. 在直播期間的聲量應保持合理水平，嚴禁使用擴音設備或任何形式的大聲叫囂，以免影響周邊展商的正常業務洽談。
3. 本局強烈建議參展商在展位內按照此指引自行安排為直播活動而設的直播室或區域。

上述舉措旨在為參展商及買家締造專業的展會洽商環境。參展商必須遵守上述現場直播活動指引。

香港貿易發展局