

Form 10	Hong Kong International Film & TV Market (FILMART) 2013 18-21/3/2013	Return to Service Promotion Department Hong Kong Trade Development Council 38/F Office Tower, Convention Plaza 1 Harbour Road, Wanchai, Hong Kong Attn: Mr. Jo Chan Tel: (852) 2584-4403 Fax: (852) 3521-3059 Email: jo.wh.chan@hktdc.org
Deadline : 4 Feb 2013	Advertising Package (for Exhibitors Only)	

No.	Item (HKD column for Hong Kong exhibitor only, USD column for all overseas exhibitor)	Rate		Quantity	Amount	
		HKD	USD		HKD	USD
1.	Advertising Screen (2-min trailer)	25,000	3,205			
2.	Standing Advertising Lightbox (production included) @ #	27,500	3,525			
3.	Fair Directory Ad (Inside front cover / Inside back cover)	25,800	3,310			
4.	Fair Directory Ad (1 page ad next to your company profile)	14,000	1,795			
5.	Fair Directory Ad (1 page ad at the last section of the Directory)	13,000	1,670			
6.	Fair Directory Ad (2 page spread at the last section of the Directory)	18,000	2,310			
7.	Admission Badge Ad (1 side)	120,000	15,385			
8.	Badge Holder Lanyard (1 side)	80,000	10,260			
9.	Market Bag Insert (per item)	47,200	6,050			
10.	Title Sponsorship for "Dragon Lounge"	100,000	12,820			
11.	Title Sponsorship for "Email Centre"	100,000	12,820			
12.	Escalator ad (per escalator) @ #	60,000	7,690			
13.	Hanging Banner ad @ #	20,000	2,565			
14.	Ad on "Daily Event & Screening Flyer"	5,000	640			
All orders must be submitted with full payment in appropriate amount on or before 25 February 2013. Orders without full payment will not be considered.		@ 20% surcharge for orders received after 4 Feb 2013				
		# 30% surcharge for orders received after 25 Feb 2013				
		Total				

Remarks:

- No colour-proof will be provided for approval.
- Files submitted after deadline will not be included, except for certain items marked with @ and # in the Order Form.
- The Organiser reserves the final rights to accept or reject any application and to determine its location at its discretion.

Exhibitor Information

Company Name (English): _____ Booth No: _____
 Contact Person: _____ Position: _____
 Email: _____ Contact No: _____ Fax: _____

Payment Method

Crossed Cheque (Hong Kong only, payable to "Hong Kong Trade Development Council")

Amount: HKD _____.

Credit Card (✓ one) Visa America Express Mastercard

Name of Cardholder: _____ Card No.: _____

Card Exp Date: _____ Amount: HKD / USD: _____ Signature: _____

Telegraphic Transfer*

* Remit by telegraphic transfer to **Hong Kong Trade Development Council, US\$ Amount Number 006-391-17819652 with Citibank, N.A., Hong Kong Branch, Swift Code: CITIHKHX**. All remittance charges are to be borne by the participating company. (Please state clearly that the payment is for FILMART 2013)

* Please submit the bank receipt (indicate your company name in English) with the order form.

Name of Bank: _____ Date of Telegraphic Transfer: _____ Amount: USD _____

Company Chop & Authorized Signature: _____ Date: _____

(For official use only)

Payment method: Cheque / Visa / Master / AE / TT USD / Others: _____

Cheque no.: _____ Bank code: _____ Date: _____ Amount: _____

Order no.: _____ Comments: _____

表格十	香港國際影視展2013 18-21/3/2013	請交回 香港貿易發展局 服務業拓展部 香港灣仔港灣道一號 會展廣場辦公大樓38樓 陳穎豪先生 電話: (852) 2584-4403 傳真: (852) 3521-3059 電郵: jo.wh.chan@hktdc.org
截止日期: 2013年2月4日	宣傳計劃 (只適用於參展商)	

No.	申請項目 (香港參展商以港幣付款，海外參展商以美元付款)	費用		數量	總金額	
		HKD	USD		HKD	USD
1.	廣告登幕 (2分鐘短片)	25,000	3,205			
2.	座地廣告燈箱 (包括製作費) @ #	27,500	3,525			
3.	「展覽會場刊」廣告位 (封面/封底內頁)	25,800	3,310			
4.	「展覽會場刊」廣告位 (刊載於貴公司簡介旁頁)	14,000	1,795			
5.	「展覽會場刊」廣告位 (刊載於場刊的末尾部分)	13,000	1,670			
6.	「展覽會場刊」跨頁廣告位 (刊載於場刊的末尾部分)	18,000	2,310			
7.	入場證廣告 (1面)	120,000	15,385			
8.	入場證頸繩 (1面)	80,000	10,260			
9.	「買家錦囊」宣傳品 (每件)	47,200	6,050			
10.	「貴賓廊」冠名贊助	100,000	12,820			
11.	「電郵中心」冠名贊助	100,000	12,820			
12.	扶手電梯廣告 (一條) @ #	60,000	7,690			
13.	場內吊掛廣告 @ #	20,000	2,565			
14.	「每日活動及試映會傳單」廣告	5,000	640			
所有預訂表格必須於 2013年2月25日 或以前，連同所需費用交回。未能提交所需費用的申請恕不受理。		@於2013年2月4日後申請者，需繳付20%附加費 #於2013年2月25日後申請者，需繳付30%附加費				
		總金額				

備註:

1. 本局不會提供色稿供校對。
2. 遲交的檔案恕不處理，在預訂表格中有 @ 或 # 之項目除外。
3. 主辦機構有權拒絕任何申請及決定、及更改位置。

參展商資料

公司名稱(英文): _____ 展台編號: _____
 聯絡人: _____ 職位: _____
 電郵: _____ 電話: _____ 傳真: _____

繳款方式

劃線支票(只限香港，抬頭「香港貿易發展局」) 所付款項: 港幣 _____ 元正

信用卡 (✓ 請選一) Visa America Express 美國萬通 Mastercard 萬事達
 卡主名稱: _____ 信用卡號: _____
 有效日期至: _____ 所付款項: HKD / USD: _____ 簽署: _____

電匯方式*

- * 電匯予「香港貿易發展局」於「花旗銀行」之香港分行之美金戶口 006-391-17819652，環銀代號(Swift Code): CITIHKHX。參展商將負責所有有關匯款之手續費用。(請注明「香港國際影視展 2013」)
- * 請把銀行匯票副本連同表格一併交回

銀行名稱: _____ 電匯日期: _____ 所付款項: 美金(USD) _____

簽名及公司印鑑: _____ 日期: _____

(For Office use only)

Payment method: Cheque / Visa / Master / AE / TTUSD / Others: _____

Cheque no.: _____ Bank code: _____ Date: _____ Amount: _____

Order no.: _____ Comments: _____

IPR Clauses for Advertising Space Order Forms

1. The advertiser hereby warrants, represents and undertakes to the TDC that no third party intellectual property rights or any other rights is or will be infringed as a result of the publication of any advertisement featuring the advertiser's products or services and/or in any material supplied by the advertiser to HKTDC in relation to or otherwise in connection with the advertiser's advertisement.
2. The advertiser hereby undertakes and agrees to indemnify and hold HKTDC and its agents, representatives, contractors and employees harmless against any claim, damages, penalties, loss or any expenses howsoever incurred in connection with any breach or alleged breach of any warranty, representation and undertaking given by the advertiser herein and any infringement or alleged infringement of intellectual property rights, including but not limited to infringement of patents, registered design, copyright or trade mark infringement arising as a result of the insertion of any advertisement by the advertiser or any agent of the advertiser in any Official Magazine, Exhibition Guide Map, Hanging Advertising Banners and Advertising Lightboxes or any other publications or promotional items or space published, issued or made available by HKTDC in relation to its fair from time to time.
3. The HKTDC reserves the sole and absolute discretion to decline to publish any advertisement if it reasonably suspects that the advertisement may involve the infringement of intellectual property rights or other rights of any third party unless the advertiser can, within three (3) working days of being requested to do so, adduce evidence to the satisfaction of the HKTDC that it has the right to place the advertisement and/or the advertisement does not infringe any intellectual property rights of any third party.

廣告位置預訂表格之知識產權條款

1. 登廣告者謹此向香港貿易發展局保證，聲稱及承諾刊登任何特寫登廣告者之產品或服務的廣告及/或由登廣告者就其廣告有關或在有關情況下提供給香港貿易發展局的材料不會侵犯任何第三方的知識產權或任何其他權利。
2. 登廣告者謹此保證及同意向香港貿易發展局及其代理，代表，承包商及僱員悉數賠償登廣告者因任何違反或被指控違反任何其於此作出的保證，聲稱及承諾及任何因加插任何登廣告者或登廣告者代理人之廣告至任何大會指定產品雜誌，展覽索引，懸空廣告牌及座地廣告燈箱或其他刊物或推廣物件或於香港貿易發展局不時就有關其展覽刊登，發出或騰出的位置而以任何形式所蒙受的任何索償，賠償，懲罰，損失或開支。
3. 如香港貿易發展局合理地懷疑廣告可能涉及侵犯任何其他第三者之知識產權或任何其他權利，香港貿易發展局保留拒絕刊登該等廣告之唯一及絕對權利，除非登廣告者可於其被要求三個工作天內向香港貿易發展局舉證證明其可投置廣告的權利及/或該廣告並不侵犯任何第三者之知識產權。