



HKTDC Hong Kong International Jewellery Show (HKCEC) 3-7 March 2016

ONSITE ADVERTISING ITEMS (NEW ITEMS & LOCATIONS)

HKTDC Hong Kong International Jewellery Show 2016

New Onsite Advertising Items

Intention Deadline¹

18 Dec 2015

Booking Deadline²

23 Dec 2015

Please send the application of the new onsite advertising items by email to **advertising.pec@hktdc.org**.

¹ **Intention Deadline:** 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 onsite advertising items. In the case that the number of applications for a particular onsite advertising items 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 onsite 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 onsite 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 onsite advertising item.

Hanging Banner (Inside Hall 1)

Location: Along the main aisle inside Hall 1

Visual Size: 3.00m(W) x 1.80m(H)

Inventory: 3

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

Item code: PEC-HB1A/ PEC-HB1B/ PEC-HB1C

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$40,000	\$6,160	3.0



For Hanging banner inside hall

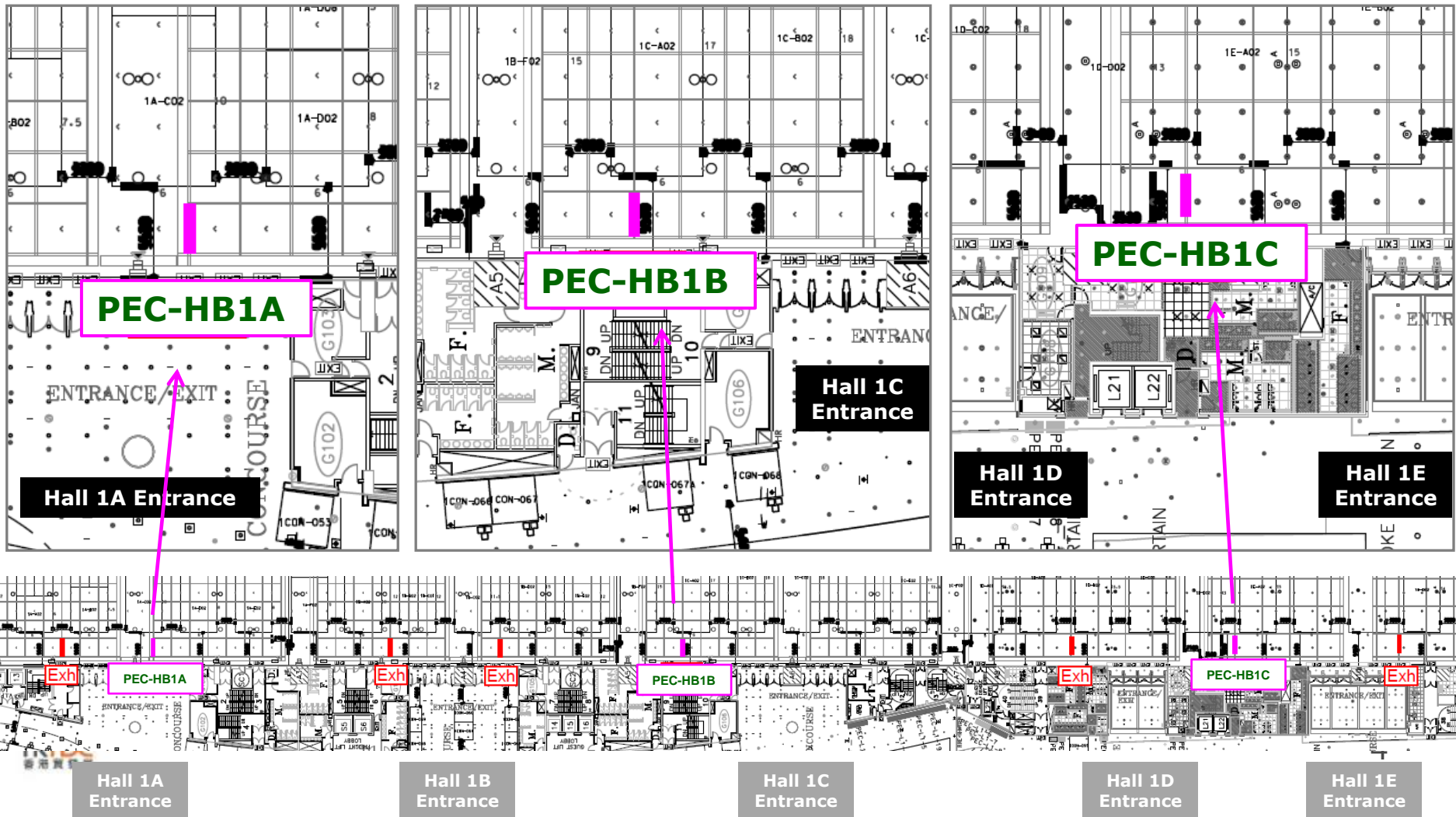
If more than one exhibitors apply for the same hanging banner location by the intention deadline (i.e. 18 Dec 2015), the exhibitor on the first-row of this hall whose booth is adjacent to the item will have first priority. Other exhibitors of first row will have second-priority followed by the rest of the exhibitors in the hall. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

[^]If more than one exhibitors of the same selection priority apply for the same location, ballot will be arranged.

First-right-of-Renewal for subsequent years does not apply to these items as booth location is subject to change

Hanging Banner (Inside Hall 1)

Floor Plan (for reference only)



Self-built PEC-Y Lightbox (Inside Hall 1)

Location: Along the main aisle inside Hall 1

Visual Size: 3.01m(W) x 1.425m(H)

Inventory: 2

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

Item code: PEC-L1-12/ PEC-L1-13

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$52,000	\$8,010	4.5



For 2 self-built lightboxes inside hall

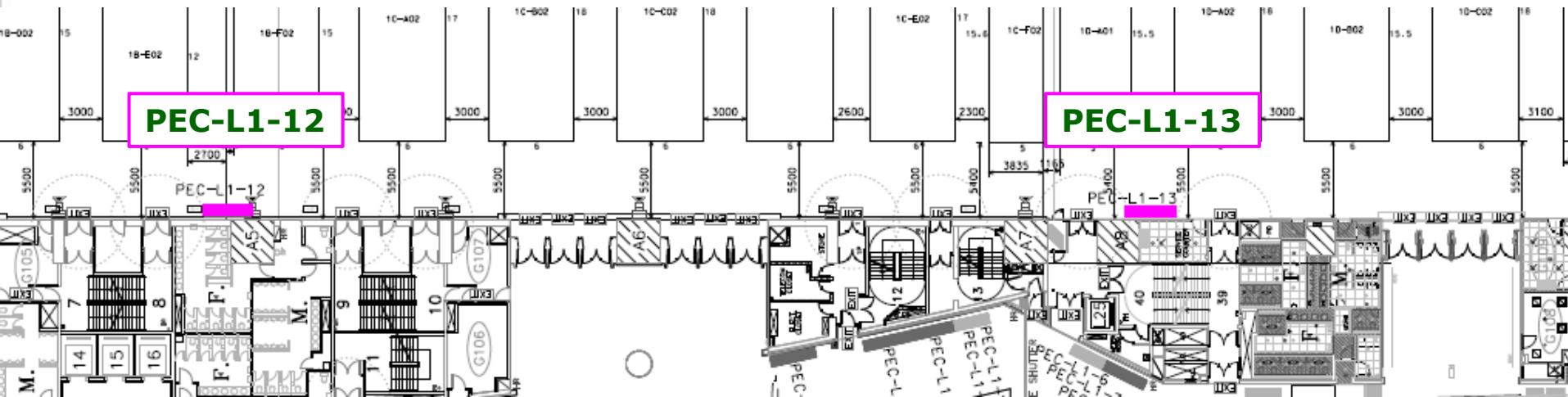
If more than one exhibitors apply for the same lightbox location by the intention deadline (i.e. 18 Dec 2015), the exhibitor on the first-row of this hall whose booth is adjacent to the item will have first priority. Other exhibitors of first row will have second-priority followed by the rest of the exhibitors in the hall. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

[^]If more than one exhibitors of the same selection priority apply for the same location, ballot will be arranged.

First-right-of-Renewal for subsequent years does not apply to these items as booth location is subject to change.

Self-built PEC-Y Lightbox (Inside Hall 1)

Floor Plan (for reference only)



Hall 1C
Entrance

Hall 1D
Entrance

Self-built PEC-Y Lightbox (new location)

Location: Free space along Level 3 concourse near Grand Hall near Escalators N31/ N32/ N33

Visual Size: 3.01m(W) x 1.425m(H)

Inventory: 2

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

Item code: PEC-L3-19/ PEC-L3-20

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$52,000	\$8,010	4.5

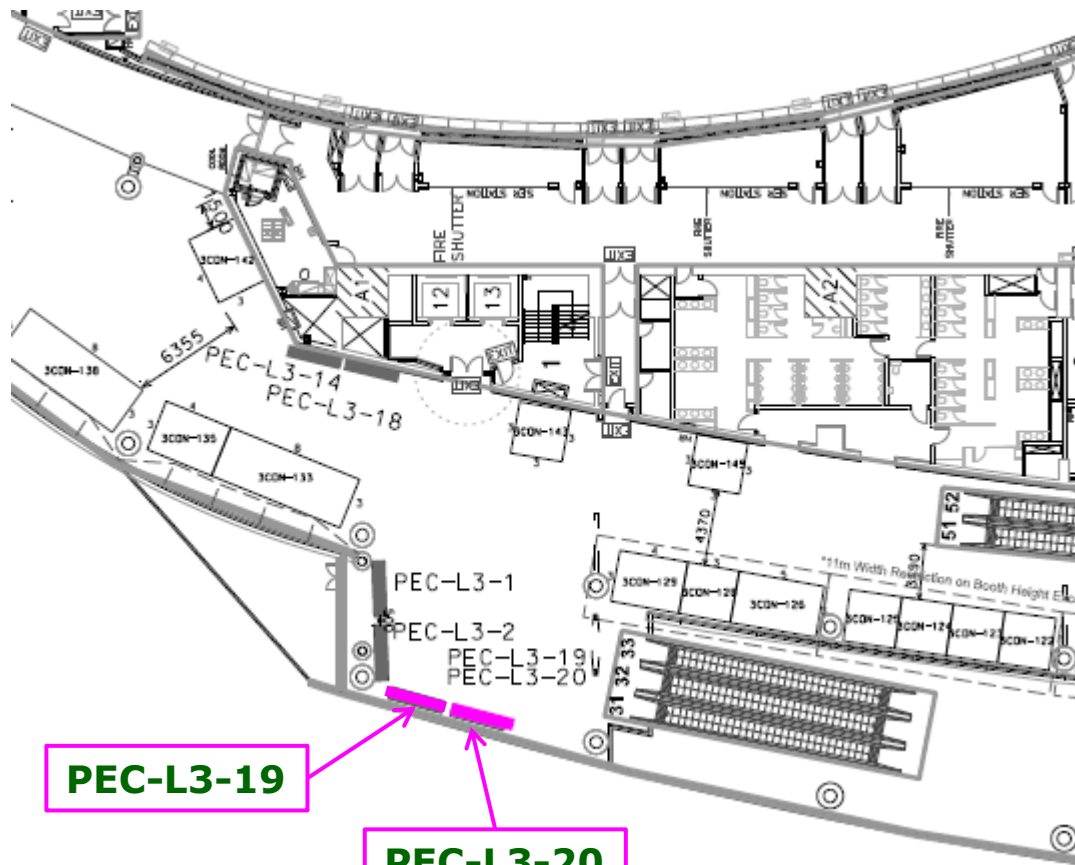


[^]If more than one exhibitors apply for the same lightbox location by the intention deadline (i.e. 18 Dec 2015), the priority will be given to Jewellery Show 2015 onsite items advertisers. Ballot will be arranged should more than one exhibitors of the same selection priority apply for the same location. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

Self-built PEC-Y Lightbox (new location)

Floor Plan (for reference only)

To
Grand Hall



PEC-L3-19

PEC-L3-20

Hanging Banner

Location: Level 1 facing Expo Drive Entrance

Visual Size: 9.00m(W) x 3.00m(H)

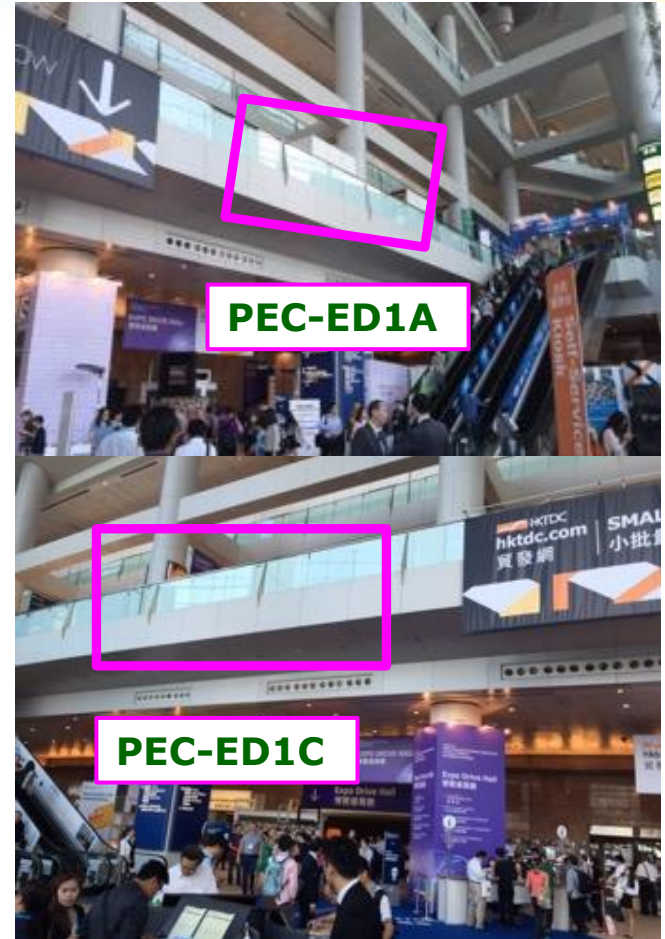
Inventory: 2 (single-sided)

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

Item code: PEC-ED1A/ PEC-ED1C

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$89,000	\$13,710	8.0



Balustrade ad

Location: Level 4 Mezzanine Floor near Escalator N51/ N52 from Level 3 Grand Hall

Visual Size: 2.44m(W) x 1.05m(H)

Inventory: 4 (double-sided)

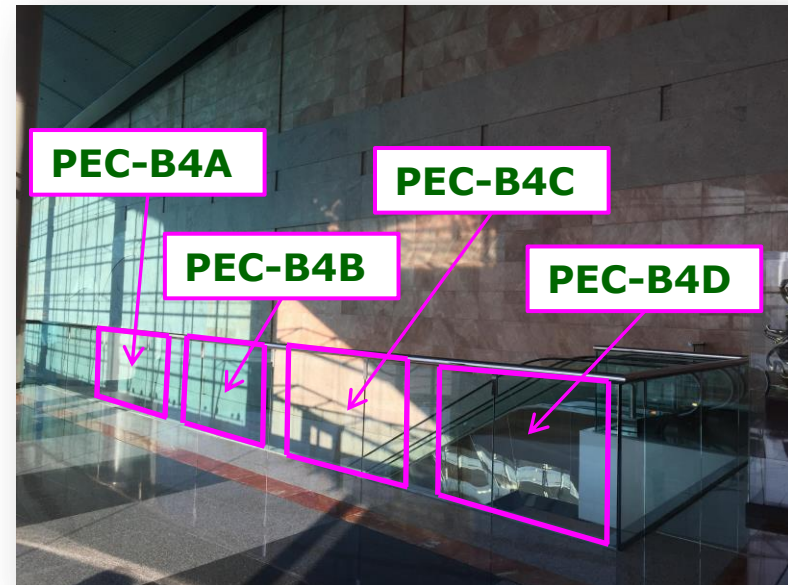
Max. ballot entry(s) per company[^]: 2

Item code:

PEC-B4A/ PEC-B4B/ PEC-B4C/ PEC-B4D

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$28,000	\$4,320	2.0



[^]If more than one exhibitors apply for the same balustrade ad location by the intention deadline (i.e. 18 Dec 2015), the priority will be given to Jewellery Show 2015 onsite items advertisers. Ballot will be arranged should more than one exhibitors of the same selection priority apply for the same location. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

Balustrade ad

Location: Level 5 Hall 5D concourse near Escalator N63/ N64

Visual Size: 2.44m(W) x 1.05m(H)

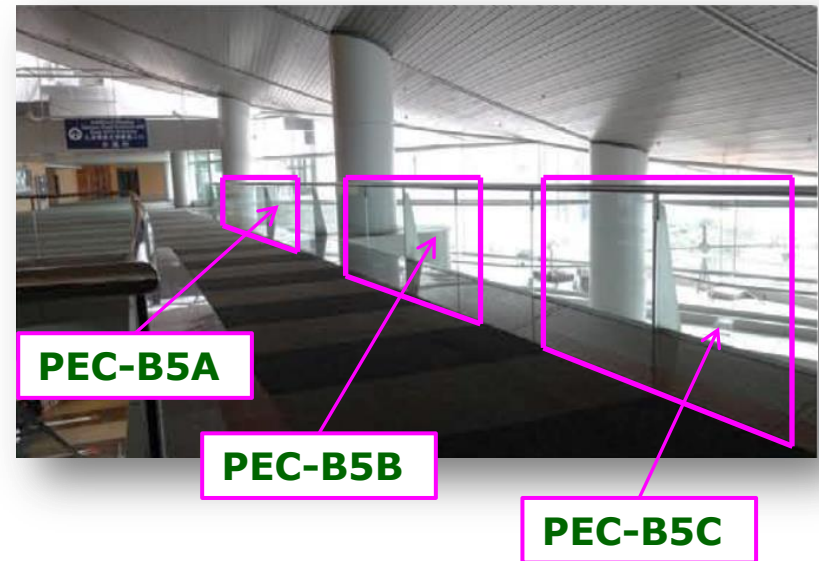
Inventory: 3 (single-sided)

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

Item code: PEC-B5A/ PEC-B5B/ PEC-B5C

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$28,000	\$4,320	2.0



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Wall Sticker on Foamboard

Location: At the back of Back Office next to Hall 1
Registration Counter opposite to Hall 1E

Visual Size: 2.00m(W) x 2.50m(H)

Inventory: 1

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

Item code: PEC-WS1

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$28,000	\$4,320	2.0



[^]If more than one exhibitors apply for the same wall sticker ad location by the intention deadline (i.e. 18 Dec 2015), the priority will be given to Jewellery Show 2015 onsite items advertisers. Ballot will be arranged should more than one exhibitors of the same selection priority apply for the same location. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

Wall Sticker on Foamboard

Location: Right hand side of the lift lobby
(one on each floor, from Ground Floor to Level 5)

Visual Size: 1.00m(W) x 2.00m(H)

Inventory: 6 (one on each floor)

Max. ballot entry(s) per company[^]: 6

Item code: PEC-LLG/ PEC-LL1/
PEC-LL2/ PEC-LL3/ PEC-LL4/ PEC-LL5

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$28,000	\$4,320	2.0



[^]If more than one exhibitors apply for the same wall sticker ad location by the intention deadline (i.e. 18 Dec 2015), the priority will be given to Jewellery Show 2015 onsite items advertisers. Ballot will be arranged should more than one exhibitors of the same selection priority apply for the same location. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

Wall Sticker on Foamboard

Location: Lift Lobby, Arch of the lifts (one on each floor, from Ground Floor to Level 5)

Visual Size: (to be confirmed)

Inventory: 6 (one on each floor)

Max. ballot entry(s) per company[^]: 6

Item code: PEC-LAG/ PEC-LA1/
PEC-LA2/ PEC-LA3/ PEC-LA4/ PEC-LA5

Selling price per unit:

HKD/ RMB	USD	Combo Units
\$43,000	\$6,630	3.5



PEC-LA(G-5)

[^]If more than one exhibitors apply for the same wall sticker ad location by the intention deadline (i.e. 18 Dec 2015), the priority will be given to Jewellery Show 2015 onsite items advertisers. Ballot will be arranged should more than one exhibitors of the same selection priority apply for the same location. After the intention deadline, the item will be allotted on first-come-first-served basis applying to all exhibitors.

The end
