Trade Fair

Exhibition Prospectus

Hong Kong City Hall
5 Edinburgh Place
Central, Hong Kong

www.iic2014hkcongress.org
1. Trade Fair

As an integrated part of the congress programme, the Trade Fair provides a platform for exhibitors to showcase their products and services relevant to the field of conservation and the theme of the IIC 2014 Hong Kong Congress. Products and services can range from exhibition designs and engineering, software development and novel technologies, techniques, equipment, chemicals and conservation materials, cultural relics preservation, to academic publications.

The Trade Fair will be located together with the congress poster displays and refreshments in the Exhibition Hall, on the 1st floor of the Low block of Hong Kong City Hall, next to the Theatre where the paper presentation will be held.

2. Trade Fair Booths

Trade Fair booths on carpeted floor are provided according to the following two packages. Additional facilities such as furniture, audio/visual equipment are available from the IIC 2014 Hong Kong Congress Organising Committee (hereafter called “Organiser”) for hire at an extra cost. Information on additional services or facilities with order forms will be available in the Exhibitor’s Manual in which the information on shipping, visa and entry procedures will also be provided.

**Premier Booth Package**

- 6 sq.m (3m x 2m) shell booth including carpet, spot lights and wall panels
- A fascia board (with company name and booth no.)
- 1 12amp 200V single phase square pin socket (max. 500W)
- 1 lockable cabinet
- 1 information counter, 2 folding chairs
- 1 wastepaper basket
- 1/2 page advertisement in the programme booklet of A5 size
- 100- word description (in English and Chinese) in the programme booklet
- 2 complimentary offers for the refreshments and the receptions

HK$25,000

**Standard Booth Package**

- 4 sq.m (2m x 2m) shell booth including carpet, spot lights and wall panels
- A fascia board (with company name and booth no.)
- 1 12amp 200V single phase square pin socket (max. 500W)
- 1 information counter, 2 folding chairs
- 1 wastepaper basket
- 1/4 page advertisement in the programme booklet of A5 size
- 50- word description (in English and Chinese) in the programme booklet
- 2 complimentary offers for the refreshments and the receptions

HK$15,000
3. Floor Plan of the Exhibition Hall (Provisional)

Location: Exhibition Hall, 1/F, Low Block, Hong Kong City Hall
Area: 590 square meters
Maximum number of booths: 30 booths
Number of posters: 60 posters

*Please be noted that the scale of the floor plan above may differ from the actual situation.

- **Poster Panel (1.25mW x 2.5mH/@)**
  - Qty: 60

- **Booth area, including**
  - 2m x2m booths
  - 3m x2m booths

- **Coffee & Tea Area**

- **Drop Table**
4. Additional Advertising Opportunities

Another opportunity to better promote your organization, products or services to all delegates is to purchase an advertising space in the programme booklet or placing advertisements on the information display panel installed at the prominent position in the Congress area. Here below are the available items:

<table>
<thead>
<tr>
<th>Options</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(A) Advertisement in the A5 programme booklet</strong></td>
<td></td>
</tr>
<tr>
<td>(a) Full cover page (inside front or inside back cover):</td>
<td>HK$9,000</td>
</tr>
<tr>
<td>(b) Full page (content page)</td>
<td>HK$6,000</td>
</tr>
<tr>
<td>(c) 1/2 page (content page)</td>
<td>HK$3,000</td>
</tr>
<tr>
<td>(d) 1/4 page (content page)</td>
<td>HK$1,500</td>
</tr>
<tr>
<td><strong>(B) Non-media Print advertisement for displaying on an information display panel, located at the entrance of the Exhibition area</strong></td>
<td>HK$3,000</td>
</tr>
</tbody>
</table>

*All Advertisement files should be submitted to the Organiser in a high resolution and a PDF/X.1a:2001 format from Design Software which would be specified in the Exhibitor’s Manual.*

5. Application procedures

Interested companies or organisations can complete and submit the Trade Fair booking Form on page 7-8 to the Organiser on or before 14 February 2014. Successful applicants will receive an acceptance of registration together with invoice(s) before March 2014. The successful exhibitor shall pay 50% of full payment as deposit by the due date and settle the remaining balance by another due date as specified on the invoice. Full payment for the advertisement packages is required upon the acceptance of application. The Organiser reserves the right of the final decision on the acceptance of registration. The followings are the important dates for noting:

| 14 February 2014 | Due date for booking Trade fair and advertising spaces |
### 2014 Hong Kong Congress
An Unbroken History
Conserving East Asian Works of Art and Heritage

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 March 2014</td>
<td>Release of the registration/application results</td>
</tr>
<tr>
<td>31 March 2014</td>
<td>Confirmation of booth allocation and the issue of invoice(s)</td>
</tr>
<tr>
<td>31 March 2014</td>
<td>Distribution of Exhibitor’s Manual</td>
</tr>
<tr>
<td>15 April 2014</td>
<td>Due date for payment of 50% deposit for trade fair booth</td>
</tr>
<tr>
<td></td>
<td>Due date for payment of advertisement fee</td>
</tr>
<tr>
<td>30 April 2014</td>
<td>Submission of advertisement in digital file with specific requirements, company’s logo, company’s name and description (in English and Chinese) by successful exhibitors or applicants</td>
</tr>
<tr>
<td>28 June 2014</td>
<td>Due date for payment of the remaining balance by successful exhibitors</td>
</tr>
</tbody>
</table>

### 6. Congress Schedule (Provisional)

#### Monday, 22 September 2014
- 08:30 Registration Opens
- 10:30 Opening Ceremony
- 12:00 Lunch
- 13:30 Paper Presentations Session 1a
- 15:10 Refreshments
- 15:40 Paper Presentations Session 1b
- 17:00 End of Session
- 18:00 Welcome Reception

#### Tuesday, 23 September 2014
- 08:30 Trade Fair Opens
- 10:10 Refreshments
- 10:40 Paper Presentations Session 2b
- 12:00 Lunch
- 13:30 Paper Presentations Session 3a
- 15:10 Refreshments
- 15:40 Paper Presentations Session 3b
- 17:00 End of Session
- 18:00 Reception

#### Wednesday, 24 September 2014
- 08:30 Paper Presentations Session 4
- 10:10 Refreshments
- 10:40 Posters Viewing Session
- 12:00 Lunch
- 13:30 Cultural Tours in Hong Kong

#### Thursday, 25 September 2014
- 08:30 Paper Presentations Session 5a
- 10:10 Refreshments
- 10:40 Paper Presentations Session 5b
- 12:00 Lunch
- 13:30 Paper Presentations Session 6a
- 15:10 Refreshments
- 15:40 Paper Presentations Session 6b
- 17:00 End of Session
- 18:30 Congress Dinner

#### Friday, 26 September 2014
- 08:30 Paper Presentations Session 7a
- 10:10 Refreshments
- 10:40 Paper Presentations Session 7b
- 12:00 Lunch
- 13:30 Paper Presentations Session 8a
- 14:45 Refreshments
- 15:15 Paper Presentation Session 8b
- 16:30 Closing Ceremony
- 17:30 End of Session
- 18:30 Farewell Reception

### Trade Fair Hours

**Moving in of Trade Fair Exhibitor**
- 22 Sept 12:00 – 17:30

**Trade Fair opening hours**
- 23 Sept 08:30 – 17:30
- 24 Sept 08:30 – 14:00
- 25 Sept 08:30 – 17:30
- 26 Sept 08:30 – 16:00

**Moving out of Trade Fair Exhibitor**
- 26 Sept 16:00 – 18:00
7. Link for visa information

According to Hong Kong Immigration Department, nationals of most overseas countries can visit Hong Kong visa-free. For the Visit Visa and Entry Permit requirement of exhibitors for entering Hong Kong, please refer to the following link:

8. Enquiries

For more information or any enquiries, please contact:

Miss Athena Wong
Secretary of the Organizing Committee of the IIC 2014 Hong Kong Congress
Tel: (852)2734 2980
Fax: (852)2301 3610
Email: conservation@lcsc.gov.hk
### Exhibitor Particulars

<table>
<thead>
<tr>
<th>Company name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact person:</strong></td>
<td><strong>Surname:</strong> - <strong>Given Name:</strong></td>
</tr>
<tr>
<td><strong>Postal address:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Email address:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Tel:</strong></td>
<td><strong>Fax:</strong></td>
</tr>
</tbody>
</table>

*Website:*

I would like to apply for the following trade fair booth(s) and/or advertising spaces:

(Please indicate the quantity below)

<table>
<thead>
<tr>
<th><strong>Booth(s) required</strong></th>
<th><strong>Quantity</strong></th>
<th><strong>Unit Price</strong></th>
<th><strong>Total Price</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premier Booth Package:</strong></td>
<td>Qty:__</td>
<td>HK$25,000</td>
<td>HK$__________</td>
</tr>
<tr>
<td><strong>Standard Booth Package:</strong></td>
<td>Qty:__</td>
<td>HK$15,000</td>
<td>HK$__________</td>
</tr>
</tbody>
</table>

**Advertisement opportunities**

1. Advertisement in the A5 programme book required:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Full cover Page (inside front or inside back cover)</td>
<td>Qty:__</td>
<td>HK$ 9,000</td>
</tr>
<tr>
<td>(b) Full page (Content page)</td>
<td>Qty:__</td>
<td>HK$ 6,000</td>
</tr>
<tr>
<td>(c) 1/2 page (Content page)</td>
<td>Qty:__</td>
<td>HK$ 3,000</td>
</tr>
<tr>
<td>(d) 1/4 page (Content page)</td>
<td>Qty:__</td>
<td>HK$ 1,500</td>
</tr>
</tbody>
</table>

2. Advertising on the display panel: (42” LCD screen)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qty:__</td>
<td>HK$ 3,000</td>
<td>HK$__________</td>
</tr>
</tbody>
</table>

*Total Fees for booths*  
HK$__________

*Total Fees for all advertising order*  
(HK$__________

(*Payment in Hong Kong Dollar only)

Please return the completed and signed form by e-mail or fax to:

**Ms. Natalie Ho**  
Manager, The organiser of the IIC 2014 Hong Kong Congress Trade Fair  
c/o MCI (Hong Kong) Group Limited  
Address: Suites 2807-9, Two Chinachem Exchange Square, 338 King’s Road, North Point, Hong Kong  
Tel: (852)2911 7931  
Fax: (852)2838 7244  
Email: iic2014@mci-group.com
Trade Fair Booking Form (Page 2 of 2)

Notes to applicants:
1. All applications for Trade Fair booth or advertisements are subject to the acceptance of the Organiser.
2. The booking form should be faxed or e-mailed to our trade fair manager by 14 Feb 2014, late application will not be considered.
3. 30 booths and 5 pages of advertisement in the programme booklet are tentatively available; however the final number of booths and places for advertisement in the programme booklet will be subject to the discretion of the Organiser.
4. The Organiser has absolute discretion in the allocation and location of advertising spaces, and reserves the right to amend the arrangement at its discretion. In case of any dispute, the organiser reserves the right of final decision.
5. The advertisement packages are only offered to companies or organisations with products and services related to the heritage conservation and the theme of the Congress. All applications and artworks are subject to the final approval by the Organiser.
6. The organiser reserves the right to amend or reject any inappropriate promotion materials at its discretion. In case of any dispute, the organiser reserves the right of final decision.
7. The personal data provided by means of this form will be used solely for the application of the Trade Fair or advertisement spaces, the programme booklet and publicity materials. The applicant has the right to request access to his/her own personal data in accordance with the Personal Data (Privacy) Ordinance. For enquiries, please contact the Organiser.

IPR Clauses for the Trade Fair Booking Form:
8. The following terms and conditions apply to the Booking Form on page 7-8 in this document.
9. The applicants hereby warrants, represents and undertakes to the Organiser 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 applicant’s products or services and/or in any material supplied by the advertiser to the Organiser in relation to or otherwise in connection with the advertiser’s advertisement.
10. The applicants hereby undertakes and agrees to indemnify and hold the Organiser 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 applicant or any agent of the applicant in any programme booklet, Fascia board and advertisement displaying on information display panel or any other publications or promotional items or space published, issued or made available by the Organiser in relation to its fair from time to time.
11. The Organiser 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 applicants can, within three (3) working days of being requested to do so, adduce evidence to the satisfaction of the Organiser that it has the right to place the advertisement and/or the advertisement does not infringe any intellectual property rights of any third party.

I/we have read and agree to the Terms and Conditions of the Trade Fair and the Notes to applicants (including IPR Clauses for the Trade Fair Booking Form).

Applicant’s Signature: ____________________________

Company Chop: ____________________________

Date: ____________________________

<table>
<thead>
<tr>
<th>(For internal use)</th>
<th>Acknowledgement of Receipt by the Organiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received on:</td>
<td>Signature by:</td>
</tr>
<tr>
<td>____________________</td>
<td>____________________</td>
</tr>
</tbody>
</table>