

FORM 8**Application Deadline:
3 Sep 2014****electronicAsia 2014
國際電子組件及生產技術展2014
13 -16 /10 / 2014**Return to :
MassLane Communications Ltd
Room 1102,
Fu Fai Commercial Centre,
27 Hillier Street,
Hong Kong
Tel : (852) 2576 9009
Fax : (852) 2576 6887
Email: hktdc_fair@masslane.com**Fair Catalogue Advertising Space Order Form**

The fair catalogue will incorporate general information of the Fair and details of all exhibitors. It will be available to exhibitors and trade visitors at the exhibition. An advertisement in this publication further ensures your company year-round exposure when the directory is kept as a source of reference and guide.

Insertion rate (full colour)

	<u>Rate for exhibitor</u>	<u>Rate for exhibitor</u>
Single Full Page	US\$ 850	(HK\$6,600)
Double Page Spread	US\$1,565	(HK\$12,200)
Inside Front Cover	US\$2,260	(HK\$17,600)
Inside Back Cover	US\$2,260	(HK\$17,600)
Bookmark	US\$2,120	(HK\$16,500)

(Excluding Production)

Loading charge for specific position (page 2-6 and the page facing inside back cover) US\$200 (HK\$1,550)

Size: Single Full Page (exact size) 110mm(W) x 210mm(H)

Bleed size 116mm(W) x 216mm(H)

Type area should not exceed 95mm(W) x 200mm(H)

Bookmark not exceeding 80mm(W) x 180mm(H)

Note:

1. **Deadline for submission of digital artwork to MassLane Communications Ltd is 10 September 2014.** Artwork submitted after the deadline will not be included.
2. Please supply digital artwork in PDF format with 300 dpi, create outline for all fonts. Provide 2 copies of digital colour proofs. All advertisers are advised to ensure the digital artwork submitted is in order as no colour-proofs will be provided for approval.
3. Any production costs incurred as a result of advertising materials being supplied in an incorrect format will be charged to the advertiser.
4. All orders must be accompanied with full payment of the appropriate amount by bank cheque / draft made payable to "HONG KONG TRADE DEVELOPMENT COUNCIL".
5. The advertising spaces are only available to promote products and services that directly relate to the industry of the fair concerned.
6. Due to limited spaces, subscription is on a first-come-first served basis and the offer ends after all spaces are taken up.
7. The organisers reserve the right to reject any advertisements at their discretion.
8. Rejected application cheques / bank drafts will be returned to applicants whose advertisement has been rejected.
9. Please note that the terms and conditions set out on the inside cover of Part C of the Exhibitor's Manual shall apply to this Order Form. Please read these terms and conditions carefully.

We would like to place *Single Full Page / Double Page Spread / Others (pls. specify) # _____ advertisement amounting to *HK\$ / US\$ _____ in the official Fair Catalogue.

If the advertising space of our choice (Inside Front Cover/ Inside Back Cover/Specific Position) is not available, we would like to *place Single Full page advertisement/not advertise in the official Fair Catalogue.

*Delete whichever is inapplicable

Product/Service(s) to be promoted in the Ad : _____

Company Name : _____

Booth No. : _____

Contact Person : _____ Position : _____

Tel. : _____ Fax : _____

Email : _____

Signature : _____ Date : _____

Please make copy for your own record.

(For office use)	Acknowledgement of Receipt by HKTDC
Received on: _____	By: _____

表格八

electronicAsia 2014
國際電子組件及生產技術展2014
13 -16 /10 / 2014

截止申請日期:
2014年9月3日

請交回:

美思靈有限公司
香港禧利街27號
富輝商業中心1102室
電話: (852) 2576 9009
傳真: (852) 2576 6887
電郵: hktedc_fair@masslane.com

「展覽會場刊」廣告位預訂表格

展覽會場刊詳載展覽會和參展商資料，展覽會場刊將在展覽會上售予參展商及到場參觀人士。在展覽會場刊中刊登廣告，貴公司不但在展覽期間收到宣傳作用，更可收全年宣傳之效，因為這份場刊在展覽會結束後將成為買家的重要參考資料。

廣告費 (彩色)

	參展商收費	參展商收費
全頁	US\$850	(HK\$6,600)
跨頁	US\$1,565	(HK\$12,200)
封面內頁	US\$2,260	(HK\$17,600)
封底內頁	US\$2,260	(HK\$17,600)
書籤	US\$2,120	(HK\$16,500)

(不包括製作費用)

特定位置附加費 (即第二至六頁及封底內頁之前一頁) 200美元 (1,550 港元)

尺寸: 全頁(標準尺寸) 110 毫米(闊) x 210 毫米(高)
出血範圍 116 毫米(闊) x 216 毫米(高)
字稿範圍不得超過 95 毫米(闊) x 200 毫米(高)
書籤(不超過) 80 毫米(闊) x 180 毫米(高)

註:

1. 截止收數碼稿檔案日期為 2014 年 9 月 10 日，交美思靈有限公司。遲交的檔案恕不受理。
2. 請提供數碼稿檔案 PDF 解像度為原大面積 300dpi，所有文字必須轉為圖像，同時附上彩色數碼列印稿兩張。交來的數碼檔案必須整理妥當，主辦機構不負責提供色稿。
3. 交來的數碼稿檔案，如因格式不正確而產生的額外費用，概由廣告客戶負責。
4. 所有預訂表格必須連同所需費用以支票或銀行本票交回，支票抬頭為「香港貿易發展局」。
5. 此等廣告位只適用於宣傳與是次展覽行業有直接關連的產品或服務。
6. 由於廣告位置有限，預訂廣告位將以先到先得形式處理，額滿即止。
7. 主辦機構保留拒絕任何申請的權利。
8. 未能成功預訂的廣告客戶的支票、滙票，將予退回。
9. 請注意列於本小冊子(C)部封面內頁之條件及細則將適用於本預訂表格。請細心參閱該等條款及細則。

本公司擬在展覽會場刊刊登 *全頁 / 跨頁 / 其他 # _____ 廣告，費用合共為 _____ *港元 / 美元。

如申請之封面內頁 / 封底內頁 / 特定位置未獲分配，本公司*擬刊登全頁廣告 / 不擬刊登廣告。

*請將不適用者刪去適用者刪去

請列出廣告內宣傳的產品 / 服務: _____

公司名稱: _____

攤位編號: _____

聯絡人: _____ 職位: _____

電話: _____ 傳真: _____

電郵: _____

簽名: _____ 日期: _____

請自行覆印副本，以作紀錄

(由本局填寫)

香港貿易發展局收件確認

收件日期: _____ 收件人: _____