

Hong Kong Electronics Fair (Spring Edition) 香港春季電子產品展

Approved Event

For C	Offici	al I	Use)				
O/N								
A/N	Ш							

Hong Kong Convention & Exhibition Centre

香港會議展覽中心 13-16/4/2010

(FOR NON-HONG KONG EXHIBITORS 非香港參展商適用)

Deadline 截止日期: 02/10/2009

www.hktdc.com/hkelectronicsfairse

• Please submit the completed application form, a photocopy of Business Registration Certificate, the latest product catalogue, bank remittance receipt, the completed information submission form for Online Promotions and three digital product photos before the deadline. 請於截止日期前遞交已填妥之參加表格、商業登記証副本、最新之產品目錄、匯款收據、已填妥之網上推廣計劃資料申報表及三張產品數碼相片。

Important 請注意:

- Information supplied will be used in the Official Fair Catalogue. 貴公司所提供資料,將用於展覽會場刊內。
- All Information must be completed in English. 所有資料請用英文填寫。
- The "Company Name" should be the same as appeared on the Business Registration Certificate and will be used to produce fascia board at your stand. 「公司名稱」應與商業登記証上所列之相同,並將作為製作展台名牌之用。
- Exhibitor's email address, information and photos submitted for Online Promotions will be posted at the fair website and tdctrade.com.
 You may as a result receive inquiries directly from interested buyers.
 各參展商為網上推廣計劃提供的電郵地址、資料及相片將登載於展覽會網站及「貿發網」上,讓參展商可直接收到買家的產品查詢。

Part I 第一部份 Company Information 公司資料											
1. Company Name:											
公司名稱 (英文)											
2. Address 地址:											
3. City/Town 市/鎮:											
4. Province/State 省:											
5. Postal Code 郵編:											
6. Country/Territory 國家/地區:											
Contact information to be used in the Official Fair Catalogue for receiving general inquiries 將用於展覽會場刊內之聯絡資料											
7. Tel No. 電話:											
8. Fax No. 圖文傳真:											
Country Code Area Code Number 國家號碼 區域字頭 電話號碼											
9. E-mail 電子郵件:											
Contact information for fair related matters only 負責有關展覽事宜之聯絡人資料											
10. Contact Person 聯絡人:Mr. / Ms											
11. Position 職位:											
12. Tel No. 電話:											
Country Code Area Code Number 國家號碼 區域字頭 電話號碼											
13. E-mail 電子郵件:											
14. Web Site 網址:											
15. Exhibit Brand Name(s) 展品品牌:											
16. Exhibit Description (50 Words Maximum) 展品簡介 (最多五十字) :											
- 17. Business Registration No. 商業登記証號碼:											
15. Will your company source at the fair?貴公司會否在此展覽中進行採購? □ Yes 會 □ No 否											
15. How many staff of your company will attend this fair? 貴公司有多少員工會出席此展覽會?											



Part II 第二部份 Product Listing in the Fair Catalogue 產品索引

PRODUCT LISTING FEE 產品資料登記費

額外產品索引

X 美金15

One general entry of company details and up to <u>five</u> product listings will be provided to each exhibitor free-of-charge. Additional entries will be charged at US\$15 each. The same information will be used in the Exhibitors Locator System at the fairground. Please tick the appropriate product groups that your company wish to be listed.

各參展商之公司資料及最多**5**項產品類別廣告將免費刊登於展覽會場刊內。若參展商需要刊載多於5項產品類別廣告,則每項額外產品類別需另加 美金15元。所有資料將同時用於會場內之「參展商索引系統」內,以供買家查閱。請選擇合適之產品類別作以上用途。

PRO	ODUCT LISTING (Please tick where appropria	ıte) 🖥	青選擇貴公司擬刊登之產品類別廣告		
Α.	Audio Visual Products 視聽產品	G	Personal Electronics 個人電子產品		CCTV Equipment
	Amplifier		Calculator	. 📙	Detector & Sensor
	Cassette Player & Walkman		Camera		Electronic Locking Equipment Home Security Product
	CD/SACD Player Digital Audio System		Clock-Digital Edutainment System		IC Card
	Discman		Electronic Dictionary Translator		Monitoring & Communication Product
	DVD/Hard Disk Video Recorder		Electronic Gift & Premium		Office Security System Perimeter Protection
	(DVD-R/-RW/-RAM/+R/+RW)		Electronic Organiser		Video Door Phone
	DVD/Hard Disk Video Recorder (Blu-Ray/HD-DVD)		Multimedia Products Personal Digital Assistant (PDA)	Т	Telecommunications Products 電訊產品
	DVD Player		Timer-Electronic	<u>-</u>	Answering Machine
	Earphone		Watch-Digital		Antenna & Receiver
	Electronic Musical Instrument		Weather Station / Gauge		Baby Monitor
	Headphone	Н	Home Appliances 家用電器	. 📙	Bluetooth Device & Accessories
	Hi-Fi Equipment Home Theatre Equipment		Air-Conditioner		Caller ID System Cellular Communication
	Karaoke Equipment		Air Cooler		Corded Telephone
	Loudspeaker		Air Warmer Blender		Cordless Telephone-Analogue
	MD Walkman		Coffee / Mocha Machine		DAB/DMB/DVB-T Receiver & Equipment
	Microphone Mixing Board		De-humidifier		
	MP3 Player		Dish Washer		DECT Phone Fax Machine
	MP4 Player		Electric Knife Electronic Kitchen Scale		Fibre Optic System
	Portable Multimedia Player		Fan-Electrical		Mobile Radio System
	Public Address System		Food Processor-AC		Mobile Telephone
	Radio AM/FM Recording Media		Hair Dryer-AC		Modems
	Remote Control Unit		Heater		PABX / Keyline System Pager
	Set Top Box		Humidifier		Satellite Antenna & Satellite Receiver
	Speaker		Induction Cooker Iron-AC		Satellite Phone
	Television-CRT		Juice Extractor		Satellite TV System
	Television-LCD/Plasma Display Television-Rear Projection		Laundry Dryer		Switching System
	Turntable		Microwave Oven		Video Conferencing System Video Phone
	VCD Player		Oven		
	VCR Player		Refrigerator Rice Cooker		Walkie Talkie
C	Electronic Parts, Components and		Toaster		Wireless, Microwave & RF
	Production Technology 電子組件及生產技術		Vacuum Cleaner	U	Electronic Manufacturing Services (EMS)
	Assembly and Subsystem		Ventillator Appliance (excl.Fan)		電子製造服務
	Display Production		Washing Machine		Electronic Manufacturing Services
	Display Product ED/EDA and Test and Measurement	<u></u>	Electronic Gaming 電子遊戲產品	- X	In-Vehicle Electronics & Navigation
	Electromechanical Components and		Games Console		System 汽車電子及導航系統
	Connection Technology		Games & Toys-Electronics Hand-held Video Game		
	General Operation Aid and		Joystick / Joypad		Car Audio System
	Production Subsystem Manufacturing Equipment and Logistics		Video Game Accessories		Car Battery Car Phones & Handsfree Devices
	Manufacturing Équipment and Logistics for Assemblies, Modules and Hybrids	L	Healthcare Electronics 電子保健產品	. 📙	Car Remote Controls
	Manufacturing Equipment and Logistics		Air Purifier		Car Reverse Parking Sensor
	for Microsystem Technology		Blood Glucose Gauge		Car Security Alarm System
	Manufacturing Equipment and Logistics		Blood Pressure Monitor		Car Sirens
	for PCBs and other Circuit Carriers Manufacturing Equipment and Logistics		Electronic Bathroom Scale Electronic Thermometer		Car Vaccum Cleaner Car Video Systems (TVs, DVD players,
Ш	for Semiconductors and Components		Fitness System		in-dash monitors, rear-view cameras)
	Passive Component		Healthcare Product-Electrical		Global Positioning System (GPS)
	Semiconductor		Massage Chair	_	- Automobile
	Sensor and Microsystems	H	Massager-Electronic / Electrical Pedometer		GPS Accessories GPS Antennas
D	Digital Imaging 數碼影像產品		Pulse / Heart Rate Monitor		GPS Receivers for PC/PDA
	Digital Camera	0	Office Automation & Equipment		
	Digital Photo Frame Digital Video Recorder / Camcorder		辦公室自動化及設備	_	Navigation Systems
	Monitor		Copying Machine	. 📙	LED Car Displays / Signs
	Photo Printer		Electronic Writing Board		Other GPS-Enabled Devices Portable GPS Devices
	Projector		Paper Shredder		Tyre Pressure Gauge - Automobile
	Scanner		POS System Projector	Y	Testing and Certification
E	Electronic Accessories 電子配件		Time Recorder	•	檢測和認證服務
	Adapter-Electrical	R	Trade Services 商貿服務	_	
	Battery Charger	<u> </u>	Logistics Service	. 📙	Electrical & Electronics Products Testing Quality Certification Service
	Battery Charger Cable & Cable Accessories		Trade Association / Government		Quality Certification Service Quality Consultancy
	Connector		Trade Publication & Service	z	Protective & Storage Solutions for
	Measuring Device	S	Security Products 保安產品	_	Electronics 電子產品保護/儲存設備
	Multimeter Power Supply		Access Control System		Protective Cases, Pouches & Bags
	Power Supply Socket		Alarm		CD / DVD / Multimedia Storage /
	Switch for Household and Commercial Use		Automotive Security Product		Cabinets
	Testing Equipment		CCD Camera		Cleaning Supplies
	Transformer				
N	lo. of Additional Listing(s) X US\$15	eac	 h	Cos	t of Additional Listings (1)

額外產品索引費用

三部份 Options of Participation 參展方式

(Please tick <u>ONE</u> of t	my booth(s) in the following product section: he following product sections 請選擇下列其中	一個產品區): lectronic Gaming 電lealthcare Electronic Gaming 電性	電子遊戲產品 ics 電子保健產品 & Equipment 發 發 安產品 s Products 電訊產品 all of Fame". Appli the Organiser's dis 牌商標註冊證明書副	icants 。 scretio 本,申	□ X. In-Vehic 汽車電子 □ Y. Testing a 檢測和認 □ Z. Protectiv 電子產品 are required to so n. 請被接納與否主辦	le Ele 及 and C 發 と We & S 保 と W は と と と と と と と と と と と と と と と と と と と	ertification { storage Solutions for Electronics 諸存設備 t a copy of their brand or trade mark 確有最終決定權。)			
Option 展台類別	Shell Booth 展台		Price 價格		Quantity 數量		Rental 租金 (2)			
1	9sq.m. Standard Booth 9平方米標準	E	US\$4,122	X	Qualitity ME	=	Remai Alia (2)			
2	15sq.m. Standard Booth 15平方米標準		US\$6,876	X		=				
3	9sq.m. Premium Booth A 9平方米特級		US\$4,959	X						
4	15sq.m. Premium Booth A 15平方米特		US\$8,070	X		_				
5	9sq.m. Premium Booth B 9平方米特級		US\$5,184	X		=				
6	15sq.m. Premium Booth B 15平方米特		US\$8,295	X		=				
7	9sq.m. Premium Booth C 9平方米特級		US\$5,229	X		=				
8	15sq.m. Premium Booth C 15平方米特		US\$8,310	X		=				
9	9sg.m. Premium Booth D 9平方米特級	ğ攤位D	US\$5,229	X		=				
10	15sq.m. Premium Booth D 15平方米特:	級攤位D	US\$8,310	Х		=				
11	9sq.m. Premium Booth E 9平方米特級		US\$5,319	Х		=				
12	15sq.m. Premium Booth E 15平方米特	級攤位E	US\$8,370	Х		=				
13	9sq.m. Premium Booth F 9平方米特級	及攤位F	US\$5,571	Х		=				
14	15sq.m. Premium Booth F 15平方米特:	級攤位F	US\$8,790	Х		=				
15	9sq.m. Premium Booth G 9平方米特級	}攤位 G	US\$5,652	Х		=				
16	15sq.m. Premium Booth G 15平方米特	級攤位G	US\$8,865	Х		=				
17	15sq.m. Deluxe Booth (HOF)15平方米豪華	攤位(品牌薈萃廊)	US\$9,510	Х		=				
	Raw Space 展覽淨地				sq.m. 平方米	=				
18										
Premium Booth options are only available for single-booth exhibitors. 特級攤位不適用於相連位之參展商。										
Special Location Request (subject to availability and the Organiser's discretion) 特別位置要求 (視乎供應及主辦機構決定) Surcharge 附加費(3)										
□ Booth of Two-side open (minimum 30sq.m.) 2面開展台(最少30平方米) 5% premium on Rental (2) will be charged 總租金(2)之百分之五附加費										
3面開展台(最少		總租金(2)之百分之				=				
□ Booth of Four-side open (minimum 180sq.m.) 4面開展台 (最少180平方米) 10% premium on Rental (2) will be charged 總租金(2)之百分之十附加費										
We are/ 本公司是:(Please put a "\" where appropriate. 請在適當的空格上加 "\") a)										

Allocation of booth location will be at the discretion of the Organiser.

新申請會否被接納取決於多種因素,包括可供使用空間之情況及申請人於『積分制』中之所得分數,主辦機構有權分配展位位置。

Applicable in the event of excess demand for booth space. 適用於攤位供不應求的情況下。

- 3. 10-Point System 積分制 (Please put a "✔" where appropriate and submit relevant. 請在適當的空格加 "✔" 並提供有關文件。)
- □ A. Evidence on printed advertisement in Hong Kong or overseas (e.g. advertisement copy, receipt from the publisher etc): **2 points** 透過任何本港或海外之印刷媒體刊登廣告之證明(如:廣告副本、收據等): **2分**
- □ B. Evidence on online advertisement / promotion in Hong Kong or overseas through online marketing platform, <u>not</u> counting company website (e.g. receipt on placing online advertisement, webpage): **2 points** 透過任何本港或海外之網上推廣平台進行廣告或宣傳活動,但不計算申請人之公司網站(如:收據、網址等): **2分**
- $\hfill \Box$ C. Evidence on Branding and Its Related Promotion Activities (Maximum 2 points) :

Points will be given if the applicant is the owner/licensee/representative of a brand registered in HK under a product class relevant to the fair, and has carried out the following brand promotional activities in the past 12 months:

- i. Any brand promotion at the consumer level including but not limited to advertising in retail magazines or outdoor billboards, media coverage, set up of retail shop, or participation in a branding programme such as Superbrands. The promotion must be related the brand mentioned above (Maximum 1 point) And/or

- ii. Participation in brand promotion activities organised by TDC (e.g.: "Style Hong Kong" projects) in the past 12 months (Maximum 1 point) 品牌及其有關之推廣活動証明 (最多可獲取2分):
 如申請人為香港登記之品牌之擁有者/代理/被授權者,並於過去12個月內曾作以下推廣,均可得分。(其品牌所屬之產品必須符合展覽會產品類別)
 i. 於零售層面進行推廣(如:零售雜誌廣告、戶外廣告板、傳媒報導、設立零售店、參與品牌推廣活動,如超級品牌 Superbrand等)(最多可獲取1分):及或
 ii. 參加由貿發局主辦的任何推廣品牌活動,如「香港時尚滙展」等(最多可獲取1分)
- $\hfill\Box$ D. Evidence on Management and Quality Standards : 1 point
 - Points will be given if the applicant has any recognised management standards, including but not limited to the followings:
 - i. Manufacturing management accreditation such as ISO 9000 or SA 8000; or management awards/accreditation such as Six Sigma certification Or
 - ii. Industry-specific standards related to the industry of the events concerned, such as ISO/TS 16949 Or
 - iii. Environmentally friendly manufacturing certification such as ISO 14000, or the meeting of ethical sourcing standards such as ICTI and green manufacturing standards Or
 - iv. Quality marks such as Q-mark And
 - v. The above accreditation and quality marks must be valid at the time of application

管理及品質規格証明:1分:

如申請人擁有任何獲認可之管理及品質認證/規格,均可得分。包括但不限於以下例子:

獲頒發生產管理認證,如:ISO 9000, SA 8000;或管理獎項如:Six Sigma(六四格瑪)證書 或

ii. 相關行業規格,如:ISO/TS 16949;**或**

iii.環保生產證書(如:ISO 14000),或合乎道德採購準則(如:ICTI)及綠色生產規格;或

iv. 品質認可,如Q-mark;及

- v. 以上證書及/或認可必須在申請截止日期前仍然有效
- ☐ E. Evidence on Design/Export/Marketing Excellence : 1 point

Award winner over the past five years at a national/internationally recognised design/export/marketing excellence award. Examples are Hong Kong Awards for Industries and the Consumer Product Design Award category by the Federation of Hong Kong Industries.

優質設計/出口/推廣獎項証明:1分

如申請人在過往5年內贏取優質設計/出口/推廣獎項,如香港工業總會頒發之香港工商業獎 - 消費產品設計獎等,均可得分

第四部份 Online and Product Magazine Promotions, and hktdc.com Customised Sourcing Service 網上推廣計劃及hktdc.com展覽商貿配對服務

Non-Hong Kong exhibitors can enjoy 12-month's online exposure at the fair website and hktdc.com, and in one issue of the HKTDC's product magazine to promote their company and products. Simply complete the enclosed Information Submission Form for Online and Product Magazine Promotions and submit it with three product photos. 非香港參 展商可在展覽會網站及「貿發網」作12個月的推廣,並於一期香港貿發局產品雜誌宣傳其公司及產品。**所有申請者必須填妥附件「網上及產品雜誌推廣計劃資料申報表」及提交三張產品相** 片,以享此項服務。

The information will be used for the hktdc.com customised sourcing service that will encourage more buyers to visit your booth at the fair, and increase buyers' enquiries to your products before and after the fair. 所提交的資料將會用作免費的 hktdc.com 展覽商貿配對服務,將有潛力的買家轉介到參展商的展台,並在展覽前後增加買家的產品查詢。

第五部份

Additional Promotion Package – Official Magazine, Showcase & Enhanced Online Promotions 額外推廣計劃 - 大會指定產品雜誌、陳列飾櫃及網上推廣計劃加強版

Please refer to the enclosed "Additional Promotion Package – Official Magazine, Showcase & Enhanced Online Promotions 請參閱附件「額外推廣計劃 - 大會指定產品雜誌、陳列櫃台及網上推廣計劃加強版申請表格」

第六部份 Participation Fee and Payment Method 參展費及付款方式

(1) Cost of Additional Listings 額外產品索引費用(Please refer to Part II,請參照第二部份)	US\$
(2) Net Booth Rental 淨展台租金 (Please refer to Part III, 請參照第三部份)	US\$
(3) Special Location Surcharge 特別位置附加費 (Please refer to Part III,請參照第三部份)	US\$
(4) Official Magazine, Showcase & Enhanced Online Promotions 大會指定產品雜誌、陳列飾櫃及網上推廣計劃加強版費用 (Please refer to Part V, 請參照第五部份)	US\$
Total 總額	US\$

Payment shall be made by bank draft payable to "Hong Kong Trade Development Council" and be submitted together with the completed application form to Exhibitions Department, Hong Kong Trade Development Council, Unit 13, Expo Galleria, Hong Kong Convention Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong on or before 02 Oct, 2009.

請將填妥之表格連同參展費於**2009年10月2日**或之前交回香港灣仔博覽道一號香港會議展覽中心博覽商場十三號香港貿易發展局展覽事務部。本票抬頭請註明"**香港貿易發展局**"。 Remittance should be paid by telegraphic transfer to HONG KONG TRADE DEVELOPEMENT COUNCIL, USD Account Number 006-391-17840228 with Citibank, N.A., Hong Kong Branch, SWIFT: CITIHKHX (All banking charges, if any, are to be borne by the applicant).

如電匯付款,請把費用直接存入本局之美金賬戶,賬戶資料如下

美金賬戶號碼: 006-391-17840228

開戶銀行:花旗銀行香港分行,SWIFT: CITIHKHX 請註明"香港貿易發展局"(有關匯款之銀行收費需 (有關匯款之銀行收費需由申請人負責)

When arranging the remittance, please specify the name of the exhibition: "Hong Kong Electronics Fair 2010 (Spring Edition)". Bank receipt should be sent to the Organiser along with the application form.

Applications will only be considered upon receipt of the completed form with payment. 如未能呈交參展費之申請將恕不受理。

Deadline for application: Oct 2, 2009 報名截止日期:二〇〇九年十月二日

Part VII 第七部份 Company Stamp and Signature 公司印鑑及簽名

IMPORTANT NOTICE - DISPLAY RELEVANT EXHIBITS 重要通告 - 展示相符展品

Exhibitors are reminded that they can only display exhibits which fall into the product listing which they have chosen on their application form to participate in the exhibition. If we find Exhibitors using less than 60% of their display area exhibiting the appropriate product under a designated product listing, we have the right to ask the Exhibitor to immediately relocate and/or terminate its participation in the Exhibition.

所有參展展品必須與各參展商在《產品索引》中所選的產品類別內容一致。如果發現參展商使用超過40%的展位面積擺放超出《產品索引》範圍內所選的展品,主辦機構有權要求展 商立即轉換展品或終止其參展資格。

	We (Name of Company) 本公司 (公司名稱)	Ш																															
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hereby apply for joining Hong Kong Electronics Fair 2010 (Spring Edition). We agree to abide by the "Terms of application and Exhibition Rules & Regulations" and the "Terms & Conditions for Online Promotions" set out by the Organiser. We understand that the above information will be included into the HKTDC's databank and the Organiser can make use of our information for trade promotion purposes or on-pass to third parties for promotion of the Hong Kong Electronics Fair 2010 (Spring Edition). We accept that the Organiser bears no responsibility for any error or ommission.

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