

## HKTDC Hong Kong International Wine & Spirits Fair 2011 Hotel Sponsorship of up to USD270

|   |   |  |
|---|---|--|
| <b>Fair Details:</b>                          | <ul style="list-style-type: none"> <li>✓ Fair Date: 3 – 4 November 2011 (Trade-Only)   5 November 2011 (Trade + Public)</li> <li>✓ 2010 edition featured <b>close to 700 exhibitors from 30 countries &amp; regions</b>, and attracted the attendance of <b>over 14,000 international trade buyers from 67 countries and regions</b></li> <li>✓ Venue: Hong Kong Convention &amp; Exhibition Centre</li> <li>✓ Webpage: <a href="http://www.hktdc.com/hkwinefair">www.hktdc.com/hkwinefair</a></li> </ul>   |  |
| <b>Major Exhibits</b>                         | <ul style="list-style-type: none"> <li>✓ <b>Liquor &amp; Beverage Products</b></li> <li>✓ <b>Wine Services</b></li> <li>✓ <b>Wine Investment</b></li> </ul>   | <ul style="list-style-type: none"> <li>✓ <b>Wine Accessories &amp; Equipment</b></li> <li>✓ <b>Friends of Wine (Fine Foods)</b></li> </ul> |
| <b>Special Highlights</b>                     | <ul style="list-style-type: none"> <li>✓ Italy, <b>the largest winemaker in the world</b>, has been announced as the Partner Country for the 2011 fair. <b>In 2010 the Italian Pavilion featured more than 110 exhibitors representing the wine growing regions of Tuscany, Friuli, Emilia-Romagna, Piedmont, Veneto and Sicily.</b></li> <li>✓ <b>Cathay Pacific Hong Kong International Wine &amp; Spirit Competition (Cathay Pacific Hong Kong IWSC)</b></li> <li>✓ Wine Industry Conference, bringing some of the world's top experts together;</li> <li>✓ Asia Top Sommelier Summit, introducing acclaimed sommeliers such as Gérard Basset of the UK, the World's Best Sommelier 2010, who attended the 2010 event;</li> <li>✓ Seminars, Wine Tasting Sessions and Master Classes, broadening the knowledge of both trade and public attendees;</li> <li>✓ 'The Most Beloved Wine', creating excitement through a voting game;</li> <li>✓ Wine Gallery, presenting wine, wine accessories and related displays around the world.</li> </ul> |  |
| <b>Hotel Sponsorship for New Trade Buyers</b> | <ul style="list-style-type: none"> <li>✓ Hong Kong Trade Development Council will sponsor your hotel accommodation in Hong Kong of <b>up to HKD2,100 (approximately USD270)</b> when you stay at one of our pre-selected hotels (please see the back page) during the nights of <b><u>2- 5 November 2011 (both nights inclusive)</u></b>.</li> <li>✓ Special Remarks - Entitlement of hotel sponsorship: <ul style="list-style-type: none"> <li>Visit the Fair for 1 day – HKD900</li> <li>Visit the Fair for 2 days – HKD1,500 (accumulative total)</li> <li>Visit the Fair for 3 days – HKD2,100 (accumulative total)</li> </ul> </li> </ul>  |  |
| <b>Free Business Matching</b>                 | <ul style="list-style-type: none"> <li>✓ Free Business Matching Service will be offered to all approved applicants.</li> </ul>  |  |

### ACTION NOW

- Step 1: Return the REPLY SLIP to us by fax at (852) 2169-9527 or by email at [hkwinefair.visitor@hktdc.org](mailto:hkwinefair.visitor@hktdc.org) **on or before 7 October 2011 (Friday)**.
- Step 2: Upon receiving our **ACKNOWLEDGEMENT LETTER**, your preferred hotel will contact you directly to **MAKE YOUR BOOKING**. If you have not heard from the hotel within a week of this letter, please let us know.
- Step 3: **COLLECT** the **"HOTEL SPONSORSHIP VOUCHER"** **IN PERSON** during 3-5 November 2011 at the Hong Kong Convention and Exhibition Centre by presenting the **ACKNOWLEDGEMENT LETTER** and your name card.
- Step 4: **PRESENT** the **"HOTEL SPONSORSHIP VOUCHER"** to the hotel cashier when you check out.

### CONTACT PERSON

For query, please feel free to contact Ms. Patricia Kwok by telephone at (852) 2240-4236, by fax at (852) 2169-9527, or by email at [hkwinefair.visitor@hktdc.org](mailto:hkwinefair.visitor@hktdc.org).

### SPECIAL AIRFARE BY CATHAY PACIFIC

Cathay Pacific Airways, together with sister airline Dragonair, offer you and your travel companions exclusive business and economy class airfares. To avail of these special fares, please book online at <http://events.cathaypacific.com> and input the MICE event code of the Hong Kong International Wine & Spirits Fair 2011, **MICE483**, or contact your nearest Cathay Pacific and Dragonair reservations office and quote the event code to enjoy the offer.

### REFERRAL SCHEME

We cordially invite you to refer any other business contacts that are **TRADE BUYERS** and are interested in visiting the Fair. Hotel sponsorship may be offered if the application is deemed appropriate.

Name of Referred Buyer: \_\_\_\_\_ Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Profile: \_\_\_\_\_ (Attached if necessary)

## RULES AND REGULATIONS

- 1) Your company **MUST** be a **NEW TRADE BUYER** of the HKTDC Hong Kong International Wine & Spirits Fair in order to be entitled to this Hotel Sponsorship Programme.
- 2) Your company **MUST NOT** be an **EXHIBITOR** of the HKTDC Hong Kong International Wine & Spirits Fair 2011 and/or the HKTDC Hong Kong Optical Fair 2011 in order to be entitled to this Hotel Sponsorship Programme.
- 3) Each company is entitled to **ONLY ONE ROOM** at **ONE HOTEL** from 2 -5 November 2011 (both nights inclusive). This offers available on a first-come-first-served basis and is subjected to room availability.
- 4) If you have applied for, and have been approved for, any buyer Hotel Sponsorship / Travel Package / other incentives programmes for the HKTDC Hong Kong Optical Fair 2011, this application will not be processed.
- 5) If the choice of hotel is fully booked, HKTDC will designate a hotel to the applicant.
- 6) Applications without credit card details will not be processed. Hotel will levy one-night charge on your credit card if you do not show up on the specified date.
- 7) Successful applicants will receive a "Hotel Sponsorship Acknowledgement Letter" from the organiser. You must show up at the Fair and complete a questionnaire when collecting the Hotel Sponsorship Voucher at the "Buying Mission Service Counter" at the fairground.
- 8) The HKTDC Hong Kong International Wine & Spirits Fair 2011 is reserved for visitors over 18 years of age only.
- 9) HKTDC reserves the rights to vary the terms and conditions, change or terminate the sponsorship programme without any prior notice.
- 10) In case of any dispute over the sponsorship programme, the decision of HKTDC shall be final and binding.

## HKTDC Hong Kong International Wine & Spirits Fair (3 - 5 November 2011)

REPLY SLIP for HOTEL SPONSORSHIP \*\*\* *This reply slip is NOT for hotel check-in* \*\*\* eDM

**DEADLINE: 7 October 2011 (Friday)** | Reply by Fax at (852) 2169-9527 or Email at [hkwinefair.visitor@hktdc.org](mailto:hkwinefair.visitor@hktdc.org)

### CHOICE OF HOTELS (Please select only one by placing a "✓" in the relevant box)

| Hotel   | Location   | Contact                                      | Room Rate per night (HKD) | Travelling Time (mins.) <Hotel - HKCEC> |
|---|--|--|---------------------------|---|
| <input type="checkbox"/> Regal Kowloon Hotel<br><a href="http://www.RegalHotel.com">www.RegalHotel.com</a>                                | 71 Mody Road, Tsimshatsui East, Kowloon, Hong Kong | Tel: (852) 2722 1818<br>Fax: (852) 2369 6950 | 1200                      | Taxi - 25<br>MTR* - 30                  |
| <input type="checkbox"/> Ramada Hong Kong Hotel#<br><a href="http://www.ramadahongkong.com">www.ramadahongkong.com</a>                    | 308 Des Voeux Road West, Hong Kong                 | Tel: (852) 3410 3333<br>Fax: (852) 2559 8499 | 900                       | Taxi - 25<br>MTR* - 30                  |
| <input type="checkbox"/> L'Hotel Causeway Bay Harbourview<br><a href="http://www.lhotelcausewaybayhv.com">www.lhotelcausewaybayhv.com</a> | 18 King's Road, Causeway Bay, Hong Kong            | Tel: (852) 3553 2898<br>Fax: (852) 3553 2888 | 880                       | Taxi - 10<br>MTR* - 15                  |
| <input type="checkbox"/> South Pacific Hotel#<br><a href="http://www.southpacifichotel.com.hk">www.southpacifichotel.com.hk</a>           | 23 Morrison Hill Road, Wanchai, Hong Kong          | Tel: (852) 2572 3838<br>Fax: (852) 2893 7773 | 860                       | Taxi - 15<br>MTR* - 20                  |
| <input type="checkbox"/> Cosmopolitan Hotel Hong Kong#<br><a href="http://www.cosmopolitanhotel.com.hk">www.cosmopolitanhotel.com.hk</a>  | 387-397 Queen's Road East, Wanchai, Hong Kong      | Tel: (852) 3552 1111<br>Fax: (852) 3552 1122 | 850                       | Taxi - 10<br>MTR* - 15                  |
| <input type="checkbox"/> Cosmo Hotel Hong Kong#<br><a href="http://www.cosmohotel.com.hk">www.cosmohotel.com.hk</a>                       | 375-377 Queen's Road East, Wanchai, Hong Kong      | Tel: (852) 3552 8388<br>Fax: (852) 3552 8399 | 800                       | Taxi - 15<br>MTR* - 20                  |

# - Complimentary shuttle bus from hotel to fairground is available throughout the fair period.

\* - MTR (Mass Transit Railway) refers to the subway system in Hong Kong.

^ All the below data are mandatory for processing the Hotel Sponsorship Application. The credit card information will be used for hotel booking only and will not be kept in HKTDC database.

**Full Name** Mr/Mrs/Ms (as shown on passport): \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Country:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Credit Card:**  VISA  MC  AE **Card No.:** \_\_\_\_\_ **Expiry Date:** \_\_\_\_\_

**Check-in Date:** \_\_\_\_\_ **Check-out Date:** \_\_\_\_\_ **Room Type:** Single/Twin/Double **Arrival Flight no.:** \_\_\_\_\_

**Interested Products:** \_\_\_\_\_ **Annual Turnover:** \_\_\_\_\_

### Nature of Business

- Buying Office  Retailer  Wholesaler  Distributor  Importer  Broker  
 Chain/Department Store  Hotelier/Restaurateur/Sommelier  Others, please specify: \_\_\_\_\_

I agree that the above information (excluding credit card details and travel itinerary) may be used by the Hong Kong Trade Development Council for incorporation in all or any of its database for business matching (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in the Privacy Policy Statement. I confirm that I have the consent of each individual's name in this form to release their personal data for the purposes stated herein.

Please tick here if you do not wish to receive any promotional and other materials from the HKTDC via email, fax, postage and any other appropriate means.

Copies of the Privacy Policy Statement are available any time on request from our Customer Service Hotline at (852) 1830668 or by visiting our website at: <<http://www.hktdc.com/mis/pps/en>>

I accept the above rules and regulations regarding this hotel sponsorship programme and I understand that should there be disputes over the programme, the decision of HKTDC shall be final and binding.

**Name:** \_\_\_\_\_ **Signature / Company Chop:** \_\_\_\_\_ **Date:** \_\_\_\_\_

