

6. Publicity & Promotion

In order to attract more visitors to attend the Fair, the HKTDC will co-ordinate a territory-wide publicity campaign to draw maximum public attention and at the same time to create advance publicity for the Exhibitors. The campaign will incorporate every conceivable medium, including:

- advertisements in major magazines and newspapers;
- press release;
- press conference;
- newspaper/magazine supplements;
- media interviews;
- social media promotion;
- radio commercials;
- posters;
- lamp-post bunting;
- outdoor advertising, etc.

6.1 Free Publicity Arrangement

Exhibitors are encouraged to promote their companies or products by supplying around 30 sets of press kits (including press release and photos) to the "Media & Webcast Centre" on the first day of the Fair. International and local media can freely collect materials available there for their reference and use. This service is free of charge for exhibitors.

Whether your materials will be picked up for publishing is totally at the media's discretion. All submitted materials will not be returned.

Should you have any queries, please feel free to contact **Mr Gary Chan** at tel: **(852) 2240 4120**, fax: **(852) 3521 3255** or email: gary.hs.chan@hktdc.org.

6.2 Press Conference (Free of Charge)

A press conference will be held on **24 Oct 2017 (Thursday)** at Meeting Room N101 of the Hong Kong Convention and Exhibition Centre. Exhibitors are encouraged to make use of this session to promote their new and featured/products to the media. Exhibitor interested to participate simply complete and return **Form 8** in "**Additional Facilities and Services Order Form Booklet**" to the HKTDC before **22 Sept 2017**. Registration is Limited.

6.3 Media & Webcast Centre

During the fair period, information relating to this exhibition will be passed onto the press, news agencies, magazines, TV and radio stations via the Media & Webcast Centre. Exhibitors are welcome to provide press releases or any news concerning their products or activities relevant to their participation for collection by the press / media.

6.4 Exhibition Guide Map

A 4-colour official exhibition guide map consisting of Exhibitor's information and a floorplan of the exhibition hall will be distributed to visitors during the Fair. Commercial advertising in this official directory is available. You may refer to **Form C3** in "**Additional Facilities and Services Order Form Booklet**" for details.