



## Central Display, Thematic Display and Product Demo & Launch Pad

Don't miss out this golden opportunity to promote your signature products to potential buyers in the following events during the fair!

### A) Central Display @ Hong Kong Convention & Exhibition Centre Harbour Road entrance



Each Exhibitor are welcome to showcase their products at the designated area. It is **free of charge** and will be on first-come -first-served basis. Application form and details are on next page.

\* Exhibits match with requirements of the Thematic Display – **“Stationery Spectacular: Where Ideas Take Shape”** may be selected and offered a place in the Thematic Display area up to Organisers’ discretion..

### B) Thematic Display – “Stationery Spectacular: Where Ideas Take Shape” @ Hall 5B entrance



Thematic Display – **“Stationery Spectacular: Where Ideas Take Shape”** brings together a global collection of stationery with creative designs and functions. This will enable buyers and visitors to visualise the latest trends of of stationery products in the industry.

Exhibitors who have any stationery products with the elements of “Arts of Design”, “New Era Education” and “Smart Office ”are welcome to apply. It is **free of charge**. Application form and details are on next page. Unsuccessful applications will not be informed.

\* The Organisers reserve the final rights to decide what are to display at this event.

### C) Product Demo & Launch Pad @ the FORUM, Hall 5B



A **20 minutes** product demonstration session for each exhibitor to introduce and demonstrate their products. Product Demo & Launch Pad sessions will be assigned on a **first-come-first-served basis** and exhibitors will be informed by email if their application is successful and which time slot is assigned.

Deposit: **HK\$500 / US\$65**

(for reservation and will be returned after the Fair)

Facilities provided:

- Audio-visual equipment (projection screen, microphone and speakers)
- Chairs and basic furniture for attendees
- Event promotional leaflet and promotion in fair official website
- Directional signages



<b>FORM 7</b>	<b>Hong Kong International Stationery &amp; School Supplies Fair 6-9/1/2025</b>	<p><b>Please return to:</b> Miss Vivian Share Hong Kong Trade Development Council 30/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong</p> <p>Tel: (852) 2240 5805 ✉: <a href="mailto:vivian.kl.share@hktdc.org">vivian.kl.share@hktdc.org</a></p>
<b>Deadline 29 Nov 2024</b>	<b>Central Display, Thematic Display and Product Demo &amp; Launch Pad Application Form</b>	<p>Mr Ian Hui Messe Frankfurt (HK) Ltd Tel: (852) 2238 9973 ✉: <a href="mailto:ian.hui@hongkong.messefrankfurt.com">ian.hui@hongkong.messefrankfurt.com</a></p>

Company Name (English):		Booth No.:
Company Name (Chinese):		
Contact Person:	Email:	Mobile:

Signature & Company Chop

Date

**Part A: Application for Central Display**

I would like to participate in **Central Display** and acknowledge that the Organisers have full decision and right on selection and collocation of the exhibits, including but not limited to the form, quantity, and location.  Yes  No

	Product Name (max. 5 product categories)	Brief Description of The Products
1		
2		
3		
4		
5		

**Part B: Application for Thematic Display – “Stationery Spectacular: Where Ideas Take Shape”**

I would like to participate in **Thematic Display** and acknowledge that the Organisers have full decision and right on selection and collocation of the exhibits, including but not limited to the form, quantity, and location.  Yes  No

	Product Name (max. 5 product categories)	Brief Description of The Products



## **Terms & Conditions of Participation**

### **Product Photo and Sample Submission**

Interested exhibitors are required to submit this completed application form **on or before 29 Nov 2024**, together with:

1. Email clear close-up product photo(s) to [vivian.kl.share@hktdc.org](mailto:vivian.kl.share@hktdc.org) and [ian.hui@hongkong.messefrankfurt.com](mailto:ian.hui@hongkong.messefrankfurt.com) ;
2. Submit no more than 5 display product types (maximum 3 piece of samples for each product type) to the following address:  
**Hong Kong Trade Development Council**  
30/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong  
Attn: Miss Vivian Share  
Tel: (852) 2240 5805      Email: [vivian.kl.share@hktdc.org](mailto:vivian.kl.share@hktdc.org)  
*\*Please mark: Hong Kong International Stationery & School Supplies Fair 2025 – Display Application*

### **Sample Collection**

Submitted samples will be available for collection at the Fair Management Office on the last day of the Exhibition (**9 January 2025**) **between 5:30pm and 7pm**. Any unclaimed samples will be disposed.

### **Conditions of Participation**

1. Participants must be an exhibitor of the Hong Kong International Stationery & School Supplies Fair 2025.
2. Each participant should submit the product photo(s) along with a completed application form **on or before 29 Nov 2024**.
3. The Organisers reserve the right to accept or reject any application.
4. The Organisers will exercise maximum care in handling all products; however, the Organisers shall not be liable for any damage or loss of any kind.
5. Display of products is subject to space availability and the Organisers reserve the final decision in displaying all or partial products.
6. The Organisers reserve the final decision in selection of display product. Please contact the Organisers for any queries.
7. The Organisers' display artists will consolidate all exhibitors' samples to promote the fair as a whole. The Organisers reserve the right in the selection of exhibits for the Central Display and Thematic Display.

### **Copyright**

The Organisers will not be held responsible for infringement of copyright or patent law connected with product(s) submitted.

### **Terms & Conditions**

1. The Organisers will retain all rights for printing, publishing and exhibiting the submitted information and product samples at their discretion.
2. The Organisers reserve the right to alter the programme without prior notice.



**Part C: Application for Product Demo & Launch Pad**

I would like to take part in <b>Product Demo &amp; Launch Pad</b> session during the Fair period	<input type="checkbox"/> Yes <input type="checkbox"/> No
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<b>Company Name</b>	(Eng)	<b>Booth No.</b>	
	(Chi) (if any)		
<b>Website (if any)</b>			
<b>Contact Info</b>	<b>Contact Person</b>		<b>Mobile</b>
	<b>Email Address</b>		<b>Office Tel</b>
	<b>#On-site Contact Person</b>		<b>Mobile</b>
<b>Info of Product</b>	<b>Product Name</b>	(Eng)	<b>Brand Name</b>
		(Chi) (if any)	
	<b>Format of Presentation</b>		
	<b>Awards Received / Others Remarks</b>		
<b>* Photo of Presented Items</b> Please send the photo(s) with high resolution (i.e. with file size larger than 1MB & minimum 500 dpi, JPG format)			
<b>*Promotional Video Clip</b>	Yes / No	<b>*Company PowerPoint</b>	Yes / No
		<b>*Product PowerPoint</b>	Yes / No

\*Please delete as appropriate

**The above Packages include:**

1. Basic AV equipment (Screen, Microphone, Speakers, Chairs)
2. Directional Signages
3. Promotion in Fair website

**Optional Items:**

If your company requires any additional equipment, kindly liaise with us on the type and quantity required separately. Organisers will then quote the relevant additional price and arrange accordingly.



**Conditions of Participation:**

1. Exhibitors are welcome to participate and introduce their products/services in the Product Demo and Launch Pad event . Priority will be given to application with product launching while the application is on a first-come-first-served basis, upon the Organisers' discretion.
2. A cheque made payable to “**Hong Kong Trade Development Council**” should be sent to HKTDC (address stated in the top right hand corner of the form) together with the **completed application form on or before 29 November 2024**. Post-dated cheques will not be accepted.

Bank Name: \_\_\_\_\_ Cheque No.: \_\_\_\_\_

3. Sessions Date and Time will be allocated by the Organisers.
4. Only **one time slot** will be allocated to each exhibitor. No application/order will be accepted without the payment and information required on the application form. The Organisers reserve all rights on accepting or rejecting the application.
5. Additional facilities are subject to the availability and quotation. Any requests **after 6 December 2024** will not be entertained.
6. The Organisers reserve the right to alter the programme without prior notice and such decision is final.
7. Every exhibitor should, when submitting its products, give an undertaking that the product is original and the copyright of the product has not been assigned.
8. The Organisers will exercise maximum care in handling all products; however, the Organisers shall not be liable for any damage or loss of any kind.
9. The Organisers will not be held responsible for infringement of copyright or patent law connected with present products.
10. The Organisers will retain all rights for printing, publishing and exhibiting the submitted information at its discretion.
11. Please provide all **presentation materials** (e.g. powerpoint/video) to HKTDC **on or before 6 December 2024**. All applications/orders are subject to confirmation by the Organisers. Please bring along your own laptop for presentation, if necessary.
12. Participating companies must send a presenter to demonstrate and conduct the presentation on-site. The on-site contact person should arrive at the venue **at least 20 minutes before their session time** begins for preparation.

I agree that the above information may be used by the Organisers for incorporation in all or any of its database for processing the application of “Product Demo & Launch Pad”, and for any other purposes as stated in the Privacy Policy Statement (available at <http://www.hktdc.com/mis/pps/en>). 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.

\_\_\_\_\_  
**Signature & Company Chop**

\_\_\_\_\_  
**Date**

<b>Acknowledgement of Receipt by Organisers</b>	
(For office use)	
Received on: _____	Received By: _____