

## 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 releases;
- press conference;
- newspaper/magazine supplements;
- special radio interviews;
- lamp-post buntings, etc.

### 6.1 Media & Webcast Centre

A media & webcast centre will be set up during the fair period. Information relating to this exhibition will be passed onto the press, news agencies, magazines, TV and radio stations via this office.

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 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 Ms. Antonia Cheung at tel: (852) 2240 4523, fax: (852) 2169 9070 or email: [antonia.yl.cheung@hktdc.org](mailto:antonia.yl.cheung@hktdc.org).

### 6.2. Press Conference

A press Conference will be held before the fair. Exhibitors are encouraged to make use of this session to promote their new and interesting designs/products to the media. This promotion session not only serves as a preview to our exhibition, it will also offer free publicity opportunity to our exhibitors. Please contact the organizer if you are interested to join (Participation is subject to availability).

### 6.3. Exhibition Guide Map

A 4-colour official exhibition guide map consisting of information of each exhibitor and a floorplan of the exhibition hall will be distributed to visitors during the fair. Copies of this guide map will be printed and commercial advertising in this official directory is available. You may refer to **Form 9 in "Additional Facilities and Services Order Form"** for the details.