

**Circular 9: Important Exhibition Regulations****Important Exhibition Regulations**

We would like to bring to your attention three particularly important Exhibition rules which are set out in the terms and conditions governing your participation in the Exhibition. Please take note and observe these rules carefully.

1. Sub-letting

Exhibitors are strictly forbidden to sublet or share the Space to or with any third party. Any exhibitor found to be in breach of this sub-letting prohibition will be asked to immediately remove all illegitimate third party business cards, materials and exhibits (promotional or otherwise) from its Space at its own expenses and will also be banned from taking part in all the HKTDC fairs.

By way of clarification, an Exhibitor is **ONLY** permitted to:

- (i) promote, distribute or display exhibits, printed matters or graphic materials bearing its name or distribute name cards of its own employee; and
- (ii) allow its own employee to solicit business for itself, at its Space.

An exhibitor may also (i) promote, distribute or display exhibits, printed matters or graphic materials bearing the name of its wholly-owned subsidiary or any third party company having a formal agreement with itself appointing the exhibitor as agent or distributor of that third party company or (ii) allow the employee of such subsidiary or third party company to solicit business for such subsidiary or third party company at its Space. Exhibitors are reminded to obtain prior written permission from the Organiser by applying by writing at least 3 months before the commencement of the Exhibition if exhibitors wish to conduct the said activities for the subsidiary or any such third party company. Exhibitors are required to provide some form of documentation confirming the relationship between the exhibitors and the relevant subsidiary or third party company when submitting your application.

Permission is given entirely at the sole and absolute discretion of the Organiser and the Organiser's decision is final. If the exhibitor is found to be conducting the above activities for its subsidiary or any third party company without having obtained prior written permission from the Organiser, it will be treated as "sub-letting" in contravention of the sub-letting prohibition. Exhibitors are also reminded that any of the above activities can only take place in relation to products which fall into the same product category zone as stated in the booth confirmation letter of the Exhibition.

2. Display relevant exhibits

Exhibitors are reminded that they may only display exhibits, which fall into the product section that they have chosen in their application form and confirmed by the organizer. If Exhibitors are found using less than 60% of their display area exhibiting the appropriate product under a designated product section, we have the right to ask the Exhibitor to immediately rearrange their exhibits / relocate their booth location and / or terminate its participation in the Exhibition.



3. Regulation of Sound Level / Loud Hailers

Exhibitors are not permitted to use voice amplifying equipment at the fairground, including loud hailer, microphone and megaphone. This is to ensure an amicable environment for visitors joining the HKTDC Hong Kong International Tea Fair. Exemption of use will be granted at the discretion of the Organiser on a case-by-case basis. Exhibitors could send their written applications to the Organiser at least 30 days prior to the first day of the show. In the application, reasons for use and descriptions of the equipment should be provided.

For exhibitors using other audio-visual equipment in their booths, please **keep the sound level at 80db (A) or below**. This is to minimize the inconvenience caused to other exhibitors and visitors. The Organiser will conduct onsite inspections on the sound level at the fairground. Should there be any violations, the exhibitors concerned will be served with warnings. Upon serving the third warnings, the Organiser has the discretion to discontinue activities concerned. If exhibitors fail to adhere to the Organiser's instruction, the Organiser has the discretion to discontinue the exhibition of the exhibitor concerned and the exhibitor shall not receive any refund or compensation.

Exhibitors are responsible for supervising the actions of all visitors and employees operating audio-visual equipment located in their exhibit area.

Exhibitors should also put their audio-visual equipment inside their booths **with a minimum of set back of 1m from the booth boundary**. The Organiser will conduct onsite inspections during the fair. The Organiser reserves the right to halt any use of equipment if there are any exhibitors who fail to comply with the regulations.

4. Issue Receipt to Consumers

For all on-site retail sales, exhibitors should offer proper receipts to consumers. The receipts should clearly indicate the company name of the exhibitor, the transaction date and amount.

We would like to thank you in advance for your cooperation and understanding in complying with these particular rules which have been brought to your special attention. These rules exist in order to keep a fair and profitable business environment for all participants in the Exhibition.

Hong Kong Trade Development Council



通告 9: 展覽會重要規則

各參展商在展出期間，必須遵守各項展覽會規則。現特別將其中三項重要規則詳列如下，敬希垂注。

1. 分租

參展商一律嚴禁將展覽攤位分租予第三者或與以任何其他方式與第三者共用。如有違者，主辦機構會著令有關參展商即時將所有有關第三者之名片、展品及物品（宣傳性質或其他）遷離展覽攤位，費用由該參展商自付，該參展商亦會被禁止參加本局舉辦的所有展覽活動。

主辦機構明確規定，參展商只可在其展覽攤位內進行以下活動：

(i) 推廣、派發或展出附有參展商名稱之展品、印刷品或圖像宣傳資料，或派發其僱員的名片。

(ii) 容許其僱員招攬生意。

參展商亦可在其展覽攤位內 (i) 推廣、派發或展出印有其全資附屬公司，或與之訂有代理或分銷協議的公司名稱的名片、展品、印刷品或圖像宣傳資料；或 (ii) 容許其全資附屬公司，或與之訂有代理或分銷協議的公司的僱員招攬生意。惟參展商必須緊記，假若參展商有意為其附屬公司或上述第三者公司進行上述活動，參展商必須於展覽會舉行前最少三個月，以書面形式向主辦機構提出申請事先書面許可，並須提交有關文件，證明參展商與有關附屬公司或第三者公司的關係。

主辦機構有唯一及絕對酌情權決定是否批准有關申請，其他人不得異議。如未經主辦機構事先書面許可，參展商不得擅自為其附屬公司或任何第三者公司進行上述活動，否則將被當作違規處理。參展商亦須緊記，上述活動涉及的產品，必須與展覽會攤位確認信所述的產品類別展區相符。

2. 展品類別

參展商展示的產品，必須與參展申請表格中及經本局確認後的產品區相符。假若發現有參展商用於展示該類別產品的展覽面積少於六成，主辦機構有權採取行動，要求參展商即時重新安排展品或展台位置，甚至終止其參展權。

3. 使用音量 / 擴音器的規則

為了營造一個舒適愉快的環境予香港國際茶展的參觀人士，所有參展商應盡量避免在會場內使用高分貝聲音擴放器材，包括高聲信號器、麥克風和擴音器等。如有任何特殊情況，參展商必須於開展前三十天向主辦機構呈上書面申請，詳述使用此等器材的特殊理由及將使用的器材，主辦機構將會就具體情況酌情處理。

除前述規定，參展商在使用任何其他視聽器材時，須確保所有視聽器材安裝妥善，音量亦應調至低於 80 分貝 (A 級)，以免對其他參展商或參觀人士造成滋擾。主辦機構會在展覽期間不定時巡視會場，以確保示範活動的音量在限制範圍內。如有違規，主辦機



Ref: Tea-2024-06 (HK & OS)

構有權干涉，並發出警告。在發出第三次警告時，主辦機構有權立即終止有關活動。如被警告的參展商拒絕與主辦機構合作，主辦機構有權立即終止該參展商的參展資格而毋須為此退還有關費用或作出任何賠償。

對於攤位內的視聽器材及參觀人士及其員工在操作此等器材時的行為，概由參展商負責及作出監督。

參展商須按照主辦機構的規定，將所有視聽器材的擴音器擺放於攤位內離攤位界限最少一米的地方。主辦機構亦會在展覽期間加強巡查。如有違規，主辦機構有權立即終止參展商繼續使用其視聽器材。

4. 展商向消費者提供收據

所有現場零售交易，展商必須向消費者提供有效之收據。收據上需列明展商公司名稱，交易日期及金額。

以上規則旨在為所有參展商提供一個公平有利的展覽環境，各參展商務須遵守，多謝合作。

香港貿易發展局