

## 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 local magazines and newspapers;
- press releases;
- press conference;
- special radio interviews;
- radio commercials;
- posters;
- lamp-post buntings;
- outdoor advertising, etc.
- lamp-post buntings, etc.

### 6.1 Submission of Product Information (Free of Charge)

Exhibitors are encourage to submit product information for pre-fair publicity. What we need from you is just some information on hand-picked products you wish to promote at the Fair. For instance, a brief description on the special features of the products or a photo with an eyecatching caption will suffice for press releases. Our Publicity Department will consolidate your contributions and then make use of the materials to promote the Fair **as a whole**.

In order to optimize our resources, the HKTDC can only accept products, which will be displayed at the Fair, and has absolute discretion in the selection of products to be publicized.

Please complete the **Form 9** in “Additional Facilities and Services Order Form Booklet” and return it together with related product catalogues/photos if you wish to benefit from this valuable and **FREE** publicity campaign. All replies should reach HKTDC before **11 July 2025**.

### 6.2. Press Conference

A press Conference will be held on early August at HKCEC. 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 Ms. Flora Lau ([flora.sf.lau@hktdc.org](mailto:flora.sf.lau@hktdc.org)) for enquiries.

### 6.3 Media Centre

A Media 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. All 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.