

Circular 7 Important Exhibition Regulations

Important Exhibition Regulations

Thank you for your participation in the fairs. We would like to bring your attention to four 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

It is strictly forbidden for you to sublet your Exhibition Space or Stand to any third party. Any Exhibitor found to be subletting will be asked to immediately remove all its exhibits from its stand at its own expense and will be black-listed in relation to future events we organize. We will have no hesitation in using this penalty against anyone found subletting.

By way of clarification, Exhibitors are ONLY permitted to do the following in relation to companies which are directly and/or legally related to them. By this, we mean that it is a wholly-owned subsidiary of the Exhibitor or the Exhibitor has a formal agreement as agent or distributor for the third party company:

- (i) promote exhibits, distribute name cards, printed matter or display-graphic materials;
- (ii) allow their personnel to solicit business.

Please remember that you MUST obtain prior written approval from us **no later than 17 July 2023** if you wish to conduct the above-mentioned activities. We will expect to receive some form of documentation confirming the relationship between you and the third party company before considering your application.

Our approval is given entirely at our discretion and our decision is final. Please note that any Exhibitor found to be conducting the above activities without our written permission will be treated as “sub-letting” in contravention of the sub-letting rules and regulations. Please remember that any of the above-mentioned activities can only take place in relation to the products which fall into the same product category zone chosen by you.

2. Display relevant exhibits

Exhibitors are reminded that they may only display exhibits, which fall into the product section that they have chosen on their application form and subsequently confirmed by the Organiser. 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 and will have no hesitation to ask the Exhibitor to immediately rearrange their exhibits / relocate their booth location and/or terminate its participation in the Exhibition.

3. 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. These rules exist in order to keep a fair and profitable business environment for all participants in the Exhibition. For those who failed to comply with these particular rules will be black-listed in relation to future events we organize.

Hong Kong Trade Development Council



通告 7 展覽會重要規則

感謝各參展商對今屆展覽會的鼎力支持。各參展商在展出期間，必須遵守各項展覽會規則。現特別將其中四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台或展覽空地分租予他人。如有違者，主辦機構會著令有關公司即時將所有展品遷離展覽場地，費用自付，並會將違規者列入黑名單，禁止其日後參加本局舉辦的其他展覽活動。

主辦機構明確規定，參展商只可為與之有直接或法定關係的公司進行以下活動：

- (I) 推廣展品以及派發名片、印刷品或圖像宣傳資料；
- (II) 容許有關公司的工作人員在場招攬生意。

所謂有直接或法定關係的公司，乃指參展商的全資附屬公司，或參展商與之訂有代理或分銷協議的公司。

假若參展商有意進行上述活動，必須於 **2023年7月17日或之前** 向主辦機構提出書面申請，並須出示有關文件，證明與所涉公司的關係。

主辦機構有權決定是否批准有關申請，其他人不得異議。如未經主辦機構書面批准，不得擅自進行上述活動，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，必須與參展申請表格中列明的展品類別相同。

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我局確認後的產品區相符。假若主辦機構發現有參展商用於展示該類別產品的展覽面積少於六成，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. 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，違規者將會列入黑名單，並禁止其日後參加本局舉辦的其他展覽活動。多謝合作。

香港貿易發展局