

# HKTDC Design Gallery Window Showcase Rental



## HKTDC Design Gallery Window Showcase & TV Broadcast Rental Program

The window showcase & TV broadcast rental program of Design Gallery at the CEC Shop showcases the newest ideas from Hong Kong companies, very often featuring products sharing the same theme as concurrent fairs held at the HKCEC. The local traffic is boosted by the international trade fair buyers and convention delegates which make up a great clientele force.

### A. Eligibility

1. Applicant eligibility
  - a. Supplier must be a local Hong Kong entity with:-
    - Its headquarters and/or main business operations in Hong Kong;
    - A valid and current business registration certificate issued in Hong Kong;
  - b. Requirements on brand registration:
    - It is not mandatory but highly recommended for better brand protection.
2. Displayed product / video requirements (*including the display of video and/or any articles, POP and promotional materials*)

#### Product / Design

- a. The design of the product should be originally designed by a local Hong Kong designer (Permanent HKID Card holder) and/or owned by a local Hong Kong entity.
- b. The video and its content should be wholly owned by a local Hong Kong entity.
- c. The product and/or its design / video and its content shall not be harmful, threatening, violent, offensive, defamatory, libelous, scandalous, seditious, vulgar, obscene, indecent or invasive of another's privacy, hateful, racially, ethnically or otherwise objectionable.
- d. The product and/or its design / video and its content shall not demonstrate disrespect to culture, race, religion, political stance, gender or business.

#### Legal eligibility

- e. The product and/or its design / video and its content shall not infringe any intellectual property or other third party's rights of any nature of HKTDC, and/or any other party, including without limitation trademarks, copyrights, designs, names, trade secrets, confidential information and patents whether registered or otherwise.

- f. The product and/or its design / video and its content shall not infringe the law of jurisdiction for the display location including without limitation any product safety, labour or environmental laws.

## **B. Rental Period & Participation Fee**

*Please refer to Appendix A*

## **C. Application Procedure**

1. DG must receive the completed application form (with authorized signature and chop) (*please refer to Appendix B*) and 100% one-time payment before the payment deadline of rental period (note: deadline refers to the payment deadline of the first rental period).
2. Applicant must confirm all the rental periods when submitting the application. Any change(s) of the committed units and/or rental periods is subject to availability at the absolute discretion of DG.
3. Applicants shall submit and complete the Declaration Form to declare the product(s) is/are Hong Kong designed. (*please refer to Appendix C*)

## **D. Set-up and Move-out**

Every renting company is allowed to move-in after 12:00 noon on day 0 and to move-out on the last day of rental period.

## 2020/2021 HKTDC Design Gallery Window Showcase & TV Broadcast Rental Programme

HKTDC Design Gallery is located at the Hong Kong Convention & Exhibition Centre, where more than 200 international trade fairs are held every year. It is an ideal place to draw the attention of international buyers from around the world. With close to one million visitors shopping at the Design Gallery each year, the Window Showcase/TV Broadcast offers the best opportunity to promote your products.

**Renting a Window Showcase/TV Broadcast can help your company:**

- Highlight and promote your products to buyers attending trade fairs
- Enhance the image of your brand
- Trade enquiry service which collects buyer information for you

**Window Showcase Details:**

- Zone A : 10 Units
- Zone B/C/D : 4 Units (Showcases **OR** Jewelry Showcases)
- Zone F : 8 Units

Zone A	Price (Other Fair Period <sup>1</sup> )	Price (applied for HKTDC HK Gifts & Premium Fair)	Rental Period	Deadline <sup>2</sup>
Original Price	HK\$8,650	HK\$8,650	1 week	-
Early Bird Offer <i>(Free Gift : 2-min video for TV1)</i>	HK\$5,500	HK\$7,900	Same as the total exhibition days of the Fair	10 weeks

**Note :**

1. Other fair periods refer to all other fairs except HKTDC HK Gifts & Premium Fair.
2. Deadline to enjoy Early Bird Offer : Application and full payment must be received by DG 10 weeks prior to the 1st day of the rental period.

**Eligibility for the Early Bird Offer :**

1. Design Gallery must receive the completed application form (with authorized signature and company chop) and 100% one-time payment before the deadline (note : deadline refers to the payment deadline of rental period).
2. Applicant(s) must confirm all the rental periods when apply. Any change(s) of the committed units and/or rental periods is subject to the availability at the absolute discretion of Design Gallery.



**Zone B1:** HK\$11,550/unit  
*(across from Harbour Kitchen)*

Rental Period : 1 week



**Zone C1&C2:** HK\$11,550/unit  
*(across from Harbour Kitchen)*

Rental Period : 1 week



**Zone D1:** HK\$11,550/unit  
*(across from GODIVA)*

Rental Period : 1 week



<b>Zone F</b>	:	8 Units
Price	:	HK\$2,100 per unit
Dimension per unit	:	100cm(W) x 60cm(D) x 55cm(H)
Location	:	across from HSBC Premier Centre & ATM Machine
Rental Period	:	1 week
Special Offer	:	complimentary 2-minute TV broadcast in TV1 (*first come first served)



Window Sticker Price (Zone F)	:	HK\$13,500 (including production, installation & dismantling)
Dimension	:	1590cm(W) x 40cm(H)
Period	:	Same as the rent period



Window Sticker Price (Zone C)	:	HK\$9,500 (including production, installation & dismantling)
Dimension	:	324cm(W) x 40cm(H)
Period	:	Same as the rent period



**TV Broadcasts**

TV Location and Size :	TV#1 65" (across from GODIVA); TV#2 84" (across from Harbour Kitchen)
Price :	HK\$4,200 per TV
Broadcasting Hour :	9 hours or 540 mins daily (10:30 – 19:30)
Duration of Video Clip :	2 minutes (8 broadcasts per day will be shown and is counted as 1 unit)
Rental Period :	1 week
Note :	Production cost of the video clip is excluded.

TV1 65" (across from GODIVA)

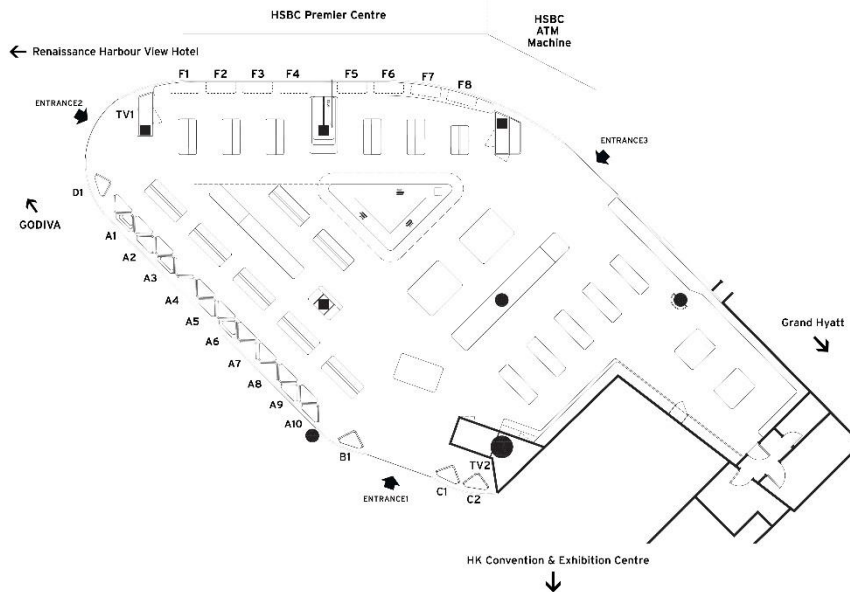


TV2 84" (across from Harbour Kitchen)



For details, please contact **Ms. Ravel Yeung at 2240-5684 or [ravel.ml.yeung@hktdc.org](mailto:ravel.ml.yeung@hktdc.org)**

**Floor Plan:**



- Note:**
1. Applicant(s) must be a Hong Kong entity with its headquarters and/or main business operations in Hong Kong. A valid and current business registration certificate issued in Hong Kong is a MUST.
  2. The design of the product should be originally designed by a Hong Kong designer (Permanent Hong Kong Identity Card holder) and / or owned by a Hong Kong entity (as Note:1 classified).
  3. All display layout should be approved by HKTDC Design Gallery 3 weeks prior to the rental period.
  4. The video and its content should be wholly owned by a local Hong Kong entity (as Note:1 classified).
  5. Design Gallery must receive the completed application form (with authorized signature and company chop) and 100% one-time payment before the payment deadline of rental period (note: deadline refers to the payment deadline of the first rental period).
  6. Applicant(s) must confirm all the rental periods when apply. Any change(s) of the committed units and/or rental periods is subject to the availability at the absolute discretion of Design Gallery.
  7. HKTDC Design Gallery reserves the right to accept or reject any applications. All applications are honoured on a first-come-first-served basis.
  8. The rental package does NOT include any insurance coverage for any of the displayed merchandises and material prepared by the applicant. Applicant is responsible to arrange full insurance coverage.
  9. Applicant who joined the rental programme last year would have the priority to rent the same location for the same event to be held this year. This priority is valid till 30 weeks before the starting date of this year's rental period. Applicant must submit their completed application form with full payment to enjoy this privilege.

## 2020/2021 HKTDC Design Gallery Window Showcase & TV Broadcast Rental Programme Application Form

We hereby apply to participate the following on \_\_\_\_\_ (date) to \_\_\_\_\_ (date). (Total \_\_\_\_\_ days/week)

**Please tick ✓ where appropriate:**

Window Showcase	Location	Price
<input type="checkbox"/> _____ unit(s) of the Window Showcase at Zone _____	<b>A1 – A10</b>	1) a. \$5,500 per unit/period* b. \$7,900 per unit/period# 2) \$8,650 per unit/week
<input type="checkbox"/> _____ unit(s) of the Window Showcase at Zone _____	<b>B1, C1 C2, D1</b>	\$11,550 per unit/week
<input type="checkbox"/> _____ unit(s) of the Window Showcase at Zone _____	<b>F1 – F8</b>	\$2,100 per unit/week
TV Broadcast Location	Price	
<input type="checkbox"/> TV#1 or <input type="checkbox"/> TV#2 (Note: 2 minutes per TV)	\$4,200 per 2-min unit/TV/week	
<b>Total Rental: HK\$ _____</b>		

\*Rental period is all other fairs except HKTDC HK Gifts & Premium Fair

#Rental period is HKTDC HK Gifts & Premium Fair

We agree to be bound by this Application Form and the Conditions of Participation annexed hereto. Please refer to the Conditions of Participation of the application form.

Company Name	:				
Brand Name	:				
Contract Person	:				
		Title	:		
Tel. no.	:		Fax no.	:	
Email	:		Website	:	
Address	:				
Products	:				
Fair Name	:		Booth No.	:	
Signature	:		Date	:	
		(With Company Chop)			

**HKTDC Design Gallery reserves the right to accept or reject any applications. If you DO NOT receive the written acknowledgement within 3 business days, please contact Ms. Ravel Yeung at 2240 5684.**

**Note:**

- 1) Applicant(s) must be a Hong Kong entity with its headquarters and/or main business operations in Hong Kong. A valid and current business registration certificate issued in Hong Kong is a MUST.
- 2) The design of the product should be originally designed by a Hong Kong designer (Permanent Hong Kong Identity Card holder) and / or owned by a Hong Kong entity (as Note:1 classified)
- 3) All display layout should be approved by HKTDC Design Gallery 3 weeks prior to the rental period.
- 4) The video and its content should be wholly owned by a local Hong Kong entity (as Note:1 classified).
- 5) Design Gallery must receive the completed application form (with authorized signature and chop) and 100% one-time payment before the payment deadline of rental period (note: deadline refers to the payment deadline of the first rental period).
- 6) Applicant(s) must confirm all the rental periods when apply. Any change(s) of the committed units and/or rental periods is subject to the availability at the absolute discretion of Design Gallery.
- 7) All applications are honored on a first-come-first-served basis.
- 8) All payment shall be made by cheque addressed to "Hong Kong Trade Development Council".
- 9) The rental package does NOT include any insurance coverage for any of the displayed merchandises and material prepared by the applicant. Applicant is responsible to arrange full insurance coverage.
- 10) Applicant who joined the rental programme last year would have the priority to rent the same location for the same event to be held this year. This priority is valid till 30 weeks before the starting date of this year's rental period. Applicant must submit their completed application form with full payment to enjoy this privilege.

I acknowledge that the above information may be used by the Hong Kong Trade Development Council (HKTDC) for incorporation in all or any of its database for direct marketing or business matching purpose (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in the Privacy Policy Statement (available at [www.hktcdc.com/mis/pps/en](http://www.hktcdc.com/mis/pps/en)); I confirm that I have the consent and the authority of each individual named in this form to release their personal data for the purposes stated herein.

本人確定香港貿易發展局(“貿發局”)可將上述資料編入其全部或任何資料庫內作為直接推廣或商貿配對(因而可能成為可供本地及/或海外公眾人士使用),以及用於貿發局在私隱政策聲明(載於網頁 <http://www.hktcdc.com/mis/pps/tc>) 中所述之其他用途。本人確認已獲得此表格上所述的每一位人士同意及授權,將其個人資料提供予貿發局作此表格提及的用途。

Name 姓名 \_\_\_\_\_ Signature & Co. Chop 簽署及公司印鑑 \_\_\_\_\_ Date 日期 \_\_\_\_\_

## CONDITIONS OF PARTICIPATION

### 1. DEFINITIONS

In these Conditions of Participation, save as the context otherwise requires:

“Applicant” means the company named in the Application Form.

“Application” means the application by the Applicant to participate in the Display, made by submitting the Application Form with the payment of the Participation Fee to the Council in the manner as set out in the Application Form.

“Application Form” means the application form to which these Conditions are annexed.

“Conditions” means these Conditions of Participation as amended by the Council from time to time.

“Council” means the Hong Kong Trade Development Council.

“Design Gallery” means the Council’s Design Gallery at Hong Kong Convention & Exhibition Centre, Wanchai.

“Display” means the display of the Video, and/or the display of any articles, materials or information as agreed between the Applicant and the Council in the showcase or at the location as assigned by the Council at the Design Gallery.

“Display Materials” means any articles, materials or information of whatever nature or in any medium featured in the Display.

“Hong Kong” means the Hong Kong Special Administrative Region of the People’s Republic of China.

“Packaging” means any packaging or promotional materials of Products.

“Participant” means the Applicant after its Application has been accepted by the Council.

“Participation Fee” means the [total rental] payable by the Applicant to the Council for the right to participate in the Display, as specified in the Application Form.

“Products” means the goods featured in the Display.

“Rental Period” means 1 week or such other rental period as set out in the Application Form.

“Opening Hours” mean 10:00am to 7:30pm of every day on which the Design Gallery opens for business, or such other hours as informed by the Council to the Participant.

“Video” means the video provided by the Participant which the Council agrees to accept for Display under these Conditions.

### 2. ACCEPTANCE

(a) The Council may in its absolute discretion accept or reject the Application.

(b) The Council shall notify the Applicant of the submission date of the Application once the Application is received.

(c) The Council shall have the right to demand any additional supporting materials as evidence that the Video (if any), Products, Display Materials and/or Packaging comply with these Conditions at any time before or after the acceptance of the Application.

### 3. PAYMENT

(a) The Applicant shall pay to the Council the Participation Fee in such manner as set out in the Application Form.

(b) If the Application is rejected, the Council will within 30 days of the date of notice of rejection refund to the Applicant all amounts received by it from the Applicant without interest.

(c) If the Application is accepted by the Council but the Council subsequently wishes to withdraw its acceptance of the Application, it may do so by giving notice in writing to the Applicant at least 3 days before the Rental Period commences whereupon all amounts received by the Council from the Applicant will be refunded to the Applicant without interest within 30 days of the date of such notice.

(d) If the Application is accepted by the Council but the Applicant subsequently wishes to withdraw its



Application prior to commencement of any Display, it may do so by notice in writing to the Council: -

- (i) At least 60 days or more prior to the commencement of rental period, whereupon 75% of the Participation Fee will be forfeited to the Council but all other amount paid by the Applicant will be refunded to the Applicant without interest within 30 days of the date of notice of withdrawal of the Application.
- (ii) Less than 60 days prior to the commencement of rental period, whereupon 100% of the Participation Fee will be forfeited by the Council and no any refund will be allowed.

(e) The Council reserves the right to adjust the Participation Fee from time to time.

#### **4. PRODUCTION OF VIDEO**

- (a) The Participant, if it intends to include a video in the Display, shall provide its own Video to the Council for Display according to the requirements of the Council in the 'MP4' format or such other format as accepted by the Council.
- (b) The Video shall not be longer than 120 seconds, and shall include brands logo and the video contents, subject to the approval of the Council. The Council has the absolute discretion in approving the Video. Any further change of the content of the Video shall be subject to the discretion of the Council.

#### **5. DISPLAY, VIDEO AND PRODUCTS**

- (a) The Display shall take place throughout the Rental Period during the Opening Hours of the Design Gallery.
- (b) The Council shall have an absolute discretion to accept or reject (i) any part or the entirety of any Video and/or any other Display Materials provided by the Applicant or Participant for the Display and/or (ii) any or all of the Products, Display Materials and Packaging involved in or connected to the Display.
- (c) The Participant may only feature Products which are designed by local Hong Kong designers (Permanent Hong Kong Identity Card holder) or owned by a local Hong Kong entities with its headquarters (where applicable) and main business operations in Hong Kong for the Display.
- (d) The Participant warrants that the Video (if any), Products, Display Materials and Packaging do not in any way whatsoever violate any intellectual property or other third party rights including without limitation trade marks, copyrights, designs, names, trade secrets, confidential information and patents whether registered or otherwise, according to the statutory or common laws applicable in Hong Kong or any other applicable jurisdiction from time to time.
- (e) The Participant undertakes not to display anything which is unlawful according to the statutory or common laws applicable in Hong Kong or any other applicable jurisdiction from time to time, or in breach of any person's intellectual property rights, or is harmful, threatening, violent, offensive, defamatory, libelous, scandalous, seditious, vulgar, obscene, indecent, invasive of another's privacy, hateful, racially, ethnically or otherwise objectionable.
- (f) The Participant warrants that the Video (if any), Products, Display Materials and the Packaging do not in any way whatsoever violate any applicable laws, rules and regulations applicable in Hong Kong or any other applicable jurisdiction from time to time including without limitation any product safety, intellectual property rights, labour or environmental laws. Without limiting the generality of the foregoing, the Participant warrants that the Products, Display Materials and/or the Packaging are not manufactured in such way, manner or environment which may cause hazard to or adverse impact on the health of any worker or the public in general.
- (g) The Participant shall be solely responsible for and shall settle all expenses and liabilities incurred by it in relation to production of the Video, the Display Materials or the Display including without limitation all production costs, handling charges and other costs and expenses arising from or in connection with the Display. If the Council pays any of such charges, costs or expenses on behalf of the Participant it shall be entitled to full and prompt reimbursement from the Participant on demand.

## **6. TERMINATION OF RIGHT TO PARTICIPATE**

- (a) Without prejudice to the Council's other rights and remedies, the Council has the right to withdraw any part or the entirety of any Video or Display Material from Display and/or to terminate forthwith without notice the Participant's right to participate in the Display on or following the occurrence of any of the following events:-
- i. if the Participant or any of its officers, representatives, agents or employees commits a breach of any of these Conditions;
  - ii. if the Participant, being a body corporate, enters into liquidation whether compulsorily or voluntarily or compounds with its creditors or has a receiver appointed over all or any part of its assets or if the Participant, being a sole proprietorship or partnership, becomes or one of its members becomes bankrupt or insolvent or enters into any arrangements with its creditors;
  - iii. where there are any potential or possible infringement, or any claims made by third parties, that any part of the Video, or the Products, Display Materials or Packaging featured therein may infringe or infringes on any third party rights of whatever nature or may be or is in breach of any applicable laws, rules or regulations in force from time to time or otherwise in the Council's opinion adversely may affect the Council's business, reputation or goodwill, or may prejudice or damage the reputation and/or image of Hong Kong, its industries or the Design Gallery;
  - iv. if the Council in its absolute discretion decides that such right shall be terminated.
- (b) In the event that the Participant's right to participate in the Display is terminated, any expenses incurred by the Council for and on behalf of the Participant prior to such termination and all other expenses reasonably incurred by the Council as a consequence of such termination shall be paid on demand by the Participant to the Council.
- (c) Council shall not be liable to refund any of the fees paid by the Participant nor to compensate the Participant in any manner whatsoever in case of termination under this Clause 6.

## **7. EXCLUSION OF LIABILITY**

- (a) The Applicant or Participant shall have no claims whatsoever against the Council or its officers, representatives, agents and employees in respect of any loss or damage suffered by or caused to the Applicant or Participant and/or its officers, representatives, agents, employees or any third party, or its Video, Products, Display Materials or Packaging or other property in the course of or in relation to the Application, Display or any other acts or events contemplated by these Conditions unless such loss or damage involves death or personal injury resulting from the negligence of the Council.
- (b) The Council shall have no liabilities or responsibilities whatsoever in relation to any part of the Video, or the Products, Display Materials or Packaging featured therein, including but not limited to any loss or damage howsoever caused thereto, or for any introduction or transaction made between the Participant and any third party as a result of the Display.
- (c) The Participant undertakes to fully indemnify and at all times hereafter to keep indemnified on demand the Council, its officers, representative, agents and employees from and against all liabilities, actions, proceedings, claims, damages, costs and expenses (including legal fees on a full indemnity basis) whatsoever which it may suffer or incur by reason of or in relation to any breach of these Conditions, any act, omission or default by the Participant or its officers, representatives, agents and employees in relation to or arising out of the Display, Video, Products, Display Materials, Packaging, or these Conditions in general.

## **8. CONFIDENTIAL INFORMATION**

The Participant shall not disclose or permit to be disclosed to any person or otherwise make use of or permit to be made use of any information relating to the business or affairs of the Council or other participants in the Display which has been acquired by reason of the Participant's participation in the Display.

**9. WAIVER**

No failure or delay by the Council in exercising or enforcing any right or power hereunder shall operate or be construed as a waiver thereof. No waiver of any breach shall be construed as a waiver of any continuing or subsequent breach.

**10. NOTICE**

- (a) Every notice or demand shall be in writing but may be given or made by email or fax.
- (b) Every notice or demand to be given by the Council may be sent to the address of the Participant stated in its Application Form. Every notice to be given by the Participant to the Council shall be sent to the offices of the Council at 38th Floor, Office Tower, Convention Plaza, 1 Harbour Road, Hong Kong.
- (c) Every notice or demand shall be deemed to have been received in the case of an email or fax, at the time of dispatch, and in the case of a letter 3 days after the posting of the same by prepaid post.

**11. GENERAL**

- (a) Nothing in the Application Form or these Conditions shall create or be deemed to create a partnership or the relationship of principal and agent or employer and employee between the Council and the Participant.
- (b) The Application Form and these Conditions embody and set out the entire agreement and understanding of the parties and supersede all prior oral or written agreements, understandings or arrangements between the Council and the Applicant relating to the Display.

**12. GOVERNING LAW**

The Application Form and these Conditions shall be governed by and construed in all respects in accordance with the laws of Hong Kong and all the parties agree to submit to the non-exclusive jurisdiction of the Hong Kong courts.

SAMPLE

## Declaration

I hereby declare that the product(s) submitted to the Hong Kong Trade Development Council for the Window Showcase & TV Broadcast Rental Program provided by the HKTDC Design Gallery (DG) is / are local Hong Kong designed.

*Please “✓” as appropriate*

1) The design of the product(s) is owned by a local **Hong Kong Company** named:

[Click or tap here to enter text.]

2) The product(s) is / are designed by a local **Hong Kong Designer** named:

[Click or tap here to enter text.]

### Definitions:

“Hong Kong Company” means a local Hong Kong entity with its headquarters in Hong Kong and/or main operations in Hong Kong, with a valid and current business registration certificate

“Hong Kong Designer” means a local designer holding a Hong Kong **Permanent** Identity Card  
香港永久性居民身份證

For 2, please provide a copy of the Designer’s Hong Kong Permanent Identity Card (you may redact the HKID card number) and the designer profile below:

*Designer Profile:*

[Click or tap here to enter text.]

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I declare that the information given in this form and in the enclosed document(s) is/are true and complete, I acknowledge that the HKTDC Design Gallery reserves its right to withdraw the products from display or sale if the information provided is found to be false, inaccurate, deceitful or incomplete.

Confirmed and signed by  
for and on behalf of

[Click or tap here to enter text.]

*(with company chop)*

Name : [Click or tap here to enter text.]

Title : [Click or tap here to enter text.]

Date : [Click or tap to enter a date.]