

EXHIBITOR MANUAL



Illustration and Creative Show 2019

HONG KONG

2019.05.04 (Saturday) –

2019.05.05 (Sunday)

INNOCRENTRE CHAMBER 1 & 2

Organizer



Media Partner



Cooperative



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Dear Exhibitor,

Welcome to “The Hong Kong Illustration and Creative Show 2019”.

This Exhibitor Manual provides you with the necessary information for your participation in the show.

Please spare some time to go through the manual carefully and complete the necessary forms to ensure your participation are arranged smoothly.

Should you have any enquiries, please feel free to contact us on Tel: (852) 6775 5629. It is always our pleasure to be of service to you.

We wish you a great success in our show.

Yours sincerely,

HKICS Team

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1. Show Organizer Contact

Contact	Tel	Email
Mr. Sirius Choy	+852 9802 4305	info@illustrationcreativeshow.com
Ms. Elise Chung	+852 9353 4342	

2. General Information

Show Name	The Hong Kong Illustration and Creative Show 2019		
Venue	InnoCentre Chamber 1 & 2		
Date	2019. 05. 04(Sat) – 05. 05(Sun)		
Opening Hours	11:00 AM – 20:00 PM		
Organizer			
Media Partner			
Website	www.illustrationcreativeshow.com		
Cooperative Organization		Supported by	
Entrance ticket	Adult HK\$ 50 (Student HK\$ 20) * Under 13 Admission Free * Tickets can be purchased at HKHands APP or on-site at the ticket box.		

3. Show Schedule

Date	Time	Details
4 th May	08:00am – 11:00am	Exhibitor Registration & Set up
	11:00am – 20:00pm	Opening Hour for Visitors
	20:30pm	Official Closing Hour for Exhibitors
	20:30pm-21:30pm	Networking Party (Reservation only)
5 th May	10:00am – 11:00am	Exhibitor Move-in
	11:00am – 20:00pm	Opening Hour for Visitors
	20:00pm – 21:00pm	Official Closing Hour for Exhibitors & move-out

- All the participating brans must be registered and completed the booth display by **11am 4th May, 2019**, otherwise the organizer reserves the right to modify or close the space.
- Exhibitors are responsible for daily cleaning of the stand area during the exhibition. During preparation period, exhibition period and dismantling period, exhibitors are responsible for the removal of their own materials and rubbish. Storage of empty boxes or packaging materials inside the hall is strictly prohibited at all times.
- The organizer has taken all possible security precautions in the interest of the exhibitions and visitors. However, any loss or theft of exhibition at the exhibition hall during preparation period, exhibition period and dismantling period shall not be the responsibility of the organizer.

4. Admission

4.1 Exhibitors Admission

Exhibitor has to register on 4th May from 8:00am to 11:00am. Two admission badges will be distributed for the entry use. Exhibitor without wearing the badge may be considered as visitor and asked for re-registration.

Exhibitor can enter the exhibition venue in the mentioned time before the show opened and after the show closed for preparation.

4.2 Visitors Admission

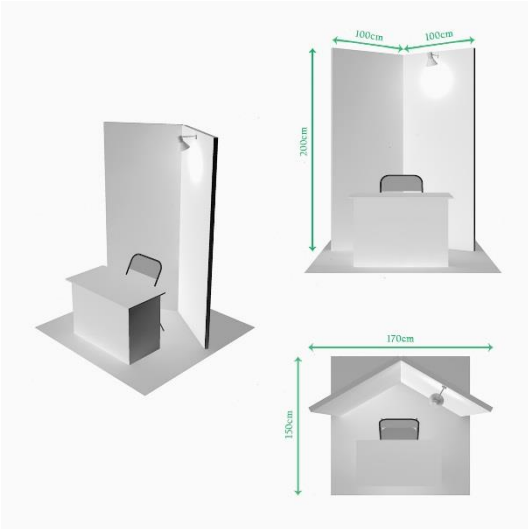
The show is open to visitors with registration only. Visitors must wear valid visitor badges during their visit.

5. Exhibition Area Hall Map



6. Booth Specification

Type A (V-Shape) (Illustration Zone)



Size:

Left 1mW * Right 1mW * 2mH

Facilities:

- 1 Information desk (1mW * 0.55mD * 0.75mH)
- 1 Chair
- 1 Spotlights

Type B (U-Shape) (Illustration Zone)



Size:

2mW * 1.5mD * 2mH

Facilities:

- 1 Information desk (1mW * 0.55mD * 0.75mH)
- 1 Chair
- 2 Spotlights

Type C (Young Illustrator) (Illustration Zone)



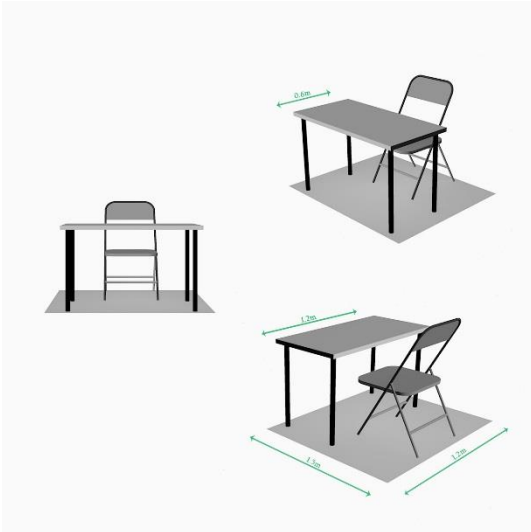
Size:

Back Panel 1mW * 2mH

Facilities:

- 1 Information desk (1mW * 0.55mD * 0.75mH)
- 1 Chair
- 1 Spotlight

Type D (Basic Booth) (Creative Zone)



Size:

1.2mW * 1.5mD (cm)

Facilities:

- 1 Information desk (1.2mW * 0.6mD)
- 1 Chair

Type E (Premium Booth) (Creative Zone)



Size:

1.5mW * 1.5mH

Facilities:

- 1 Information desk (1mW * 0.55mD * 0.75mH)
- 1 Chair
- 1 Wooden Frame (1.2mH)

6.1 Booth Display Precautions

Exhibitor is recommended to decorate the booth with the brand style and make full use of the panel(s) or wooden frame(s) to make a wonderful display.

Painting, Nail or any destruction on the booth, panel(s) or wooden frame(s) are prohibited. Charges will be occurred once discovered.

7. Orders for Additional Facilities

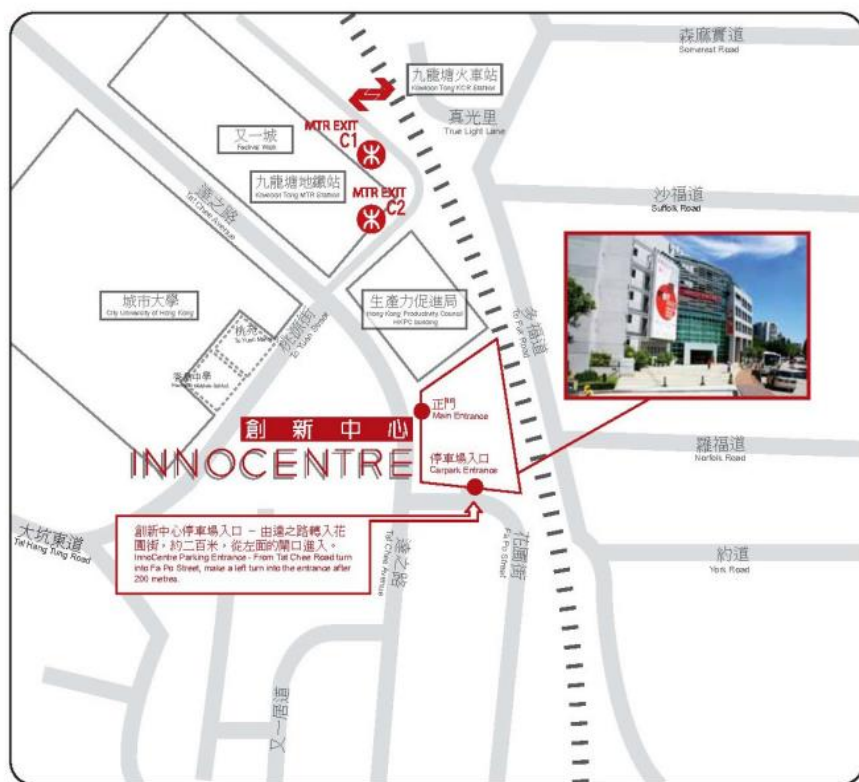
Exhibitor can order additional facilities for preparing the show. Please fill in and submit the **“Order Form for Additional Facilities”** by 15 April, 2019. Late application will not be accepted.

Full payment of the additional order before the show is requested. The ordered additional facilities will only be placed on the move-in period after the full payment is confirmed.

8. Transportation

Exhibition Hall Address - **InnoCentre**

72 Tat Chee Ave, Kowloon Tong, Kowloon, Hong Kong



By MTR:

Kowloon Tong Station -> exit C1 or C2 -> Tat Chee Avenue direction

By East Rail Line:

Kowloon Tong Station -> exit H -> Tat Chee Avenue direction

From Hong Kong Int'l Airport

By Airport Bus: A21 (Fat Tseung Street West, Sham Mong Road) -> 702 (Festival Walk)

E22 (Shek Kip Mei Park, Cornwall Street) -> 15 mins walk

9. Sales & Payment

According to the instruction of InnoCentre, individual cash transaction is prohibited in the venue. Exhibitor is suggested to use the e-payment method, such as payme, paypal, wechat pay, 支付寶, 轉數快 and etc.

To enhance the payment transaction for exhibitors and visitors, the exhibitor organizer has developed a mobile APP – “HKHands”. Besides the general information, visitors can pay to the exhibitors thru this APP. 3 service counters including top-up services will be set in the registration counter, illustration zone and creative zone. (APP will be launched in April soon)

9.1 HKHands APP “Top-up” Introduction

1. Download and Open “HKHands” APP.
Select the “Transaction” button at the bottom menu.
2. Select “Top-up”.



3. Select top-up via “Cash” or “Credit Card.”
4. The top-up value will be shown on the wallet column. (Update may takes few minutes)



9.2 HKHands APP “Payment” Introduction

1. Open “HKHands” APP. Select the “Transaction” button at the bottom menu.



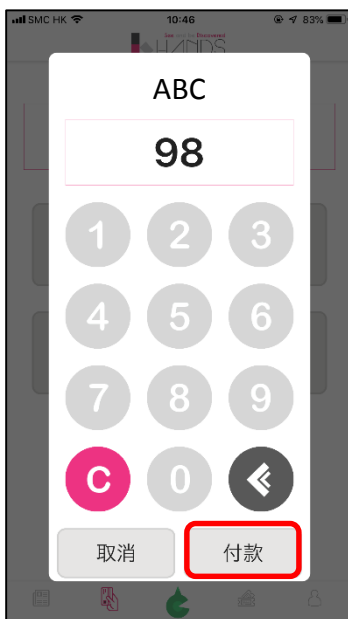
2. Select “Payment”.



3. Scan the exhibitor’s “QR Code”.



4. Confirm the exhibitor name and input the payment amount.



5. Payment done.



Exhibitor who has used the APP payment will be calculated and paid back by the organizer afterward. There is no service charge by using this payment method.

Overseas exhibitor will be the first priority to process on 5th May, 2019 after 8:00pm. Hong Kong exhibitor will be started from 6th May to 13rd May, 2019.

10. Terms & Conditions

1. Cleaning Exhibition Hall

1.1 During preparation and dismantling period, exhibitors are responsible for cleaning up cargo boxes of construction or packing materials in the hall way inside the exhibition hall. Exhibitors are also responsible for removing their own materials and waste occurred during construction. If this is difficult, exhibitor should make a payment for waste disposal after consultation with the exhibition secretariat.

1.2 Exhibition organization will be in charge of cleaning up the exhibition hall corridor, joint area and waste bin during exhibition. However, exhibitors are in charge of cleaning up waste occurred while installing booth.

2. Sound Restriction

2.1 In case of narrating made for better understanding of exhibit items for attendees or noise generated by production demonstrations shall be kept at a sufficiently low volume so as not to project beyond the confines of the exhibitor's booth and should not disrupt the activities of neighboring exhibitors. The organizer reserves the right to impose limitation on exhibitor in below situations.

- Exhibitors making a narration in the hall way not in their own booth.
- Exhibitors who turns on music or VTR in a loud volume to attract visitors.

3. Exhibit Items

3.1 Exhibit items should not be displayed as to disrupt the activities of neighboring exhibitors or near fire exit or hall way to obstruct visitors from passing.

3.2 Every exhibit item should be displayed approximately 30cm from the edge of the booth. If not, the organization can require the exhibitor to move the item. This action is to help every exhibitor to make a fair display.

3.3 Sample items or souvenir is distributable only in designated booth.

4. Sublease

4.1 Except for special cases regarding mother companies, interrelated companies or affiliated companies, exhibitor cannot sublease exhibition booth to another without prior approval of the exhibition secretariat.

4.2 In case of sublease at one's discretion, the organizer can restrict the relevant exhibitor's participation.

5. Precautions for Events

5.1 Compulsory to install guideline: In case of distributing promotional items or test product, the exhibitor has a duty to install guideline so as to help waiting people to line up within 1m around the exhibitor's booth.

5.2 Compulsory to arrange personnel of operation: the exhibitor in above situation has a duty to arrange personnel of operation to manage the line to not get over neighboring booth.

※ In case of obstructing visitors' passing or causing a friction with neighboring booths due to excessive promotional activity in the hall way, penalty could be applied or participation to next year's exhibition could be restricted. Thus, please be cooperative.

6. Sales

6.1 Impossible to sell inappropriate product: The organization is able to make a request of removal of exhibit items or materials in case it is against the rules of the exhibition. Continuous inspection will be made during exhibition period. Please contact the secretariat for inquiries regarding booth installation or any other questions.

7. Theft Incident inside the Exhibition Hall

7.1 When the organizer is responsible for the loss: During booth construction and exhibition period except for exhibition opening hours.

7.2 When the exhibitor is responsible for the loss: During exhibition opening hours from 11 am to 8 pm.

The organizer will do all the best to prevent theft incidents. However, exhibitor is also in responsible to take care of the personal belongings and since it is impossible to control over every single case, please be cautious about your exhibit items and valuables. The organizer does not have any liability for loss, theft or damage due to the improper maintenance of exhibitor.

8. Other Terms of Compliance

Smoking is prohibited inside the exhibition hall and it is allowed only in designated smoking areas.

Promotional activities: Every promotional activity is allowed only in designated areas inside the exhibition hall. Participating company has a liability to clean up the surrounding area of the booth to reduce the inconvenience of attendees. Participating companies cannot exhibit or do any other promotional activities out from exhibit areas without beforehand approval of the exhibition.

Fire and Hazardous material Regulations: inflammables and explosives are strictly prohibited to be brought in the exhibition hall.