

## Circular 5: Important Exhibition Regulations

### Important Exhibition Regulations

Thank you for joining the fair. 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 26 Apr 2024** 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. 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 assure an amicable environment for visitors joining the HKTDC Medical Fair. Exemption of use will be

granted at the discretion of the Organiser on a case-by-case basis. Exhibitors could send in their written applications to the Organiser at least 30 days before 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 sound level at the fair ground. Should there be violations found, 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 the equipment if there are exhibitors who have failed to comply with the regulations.

#### 4. **Move-out Regulation**

Please note that many visitors have to utilize all opening hours in the 3-day event to schedule and complete their visits at the Fair. We have received complaints about exhibitors who had removed all the exhibits well before the official closing time. In order to maintain a good image of the Fair including exhibitors' professionalism, and to protect all exhibitors and buyers/visitors as well as their interests, **move-out of exhibits is prohibited before 5:00 p.m. on 18 May 2024**.

According to clause 46 in the exhibition regulation listed on the application form – no stand or exhibits shall be dismantled or removed before the official closing time. Our staff will conduct on-site spot-checks on 18 May 2024, those exhibitors who have violated such rule will be served a warning letter. It may affect their booth selection priority at future editions of the Fair for those exhibitors who violate the rule. In addition, the Organiser reserves the right to reject their future participations at the Fair.

Hong Kong Trade Development Council

## 通告 5: 展覽會重要規則

歡迎參加香港貿發局香港國際醫療及保健展。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 **2024年4月26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. 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貿發局醫療展的參觀人士，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. 撤館規則

本局過往接到不少參觀人士投訴參展商提早撤離展館，影響其預定的參觀計劃。為了保持展覽會及參展公司專業和良好的形象，以及保障所有參展商及參觀人士的利益，所有參展商嚴禁於**5月18日下午5時前**把展品搬離會場。

參展申請表內的展覽會規則第46項，已列明展商須於展覽結束後，才可收拾展品，請各參展商務必遵守。本局將於**5月18日**派員巡察各展館，如發現展商違規，本局將即時發出警告信。此舉或會影響違規展商下屆參展選擇展位的次序，間接影響其展位位置。此外，本局保留拒絕違規展商往後參展之權利。

香港貿易發展局