

**Complimentary Commercial Literature Display at HKTB Visitor Centres**  
(Exclusively for Newly Accredited QTS Merchants Only)



**Booking Information & Guidelines**

An on-target opportunity to promote tourism related products and/or services to arriving visitors at the Hong Kong Tourism Board (HKTB) visitor centres. If you wish to promote your business to the visitors through these strategic channels, you are welcome to join this programme!

**1. Display channels:**

- HKTB literature racks at either one of the designated HKTB Visitor Centres listed below:
    - Tsim Sha Tsui Visitor Centre – Star Ferry Concourse
    - Hong Kong International Airport – Buffer Hall A or B, Arrivals Level, Terminal 1
- (All display arrangement / location / display slots positions are subject to display slots availability and at HKTB's final discretion)*

**2. Display period:**

- Display period: 1 calendar month
- Starting on the 1<sup>st</sup> day of a calendar month

**3. Quantity:**

- Maximum quantity: 2,000 pcs

**4. Format / Size:**

- Leaflet / Brochure format: DL size (215 mm (H) x 100 mm (W))

**5. Literature display rules:**

- HKTB's approval on the content of the display material is required.
- Artwork of leaflet / brochure must be submitted in soft copy in JPEG OR PDF format OR ready-made promotion literature upon application or at least two months in advance of the 1<sup>st</sup> day of display period.
- The visual of the advertisement must be decent and the content must not be misleading or making any misrepresentation to the readers.

**6. Deadlines:**

- a) Application deadline
  - Newly accredited QTS merchant must submit booking form and indicate the preference of display month within one month after receiving the QTS accreditation. Any late application will not be processed.
  - Each newly accredited QTS merchant is only entitled to this commercial literature display for one time within 12 months upon QTS accreditation.
  - Once booking is confirmed, no amendment to the display period is allowed.
  - Booking is on a first-come-first-served basis.
- b) Artwork of / Ready-made leaflet submission deadline
  - Artwork of / Ready-made leaflet / brochure must be submitted to HKTB for vetting upon application or at least two months in advance of the 1<sup>st</sup> day of display period; otherwise booking will be rejected.
- c) Deadline for delivery of leaflets
  - Delivery of leaflets should be made to HKTB warehouse on or before the 22<sup>nd</sup> day of the preceding month of the display month. If the 22<sup>nd</sup> day of a month is a public holiday, the delivery deadline shall be the immediate business day preceding the 22<sup>nd</sup> day of that month.
  - Late delivery will cause delay in display and no extension on display period will be granted.
  - Merchants will need to pay a handling fee of HK\$500 in cash per delivery to Kerry Logistics Limited (HKTB's warehouse) at the entrance gate of the warehouse upon delivery.

**7. Arrangement of remaining leaflets:**

- Merchants can authorize HKTB to dispose the remaining leaflets upon expiry of the display period OR collect the remaining leaflets from the HKTB warehouse within one month after the display period is ended.
- Merchants who choose to collect the remaining leaflets after the display period shall contact HKTB at least 1 week before the collection. If the remaining leaflets are not collected as arranged by the deadline i.e. one month after the display period is ended, HKTB shall have the right to dispose the remaining leaflets without any compensation to the merchants.

**8. Final Decision:**

- HKTB has the final discretion on acceptance/rejection of any display application.