

## Hong Kong International Film & TV Market 2018 (19-22/3/2018)

### FIRST-TIME EXHIBITOR KIT

#### BEFORE HONG KONG, PREPARE YOUR MARKET

**1. Use [www.hktcdc.com/hkfilmart](http://www.hktcdc.com/hkfilmart) to help you attend FILMART**

- i) To be aware of all the services FILMART offers you
- ii) To maximise your visibility through our marketing tools:
  - o Screening
  - o Artwork upgrade package
  - o [Advertising package](#)
- iii) Read through the exhibitor manual, rule and regulations to ensure a smooth participation

**2. Connect to Exhibitor Intranet (*link to be provided later*) and use online tools to manage your participation**

- i) To get update visitor information and organise your appointments beforehand
- ii) To register complementary exhibitor badges before the deadline and avoid surcharge
- iii) To reserve your seats at Conference for free

**3. Read carefully the FILMART newsletters (sent regularly before and during the event)**

- i) To stay informed and updated
- ii) To benefit from all the offers and services

#### IN HONG KONG, GET THE MOST OUT OF YOUR STAY

**1. Get the most important information**

- i) Get your exhibitor badges and important circulars at exhibitor registration counter
- ii) Redeem your market bag to get the Fair Directory, Conference booklet and Screening details

**2. Take advantage of the FILMART services**

- i) Official Mobile Service, be connected any time at a reasonable price
- ii) Business Matching, including private screening and meeting room (service counter at XXX)
- iii) Business Centre
- iv) Information Desks

#### IMPORTANT DATES

Early bird discount (5%) Deadline	1 December 2017
Screenings open for application	Early January 2018
Extra equipment and services order deadline	End January 2018
Confirm your booth location and payment	End January/Early February 2018
Complimentary exhibitor badges registration deadline	23 February 2018