

## Promotion opportunities at Ming Pao Education Expo 2013

The British Council Hong Kong would like to invite you to take advantage of an opportunity to promote your institution at a major exhibition organised by *Ming Pao*, a highly-credible local Chinese language newspaper, taking place at Kowloonbay International Trade & Exhibition Centre on Saturday and Sunday 22 to 23 June.

*Fifty* information booths representing both local and overseas institutions of vocational and higher education will join the exhibitions. The exhibition is expected to attract at least 5,000 visitors targeting at senior secondary student and their parents.

The British Council will represent the UK with a stand in the exhibition, showcasing UK as the top overseas study destination, the pathways available in UK universities and colleges for students completing the Hong Kong Diploma of Secondary Education (HKDSE), and an up-to-date summary of information on the admissions requirements of individual institutions. We will also promote the British Council Education UK exhibition held on 17 and 18 August.

We would like to invite UK institutions to promote their recognition of the HKDSE through:

<b>1. Leaflets display</b>
The leaflet should be one A4 sheet (double or single-sided) and may detail options available for Hong Kong students and admissions requirements for those completing the HKDSE. We can accommodate up to 10 institutions on a first-come-first-served basis. You can distribute a maximum of 1,000 leaflets.
<b>Fee: GBP 180</b>

<b>2. Feature story and advertisement</b>				
You can gain media exposure during this peak education enquiry season through your university feature story (200 words max.) and advertisement (110mmW x 100mmH) within our <b>half/full-page themed education supplement in top-circulation local print media</b> . Space will be limited.				
<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;"><u>Media</u></th> <th style="text-align: center;"><u>Circulation</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Ming Pao (full-page/half page)</td> <td style="text-align: center;">97,297</td> </tr> </tbody> </table>	<u>Media</u>	<u>Circulation</u>	Ming Pao (full-page/half page)	97,297
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<b>Fee: GBP 700</b>				

<b>3. Special package</b>
A special discount will be offered for those who will participate both leaflet display and feature story and advertisement promotion.
<b>Special price: GBP 800</b>

If you plan to be in Hong Kong at the time of this event and are interested in spending time on the stand please do let us know. **However, this event cannot be used for direct recruitment.**

### Exhibition details:

Ming Pao Education Expo 2013  
 Date: Saturday and Sunday, 22 – 23 June  
 Time: 1.00 p.m. – 6.00 p.m.  
 Venue: Kowloonbay International Trade & Exhibition Centre

**Cancellation deadline**

Cancellation fees will be charged for withdrawal from leaflet displays and education supplement, as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after 12 June 2013

At 100 per cent of the full cost for withdrawals received on or after 17 June 2013

**How to apply**

Please complete the application form below and return it by 14 June 2013 to:

Ms Cissy Lo  
British Council  
3 Supreme Court Road  
Admiralty, Hong Kong  
Email: [educationuk@britishcouncil.org.hk](mailto:educationuk@britishcouncil.org.hk)

**Application form****Promotion opportunities at Ming Pao Education Expo 2013****Name of institution:**

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(\*This format will be used in all publicity)

**Main contact:****Telephone:****Fax:****E-mail:****Contact address:**

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 **Leaflets display at the British Council booth at the cost of GBP 180**

\*Please send us your leaflets by **14 June**.

Mr Jacky Tsang  
British Council  
3 Supreme Court Road  
Admiralty  
Hong Kong

 **Feature story and advertisement in the British Council themed education supplement at the cost of GBP 700**

\*Please provide the information for advertisement and feature story in the following form.

 **Special package (both *leaflets display* and *feature story and advertisement*) at the cost of GBP 800**

\*Please provide the information for advertisement and feature story in the following form.

 **I will be in Hong Kong during the exhibition and am interested in assisting on the UK booth (This offer excludes agent representatives and direct recruitment is not permitted.)**

\*Please provide us your Hong Kong contact details.

**DECLARATION**

*I confirm that the above named organisation does want to take part in the Promotion opportunities at Ming Pao Education Expo 2013 (Options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.*

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Signature of applicant

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Organisation's stamp

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Date

**Completed application form must reach the below address on or before 7 June 2013 by fax or email.**

Ms Cissy Lo  
British Council  
3 Supreme Court Road  
Admiralty, Hong Kong  
Email: [educationuk@britishcouncil.org.hk](mailto:educationuk@britishcouncil.org.hk)

**Content of advertisement (Please type)**

Due to limited space, please provide **no more than 80 words** for each advertisement. Please send a high resolution black and white logo of your institution to [educationuk@britishcouncil.org.hk](mailto:educationuk@britishcouncil.org.hk). All artwork and film will be produced locally.

**Feature information (Please type)**

Please send one or two high-resolution photos and text about your institution and courses in **no more than 200 words** to [educationuk@britishcouncil.org.hk](mailto:educationuk@britishcouncil.org.hk). The writer may contact you for further information or quotes.

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**Data Protection Notice**


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The British Council will use your visual material(s) – including any images, video, text, photographs, graphics or audio - for the purpose of promoting British Council activities. This may include placing your visual material(s) in our publications, on our websites and in our promotional materials. In addition we may also pass your visual material(s) to any of our overseas offices, where necessary, for the above purpose. We may also place your visual material(s) on trusted third party websites and allow for other third parties to display or embed your visual material(s) on their own websites.

As the British Council is an international organisation, promoting British Council activities may involve the global distribution of our publications and promotional materials as well as placing your visual material(s) on our websites that are accessible worldwide.

The British Council may edit and manipulate the content of your visual material(s) for operational and editorial reasons. This will not be to the detriment of your character or reputation.

**By signing this form you agree that we may use your visual material(s) for the purposes above and consent to any global transfer and distribution that may entail.**

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**Your Rights**


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Under the UK Data Protection Act 1998 you have the right to ask for a copy of the information we hold on you, for which we may charge a fee, and the right to ask us to correct any inaccurate information. For more details please contact your local British Council office or the Data Protection Team: [dataprotection@britishcouncil.org](mailto:dataprotection@britishcouncil.org).

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**Visual Material Details**


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Subject (print name)	Content or Images for Advertisement/ Supplement	Originating British Council dept or country office (print name)	British Council, Hong Kong
Commissioning officer (print name)	Cissy Lo Education Marketing Manager	Photographer or Video maker (print name)	

Description of Visual Material(s)

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**Consent**


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**I have read the above and consent to the use of my visual material(s) as stated.**

Name (print name)	Signature
Date	

(If you are under sixteen years of age please ask your parent/guardian to read the above information and sign the consent below.)

**Parent/legal guardian: I have read the above and consent to the use of my child's visual material(s) as stated.**

Name (print name)	Signature
Date	

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1. **Accredited Institutions**
2. **Participation fee and format**
3. **Cancellation**
4. **Payment schedule**
5. **Acceptance**
6. **Code of Professional Standard and Ethics**
7. **Typhoon and rainstorm procedures**

**1. Accredited Institutions**

All participating institutions must be accredited by a recognised UK authority.

**2. Participation fee and criteria**

1) Leaflet display of A4 sheet (double or single-sided) subject to a maximum 1,000 leaflets.

Fee: GBP 180

2) Feature story and advertisement within British Council themed education supplement in Ming Pao in June.

Fee: GBP 700

3) Special package (Leaflet display and feature story and advertisement)

Fee: GBP 800

**3. Cancellation**

Cancellation fees will be charged as of the date of receipt of notice of withdrawal.

The following cancellation charges will be applied:

- 50 per cent of the full event cost for withdrawals received on or after 12 June 2013.
- 100 per cent of the full event cost for withdrawals received on or after 17 June 2013.

**Notice of withdrawal must be supplied in writing.** If faxed it should be followed by the original copy being sent by post authorised by an original signature.

**4. Payment schedule**

Event participants will be invoiced for the event by the British Council in Hong Kong. Terms of payment are within 30 days of the invoice date.

**5. Acceptance**

An acceptance letter will be sent to all applicants once the signed application form is received.

**6. Code of Professional Standard and Ethics**

All institution representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*. (<http://www.britishcouncil.org/eumd-exhibitions-terms-and-conditions.htm>).

## 7. Typhoon and rainstorm procedures

Hong Kong's typhoon warning signals are:

Number 1	stand-by
Number 3	strong wind
Number 8	gale or storm force wind
Number 9	gale or storm force wind increasing
Number 10	hurricane force wind

Rainstorm warning codes are:

Amber	50mm of rain are expected to fall during the next six hours or so
Red	heavy rain has started to fall and 50mm of rain have been recorded so far
Black	100mm or more of rain has been recorded within the past two hours or less

If the Hong Kong Observatory hoists a typhoon or a rainstorm warning before or during the event, representatives should follow these procedures:

- If the number 8 (or above) typhoon / black rainstorm is hoisted within 2 hours before the opening hours i.e. at or after 10.00 a.m., the event will not open and representatives should not come to the venue.
- If the typhoon signal number 8 is hoisted during the event opening hours, a public announcement will be made to advise all students and representatives to leave the hall immediately.
- If a black rainstorm signal is hoisted during the event, all representatives and visitors should remain in the building for their own safety reasons.
- If typhoon number 8 / black rainstorm signal is lowered before or at 10.00 a.m., the event will be opened as scheduled.
- If typhoon number 8 / black rainstorm signal is lowered after 10.00 a.m., the event will not open and representatives should not come to the venue.