

SME Export Marketing Fund
Necessary Supporting Documents for Application

Promotion Activity: Hybrid (physical + online) trade exhibitions

To apply for funding support for **hybrid (physical + online) trade exhibitions**, applicant enterprise must submit the following:

*Application for **reimbursement** OR Application for **final payment***

- 1. **Information pertaining to the exhibition**
Including name of the organiser, activity name and date of the activity, etc.

- 2. **Exhibitors' list**
Showing clearly the full company name of the applicant enterprise, booth/stand number and Hong Kong contact information

- 3. **Statistics on the geographical distribution** of visitors/downloads of the relevant electronic platform of the online exhibition covering the period of the activity issued by the operator of the platform concerned

- 4. **Photos of physical exhibition booth and printouts/screenshots of the online exhibition page/online booth layout**
 - Showing clearly the exhibitor's full name (which should be the same as the full name of the applicant enterprise), booth number, all exhibits and the complete layout;
 - Showing date of printing/capture and hyperlink of the website concerned on printouts/screenshots

- 5. **Evidence to substantiate the applicant enterprise's full participation in the activity**
 - Physical part: e.g. travelling and accommodation proofs of proprietor/partners/shareholders and/or Hong Kong-based salaried employees of the applicant enterprise (i.e. eligible representative(s)) participating in the activity;
 - Online part: Completion report issued by organiser, report on online business matching activities recording participation of the applicant enterprise as certified by the organiser

- 6. **Evidence showing that participant(s) is/are eligible representative(s)**
e.g. Mandatory Provident Fund (MPF) records of the month when the activity is conducted, employment contract, salary payment record, and Employer's Return of Remuneration and Pensions for the Inland Revenue Department

Supporting documents applicable to individual expenditure item:

7. *(if applicable)* **Transportation expenses for booth components/exhibits (not for sales purpose):**
Delivery documents issued by transportation companies showing the full name and contact information (e.g. address and telephone number) of transportation companies, full company name of the applicant enterprise, the transportation date(s), address of goods collection and delivery, and types and quantity of the goods
8. *(if applicable)* **Participation fee for a speaking session delivered by an eligible representative of the booth exhibitor:**
- Original copy/certified true copy of the agenda/programme of the speaking session issued by the organiser showing the name of the speaker, the full company name of the applicant enterprise and topic of the presentation;
 - Photos/screenshots showing clearly the name of the activity, the speaker in the speaking session with the target audience and the topic of the presentation; and
 - A copy of the presentation material for the speech
9. *(if applicable)* **Advertising expenses for printed/electronic catalogue and/or printing expenses of the brochure/leaflet:**
- Original copy/certified true copy of the catalogue/brochure/leaflet.
 - As far as electronic catalogue is concerned, the hyperlink for retrieving the catalogue is also required
10. *(if applicable)* **Advertising expenses for placing on-site advertisement at a fixed location in a physical exhibition:**
- Photos certified by the organiser showing clearly the full view of the advertisement, the full company name and local contact information of the applicant enterprise, location of the advertisement concerned and the name of the activity;
 - A floor plan of the exhibition venue showing the location of the advertisement.
 - For advertisement in the form of dynamic display on electronic panel, a separate coloured copy/screenshot of or a hyperlink to the final output of the video/other dynamic display showing the full company name and local contact information of the applicant enterprise is also required
11. *(if applicable)* **Fee for placing advertisement on the online exhibition website:**
Printouts/screenshots certified by the organiser showing clearly the full view of the advertisement on the online exhibition website, hyperlink of the website concerned, the advertisement period, the full company name and local contact information of the applicant enterprise

12. (if applicable) **Fee on advertisement through the use of mascot in a physical exhibition:**
- Photos certified by the organiser showing clearly the mascot concerned, the full company name and local contact information of the applicant enterprise on the mascot;
 - Certification by the organiser on the name of the activity concerned, the timeslot(s) assigned and floor plan of the exhibition venue showing the assigned area of mascot promotion; and
 - Proof of registration/authorised use of the mascot design
13. (if applicable) (only applicable to trade exhibition held outside Hong Kong) **Travelling expenses of the eligible representative(s):**
- Itinerary issued by transport operator/service provider (such as airline, travel agency, railway company, ferry company, etc.) to the applicant enterprise/eligible representatives concerned (with contact details of the operator/service provider); and
 - Other relevant supporting information as required (such as boarding passes, train tickets, travel records of the eligible representatives concerned, etc.)
14. (if applicable) (only applicable to trade exhibition held outside Hong Kong) **Accommodation expenses of the eligible representative(s):**
- A copy of hotel voucher/guest folio/booking record (showing clearly the address and telephone/fax number of the hotel/accommodation, guest name(s) which should be the same as those listed on identity documents or passports, number of room(s) occupied, check in/out dates and room rates, etc.)
- Application for initial payment
15. Item 1 of the above (i.e. information pertaining to the exhibition)

Notes:

- (i) Each application is considered on its own merits. The Trade and Industry Department may further request an applicant enterprise to submit other supplementary documents.
- (ii) The name of the payer shown on the receipts/invoices/contracts/quotations/documents must be the same as the name of the applicant enterprise, and detailed contact information of the issuing organisation should be shown.
- (iii) The digital files uploaded through the online e-Form will be regarded as a certified true copy of the original by the applicant enterprise.
- (iv) Please click [here](#) for the necessary supporting documents for associated video/product shooting and editing services.