



香港會議展覽中心
Hong Kong Convention and Exhibition Centre

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Booking Protocol and Policy

Hong Kong Convention and Exhibition Centre (Management) Limited (HML) is appointed by Hong Kong Trade Development Council to provide professional management service to the Hong Kong Convention and Exhibition Centre (HKCEC), including event booking and scheduling. For 30 years, HML has adhered closely to the principles set out below when preparing a calendar of bookings for the HKCEC. These principles seek to protect the legitimate interests of its clients, the great majority of whom operate within a keenly competitive business environment. At the same time, these principles uphold the responsibility of HML, as the manager of a key public facility, to promote the overall economic interests of Hong Kong. These interests include the preparation of a calendar that will nurture sustainability and continuous growth and attract a judicious mix of quality local and overseas clients.

- The HKCEC booking policies preclude the granting of preferential treatment of any kind, including date scheduling, to any organiser.
- Events are always scheduled so as to avoid creating unfair or damaging competition among trade events.
- For each themed exhibition a reasonable amount of “buffer time” before and after it should be maintained. During this buffer time, no exhibition with the same theme can be scheduled. However, such practice is not applicable to other types of events such as conventions, corporate functions or entertainment/ special events.
- As is the practice in nearly all international venues, the amount of buffer time on either side of any one exhibition is determined on the basis of past show record, up-to-date analysis and future projections, rather than by setting a predetermined fixed period applying to all exhibitions. Notwithstanding, the buffer time between two consumer fairs (B2C) could be more relaxed than it is between two trade exhibitions (B2B).
- An existing trade exhibition adding new exhibit element(s) or requesting movement of its recurrent timeslot pattern is always subject to HML’s approval.

Managed by Hong Kong Convention and Exhibition Centre (Management) Limited
香港會議展覽中心(管理)有限公司負責管理

Member of NWS Holdings
新創建集團成員

1 Expo Drive, Wanchai, Hong Kong, China 中國香港灣仔博覽道一號

Tel 電話：+852 2582 8888 Fax 傳真：+852 2802 0000

E-mail 電郵：info@hkcecc.com Website 網址：www.hkcecc.com





- The extent to which any one exhibition might dilute or challenge another exhibition or exhibitions with a similar theme is carefully assessed by drawing an analysis of the buying pattern in the industry, portion of the overlapping product element(s) and markets concerned as well as when applicable, discussion with the concerned organisers, or even consultation with industry players.
 - When arranging the HKCEC calendar, HML exercises impartiality and its best business judgement.
 - In general, the order of priority accorded to different types of booking is as follows:
 1. Exhibitions (recurring)*
 2. Major international / regional conventions of 2,000sqm and above with 3 or more tenancy days (recurring) **
 3. Exhibitions (new launches)*
 4. Major international / regional conventions of 2,000sqm and above with 3 or more tenancy days (new launches) **
 5. Large-scale meetings or banquets of 2,000sqm and above (recurring)
 6. Large-scale special events, e.g. entertainment or product launches with 2,000sqm and above (recurring)
 7. Any other events of 2,000sqm or above (new launches)
 8. Any other events that require one level of meeting rooms
 9. Any other smaller scale events that require less than one level of meeting rooms
- * including those open to consumers
** with 800 or more delegates
- In addition, when considering booking enquiries and drawing up its calendar of events, HML will generally take into consideration the date of the official note of interest, frequency of recurrence, size of event space required, any relevant local and international holidays, the international calendar of any competing events, and any specific logistics and crowd management issues that a particular event might create; also the overall economic interests of Hong Kong.
 - HML issues a specialized booking enquiry form for each type of event, and is available on the HKCEC official website.

- Finally, in hosting or declining to accommodate an event, HML will seek to maintain the HKCEC as a venue dedicated to hosting events which are likely to win a high reputation and to add value for Hong Kong.

HML reserves its right to accept or reject any booking enquiry at its sole discretion with reference to the above mentioned principles and considerations.

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