



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

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Booking Protocol

For more than two decades, Hong Kong Convention and Exhibition Centre (Management) Limited (HML) has adhered closely to the principles set out below when preparing a calendar of bookings for the Hong Kong Convention and Exhibition Centre (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.

- Events are always scheduled so as to avoid creating unfair or damaging competition among trade events and clients.
- In particular, each themed event is protected by ensuring a reasonable amount of “buffer time” before and after it. During this buffer time no trade exhibition or event with a similar theme can be scheduled.
- As is the practice in nearly all international venues, the amount of buffer time on either side of any one event is determined on the basis of past experience, up-to-date analysis and future projections, rather than by setting a predetermined fixed period which can be applied to all events.
- The extent to which any one event might dilute or challenge an event or events with a similar theme is carefully assessed by drawing on an analysis of buying patterns in the industry, portion of the overlapping product element(s) (as relates to exhibitions) and markets concerned as well as through full consultation with representative players.
- When arranging the HKCEC calendar so as to protect the themes of potentially competing events, HML exercises impartiality and its best business judgement.
- At all times, HML adheres to the terms in its Operating Agreement with the Hong Kong Trade Development Council which preclude the granting of preferential treatment of any kind, including date scheduling, to any organiser.

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
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- In general, the order of priority accorded to different types of booking is as follows:
 1. Exhibitions (recurring)*
 2. Exhibitions (new launches)*
 3. Major conventions** with an attached exhibition
 4. Major conventions**
 5. Large-scale corporate meetings / banquets
 6. Special events, e.g. entertainment or product launches
 7. Any other events

* including those open to consumers
** with 800 or more delegates

- In addition, when entertaining booking enquiries and drawing up its calendar of events, HML will generally take into consideration the date of the official note of interest, 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.

- HML issues a specialized booking enquiry form for each type of event, and will be pleased to provide such form on request.

- 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 for themselves as well as to add value for Hong Kong.