

MINI-DESIGN MART

13-15 August, 2010 (Fri-Sun)
InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong.

Organizers



Academia Partners



HONG KONG DESIGN INSTITUTE
香港知專設計學院



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學
School of Design

MUST READ for Vendor Applicants

With the success of the first Design Mart during Detour and Business of Design Week in 2009, Hong Kong Design Centre and Hong Kong Ambassadors of Design are joining hands to organize Design Mart this year as a seasonal event. Design Mart aims to provide a platform for the Hong Kong emerging creative talents to promote their original design works. Designers, artists and graduates from all creative disciplines are welcome to join. This is also a great opportunity to communicate directly with the public and showcase your creative ideas.



Mini-Design Mart in the coming August will be the first Design Mart in 2010.
Creative minds and those young at heart, JOIN NOW!

Joining Procedures & Vetting Process

1

Application

- You can send in the application by mail, email or hand-in in person to HKDC.
- Fee can be settled by Cheque or in Cash. An official receipt will be issued.
- Write in 30 words Chinese & 50 words English describe your work in brief.

Application
Deadline
09 Jul 2010



2

Vetting

- Convening Committee is formed by members from Hong Kong Design Centre, Hong Kong Ambassadors of Design, the 3 partnering design institutes as well as veteran design practitioners.
- Only original design & creative works can be exhibited.

Vetting
Mid Jul 2010



3

Reply & "Vendor Info Kit"

- Applicants will be notified & and successful applicants will receive a "Vendor Info Kit" from HKDC.
- Booth location will be allocated by category & by draw.
- Prepare for your stock and decoration of the booth.

Booth Allocation
& Draw
Mid Jul 2010



MINI-DESIGN MART

Date: 13-15 August, 2010 (Fri-Sun)
Venue: InnoCentre
72 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong.

JOIN NOW!

Be a vendor of the MINI-DESIGN MART

Vendor's Notes

- Only original design & creative works can be exhibited.
- All applications must be vetted by the Convening Committee of Design Mart and the decision of the Convening Committee will be final.
- Please note that the exhibition of explicit content and illegal matters is prohibited and will be removed at our discretion. Please also understand that the registration fee is not refundable.
- The organizer accepts no responsibility for theft, loss, damage, injury or any other such accidents.
- The organizer accepts no responsibility for exhibitors' or artists' work with regards to copyright laws.
- Pictures and videos taken at the venue, and materials submitted to us, may be used for promotional and advertisements purposes by the Design Mart Office.
- If the event is cancelled due to special circumstances such as natural disasters, typhoon, transportation problems etc. The registration fee is non-refundable.
- Your registration fee is non-refundable, even if you cancel your participation. However, if your application does not pass the vetting process, registration fee will be refunded in full.
- The organizer reserves the right to cancel their registration if vendor applicant is not able to settle the payment on deadline as specified.

Promotions & Publicity

Mini-Design Mart will partner with leading magazines and newspaper to promote the event in order to let more people know and come. In addition the organizer will produce posters, flyers, advertisements as well as website and social media (like facebook and blog) to promote the event.

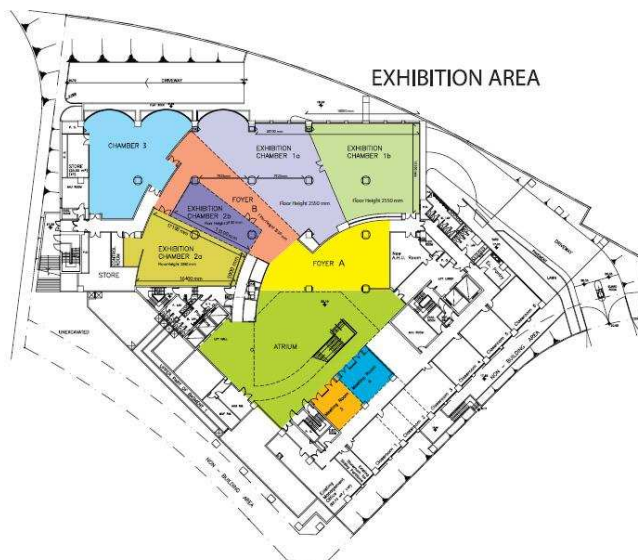
About Booth Allocations

- Booth location will be decided in advance by the Design Mart Office based on the categorization and then via a fair draw process. Once assigned, any request for the booth location change will not be entertained.
- If you require a location near another vendor's booth, please state your reasons when making both initial application(s), and make both your payment(s) at the same time. Your request may not be possible due to the limited number of booths available.

About Setting Up & Venue Regulations

- Booth areas are only marked on the floor by tape. Please stay within your booth area.
- Vendors are free to use their own display materials, however, due to fire regulations, only flame-resistant products. The Fire Department and the organizer reserve the right to remove any flammable materials when making their inspection.
- Flame-resistant exhibition equipment rental is available via the organizer with separate cost involved. An application form for exhibition equipment rental will be sent later together with the "Vendor Info Kit" in mid July 2010.
- The height limit of all booths is 2.5 meter.
- You cannot use wall electric outlets in the hall without prior arrangement with the organizer.
- For electrical outlets (13M, 1 socket), apply to Design Mart Office at least 2 weeks beforehand.
- There is no storage place. Please keep your luggage within your booth space. InnoCentre only provides minimal security and the organizer accepts no responsibility for theft, loss, damage, injury or any other such incidents.
- Using fire/flame in the hall is prohibited. Dangerous items such as LPG gas can, any open flame and LPG gas cylinders cannot be brought into the event hall whatsoever.
- Aerosol spray paint is NOT permitted inside InnoCentre.
- Loud music is not allowed from the booth.
- Vending of food or drinks at your booth is not allowed.

Mini-Design Mart 2010 Office
Hong Kong Design Centre
Contact Person: Ms Kary Lou/ MS Ruby Ko
Tel: +852 3793 8409
Fax: +852 2892 2621
Email: designmart@hkdesigncentre.org
Mail: Hong Kong Design Centre
Rm 100, 1/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong.



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Vendor Application Form

* Please fill in all the fields

Applicant's Info

Name of Applicant : (First name) _____ (Surname) _____
Age : _____ Gender : _____
Nationality : _____ ID or Passport No. : _____
Correspondence address : _____
(City) _____ (State) _____
(Zip Code) _____ (Country) _____
Contact No. : (Area) _____ (Tel) _____ (Mobile) _____
Email Address : _____
Facebook Email : _____

School's Info (for student applicants only)

Name of School : _____
Major & Faculty : _____ Year : _____
School Address : _____
(City) _____ (State) _____
(Zip Code) _____ (Country) _____

Designer/ Brand/ Group's Info

Name of the Stall : _____
Originally from : _____ Est Year : _____
Website : _____
Facebook url : _____

Category (please ✓ the appropriate)

- Fashion Accessories Interior Houseware Graphic/ Publication Photography
 Crafts Media Lifestyle Products Lighting Drawing/ Illustration Fine Arts
 Other (Please specify) _____

Item selling prices between HK\$ _____ and HK\$ _____

Describe your work in 30 words Chinese (if possible)

Describe your work in 50 words English

- Please enclosed 2 images (photo or drawing or graphic) which can represent you work.
(in not smaller than A5 size and 300 dpi)

Reply to:

Attn.: Mini-Design Mart, Design Promotion, HKDC
 Fax: +852 2892 2621
 Email: designmart@hkdesigncentre.org
 Mail: Hong Kong Design Centre
 Rm 100, 1/F InnoCentre, 72 Tat Chee Avenue,
 Kowloon Tong, Kowloon, Hong Kong.

Registration Fee (please ✓ the appropriate)

			for the setup cost of	Sub-total
Mini-Design Mart Standard Booth	(with 1 table, 2 chairs, booth signage and general lighting)	<input type="checkbox"/>	HK\$650	HK\$
Mini-Design Mart Student Concessionary Booth	(with 1 table, 2 chairs, booth signage and general lighting)	<input type="checkbox"/>	HK\$325	HK\$
Additional Electricity Supply (One 13M socket)		<input type="checkbox"/>	HK\$250	HK\$
GRAND TOTAL				HK\$

Payment Methods

- Please pay in **crossed cheque** bearing "Hong Kong Design Centre" and send to Hong Kong Design Centre, Room 100, 1/F, InnoCentre, 72 tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong. Please be reminded to mark "Mini-Design Mart 2010" with your name and contact number at the back of the cheque. (Official receipt will be issued.)
- You can also **pay in cash** in person at Hong Kong Design Centre during office hour. (Official receipt will be issued.)

Hong Kong Design Centre

Room 100, 1/F, InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong.

Office Hours Monday to Friday, 9:00am – 12:30nn & 1:30pm – 6:00p

Closed on Saturday, Sunday & Public Holidays

Tel: +852 3793 8400

How did you find out about this event?

- From school
- From friends
- From email
- From flyer (Where? _____)
- From web (Where? _____)
- From meida (Name _____)
- Other (Please specify) _____

I have read the "MINI-DESIGN MART Must Read for Vendor Applicants" and noted on all the important points. I have also acknowledged that information submitted will be used in the vetting process and promotional use.

I understand that all applications must be vetted by the Convening Committee of Design Mart and decision of the Convening Committee will be final.

Applicant's Signature: _____ Date: _____

We may send you promotional materials to you, if you do not wish to receive promotional materials from us, please check this box

Mini-Design Mart 2010 Office

Hong Kong Design Centre

Contact Person: Ms Kary Lou/ Ms Ruby Ko

Tel: +852 3793 8409

Fax: +852 2892 2621

Email: ruby.ko@hkdesigncentre.org

Mail: Hong Kong Design Centre

Rm 100, 1/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong.

(For official use only)

Reg No:	Reg Date:	Paid Date:	Cheque/ Cash:	Chi:	Eng:	Pic:	Booth No:	Out: