



## Management Company of Olympic House Limited

### Guidelines for Hanging of Publicity Banners at the Designated Sites of Olympic House

1. Olympic House (OH) banner sites will be exclusively hired out with charges to the Sports Federation & Olympic Committee of Hong Kong, China (Federation), the Management Company of Olympic House Limited (MCOHL) and the National Sports Associations (NSAs) irrespective of whether or not the NSAs are tenants of OH according to the following criteria:
  - i) For the banner site (Location A) facing the rear block of the Hong Kong Stadium on Eastern Hospital Road:
    - a) Organizing territory-wide championships; or
    - b) Presenting international exhibitions in Hong Kong.
  - ii) For all banner site (Location B) facing the secondary school on Stadium Path:
    - a) Staging Hong Kong open tournaments; or
    - b) Presenting large-scaled exhibitions.
  - iii) Priority will be accorded to banners of the Federation and MCOHL.
  - iv) Exact locations are marked at **Appendix**.

#### 2. Size and Charges for the Banner Sites:

Banner Site	Size of Banners	Unit Rate per two weeks or part thereof	Subsequent daily rate beyond the initial two weeks
Location A	7.6M (W) × 1.5M (H)	\$3,000	\$214
Location B	4.5M (W) × 1M (H)	\$1,500	\$107

3. Display of banners will be allowed for an initial two weeks within the counter ticket sale period or an initial two weeks not earlier than two months before the first event day subject to availability of sites. Hanging period may be extended to a further two weeks on daily rate if the sites are still available. Further extension of banner displaying period could be considered on individual merits by the MCOHL management.

4. The artwork of the banner together with the completed application form (OH11\_Publicity Banner/NSA) must be sent to the Manager of MCOHL for prior vetting and approval at least one month before the hanging of the banners concerned.
5. Information contained in the banner should include and be restricted to:
  - (a) name of the organizer and title sponsor (if any);
  - (b) name of the event;
  - (c) venue, date and time of the event;
  - (d) enquiry and/or booking/ticketing telephone number; and
  - (e) advertising or promotional wordings or pictures of commercial nature and elements related to alcohols and tobacco nature are strictly forbidden for inclusion in the banner. Besides, the artwork of acknowledgements of sponsors should not occupy more than 20% of total size of the banner.
6. The location and period of hanging up the banner at OH is at the sole discretion of the Manager of MCOHL. Basically, applications will be processed on a first-come-first-served basis.
7. The applicant should take out a public liability insurance jointly with the MCOHL at an amount of not less than HK\$5M against liability to pay damages as a result of any death or injury to any person or loss of or damage to the property of any person arising out of hanging, displaying, dismantling and removal of the banner within the boundary of OH.
8. The applicant should indemnify the MCOHL and their staff members and agents against all claims, demands, actions or proceedings in respect of the death of or injury to any person which shall arise from any accident or occurrence arising out of hanging, displaying, dismantling and removal of the banner within the boundary of OH within the approved period in respect of any loss or damage suffered or sustained by any person in consequence of such death or injury.
9. The applicant should be responsible for hanging and dismantling of banners. The applicant should also compensate the MCOHL for any loss of revenue or liability for damages suffered by the MCOHL as a result of the failure of the applicant to remove the banner from the boundary of OH on or before the last day of the approved hanging period.

10. The MCOHL reserves the right to prohibit/discontinue the hanging of the banner on the designated sites of the venue and to remove the banner as and when required and charge the applicant the necessary labour costs afterwards. In the case of the hoisting or intended hoisting of typhoon No.8 signal or above or inclement weather, the applicant should remove the banner as required by the MCOHL management.
11. The applicant and his appointed contractor should respond to the instruction of the MCOHL and see to the safety measures and other arrangements regarding installation of the banner.

**Management Company of Olympic House Limited**

**1 April 2011**



Location A  
Size: 7.6M (W) × 1.5M(H)

Location B  
Size: 4.5M (W) × 1M (H)