



GOLD COAST  
PIAZZA

To: **Leasing Marketing & Promotions Dept**

Date: \_\_\_\_\_

Email: [gcpromo@sino-estates.com](mailto:gcpromo@sino-estates.com)

Tel: 2526 0822

From: \_\_\_\_\_ (\*Mr. / Ms. / Mrs.) Fax: 2618 7142

### **Application Form for Rental of Exhibition / Promotion Venue**

#### ***Particulars of Exhibitor***

Name of Organization / Company (in English): \_\_\_\_\_

(in Chinese): \_\_\_\_\_

Nature of Exhibitor

- Commercial Organization
- Government Department
- Charity / Social Service Group (please attach relevant document)
- Non-profit making organization but of no charity nature (please attach relevant document)
- Others (please specify) \_\_\_\_\_

Business Registration No.: \_\_\_\_\_

Office Address: \_\_\_\_\_

Name of Applicant (in English): \_\_\_\_\_ Tel: \_\_\_\_\_

Position Held: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

#### ***Details of Proposed Event***

Official Name of Event (in English): \_\_\_\_\_

(in Chinese): \_\_\_\_\_

- \* Exhibition Venue:
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Venue A (with stage) | <input type="checkbox"/> Venue A (without stage) | <input type="checkbox"/> Venue A (Car Show) |
| <input type="checkbox"/> Venue A1             | <input type="checkbox"/> Venue B                 | <input type="checkbox"/> Charity Area       |

# Preferred Exhibition Period: \_\_\_\_\_

**Gold Coast Leasing Office**  
Shop 25A-C, 1/F, Gold Coast Piazza, 1 Castle Peak Road, Hong Kong  
黃金海岸租務部 香港青山公路一號 黃金海岸商場一樓 25A-C  
[www.goldcoastpiazza.com.hk](http://www.goldcoastpiazza.com.hk)

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- Nature of Event:**
- Exhibition (Product Promotion, no sales involved)
  - Sales Exhibition
  - Variety Show
  - Carnival
  - Stage Performance: \_\_\_\_\_  
(Please specify: debate, seminar, fashion show, variety show etc.)
  - Charity activity (please specify): \_\_\_\_\_
  - Others (please specify): \_\_\_\_\_

Products / Theme to be promoted or displayed: \_\_\_\_\_

Any special activities to be held in conjunction with the above said event:

- Distribution of Samples
- Distribution of printing materials
- Others (please specify): \_\_\_\_\_

Number of personnel to be deployed to control the event: \_\_\_\_\_

Name of security company covering the event (if any): \_\_\_\_\_

Details of any pre-event publicity (e.g. press release, radio, TV, leaflet, banner, advertisement)

**Particulars of PR / Advertising Agency (if any)**

Official of Agency (in English): \_\_\_\_\_ (in Chinese) \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact Person (in English): \_\_\_\_\_ Tel: \_\_\_\_\_  
 Position Held: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Mobile: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

**Facilities & Equipment Required (Please tick or specify quantity required)**

Item	Quantity	Item	Quantity
<input type="checkbox"/> Folding Chairs		<input type="checkbox"/> Stage with skirting	
<input type="checkbox"/> Tables w/ skirting		<input type="checkbox"/> 13Amp Electricity	
<input type="checkbox"/> P.A. System		<input type="checkbox"/> Overnight Electricity	
<input type="checkbox"/> Others (Pls specify)			

1. The Licensor has absolute discretion to accept or refuse any application.
2. Licensee shall promote the specified business in the specified format as approved by the Licensor. Or Licensor shall cease operation of exhibition without notice and no licence fee shall be refunded.
3. Licensee shall read the **'House Rules'** thoroughly and please call us at 2526 0822 for details. The licensor reserves the right to alter or cancel any approved applications should the Licensee fail to comply with the rules.

The applicant \_\_\_\_\_ confirms that the information herein is true and correct and agrees to be bounded by the terms and conditions of the use of venues as laid down by the Licensor.

\_\_\_\_\_  
Signature of Applicant with  
Company Chop

\_\_\_\_\_  
Date

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To: Leasing Marketing & Promotions Dept

Date: \_\_\_\_\_

Email: gcpromo@sino-estates.com

Tel: 2526 0822

From: \_\_\_\_\_ (\*Mr. / Ms. / Mrs.)

Fax: 2618 7142

**Exhibition Information Form**

For better co-ordination with your exhibition, please email or fax the completed form to Leasing Marketing and Promotions Department **one week prior** to the first exhibition day.

Exhibition Date:			
Exhibition Time:			
Exhibition Title:			
Exhibition Venue:			
Move-in Time:			
Move-out Time:			
Company Name:			
Contact Person:		Title:	
Tel:	(during office hours)		(after office hours)
Fax:			
Email address:			
Signature: (with company chop)			

**\* Attached the rundown / floor plan**

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**House Rules for Casual Leasing / Exhibition**

**Customer Service Centre Operation Hour**

9am to 6pm

**Event Time**

- For general exhibition: 10am to 10pm
- For charity event at the charity area: 12nn to 6pm

**Licence Agreement and Payment**

- Application Form together with a detailed floor plan which indicated all facilities dimensions and electricity measurement must be submitted to Leasing Marketing & Promotions Department via **Email: [gcpromo@sino-estates.com](mailto:gcpromo@sino-estates.com) or fax back at 2618 7142** for approval **at least one month** prior to the proposed event commencement date.
- Licence Agreement must be signed and returned to Leasing Marketing & Promotions Department **at least one week** before the commencement of the licence.
- The application will not be confirmed until a written Licence Agreement (hereafter refers as The Agreement) is issued by Commercial Ace Limited (hereafter refers as **The Licensor**) & countersigned by both parties.
- Full licence payment must be settled **at least five working days** from the commencement of the licence.
- The Agreement is served as an invoice of the charges. No separate debit note / invoice will be issued.
- Failure to do so may be considered as cancellation of the Event by the Licensee.
- The Licensor reserves the right to accept or decline any application.

**Venue Setting and Dismantling**

- Licensee shall enter the licensed area at **9 am** for setting on the first exhibition day and leave with all their packed belongings by **10 pm** on the last day.
- Licensee is not encouraged to set up the area the night before the exhibition period. For special reasons, Licensee shall apply in writing, however, the Licensor has the absolute discretion to accept or refuse it.
- Licensee shall submit a floor plan and details (measurement & decorations to be used) of their setting to The Licensor for approval two weeks before the confirmed exhibition period.
- Licensee is required to sign an undertaking for the license area before move-in and shall be liable to any damage caused to the structure or other fittings and equipment in the venue.

**Use of Marquee**

- Concrete blocks or water barrier should be secured along each pole of the marquee while in use. When there is adverse weather or strong wind, the licensee should fold up / dismantle all marquees at the direction of the Licensor.
- All marquees shall be dismantled and placed at sheltered area after the close of business daily. For special circumstances, Licensee shall apply in writing, however, the Licensor has the absolute discretion to accept or refuse it.
- No marquee is allowed to stay overnight.
- All marquees shall be dismantled when typhoon signal No.3 is hoisted.

### **Motor Show**

- Delivery of cars shall be completed between 10 - 11pm or 8 - 9am only. Removal of the cars shall be completed between 10 - 11pm only after the exhibition day.
- License is required to sign the undertaking and provide manpower for covering floors with protective materials during entry of cars. (Protective materials shall be responsible by the License)

### **Licensed Area**

- All exhibition activities e.g. personal service consultation must be confined to the licensed area. No goods, decorations or publicity materials e.g. posters and banners could be put outside the area. And the display materials should not cause any blockage to shop front of any tenants.
- Licensee shall not transfer or sublet the licensed area to other exhibitors.
- No hanging of banners, posters and other POPs on the curtain wall is allowed.
- Easy pull stand and any hand written signage is strictly prohibited in the mall.
- Licensor reserves the right to decline any application for selling or promoting any products / brands which are in direct conflict with existing tenants. List of products / services/ brands to be promoted at the licensed area must be submitted for Licensor's approval upon submission of application form at least one month prior to the event commencement date.
- Licensee shall not sell or promote any illegal products or products not specified in the applications, the Licensor shall have the absolute right to demand removal of any products, which are deemed unfit for the licensed area.
- Number of promoters must be informed and approved by the licensor prior of the event. The Licensor shall have the absolute right to demand reduction of promoters on site.
- The promoters should stay within the licensed area during the promotion / exhibition unless prior approval has been sought from the Licensor.

### **Delivery of Goods and Decorations to Licensed Area**

- Licensee could use our carpark facilities: HK\$11 / half hour (Mon to Thu) and HK\$14 / half hour (Fri to Sun and Public Holidays) (Charges are subject to change without prior notice).
- No free parking and storage will be provided for Licensee(s) or Contractor(s).
- No trolley with **iron wheels** is allowed to use within the mall.

### **Safety of Merchandise and Decorations**

- Licensee must take all precautions to protect their goods and decorations displayed or placed at the area and shall not hold the Licensor responsible for any loss or damage.
- No goods or decorations are allowed to place under the fire shutters.
- Licensee is advised to employ security guard(s) from Sino Security Services Ltd. to look after their overnight setting and goods. If other than Sino, Licensee shall seek approval from Licensor.
- Licensee undertakes not to do anything whatsoever that may cause fire risk or other hazards or that may be of nuisance in Gold Coast Piazza.
- No storage will be provided to Licensee.
- Licensee shall look after his/her products and properties during his/her business operation. Licensor shall not be held responsible for any damage, loss or whatsoever arising from licensee's business operation. If any security guard is necessarily employed by the Licensee to look after his/her properties, advance notice shall be given to Licensor.

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- Any injury to Licensee himself/herself, to the public or damage to the venue and facilities due to Licensee's business shall all be responsible by the Licensee himself/herself.

### **Insurance**

- Licensee must insure against their properties including goods and decorations in respect of exhibition and setup period and keep the Licensor indemnified against all actions, proceedings, demands, costs and claims whatsoever by any third party causing by or arising from the act, neglect or default of the Licensor.
- Licensee is responsible for application of all necessary licenses and of all public liability insurance.
- Licensee and its contractor should provide **Public Liability Insurance** coverage with the limit not less than **HK\$5,000,000** for the **whole duration of their activity/event (Including Venue Setting and Dismantling)**. Copies of relevant documents must be sent to the Leasing Marketing & Promotions Department together with completed agreement before move-in.
- The policy shall be in the joint names of Landlord (Commercial Ace Limited and Baynard Limited) and the Property Manager (Sino Estates Management Limited) and shall contain a Cross Liability Clause.
- Licensee is responsible for application of all necessary licenses and of all related insurance. Licensee has to indemnify Gold Coast Piazza and Sino Estates Management Limited and/or its related subordinate for any damage done to the venues or facilities, and/or for any injury to persons that might incur.
- The Licensor has the right to demand stoppage or cancellation of the event should, in the opinion of The Licensor, a safety hazard is posed to the public.
- Licensor shall bear no liability to Licensee for any damage or loss of its properties or injury to third parties arising from any incidents or weather during the licensed period.

### **Power Supply and Telephone line**

- Extra power supply must be applied with the Licensor if required.
- Extra power consumption will be charged according to the rate card.
- Licensee is required to sign the undertaking and supply a private licensed electrician to connect electricity with the presence of representative of Licensor.
- No telephone line is available at the venue.

### **Cleaning**

- Licensee shall keep the licensed area in good, clean and tidy condition and never leave any packing or wrapping materials. e.g. paper boxes elsewhere during and after the exhibition period.
- All carton boxes and miscellaneous items must be placed carefully and kept out of public view in the exhibition period.
- All rubbish or unwanted things should be disposed
- A cleaning charge of **HK\$1,000** will be imposed on those Licensees who leave the area in a dirty condition after use or damage the utilities provided by the Licensor.

### **Audio-visual Equipment**

- Licensee shall set audio-visual equipment at a volume level that would not create any noise nuisance or inconvenience to public or nearby tenants.
- Licensee shall obtain necessary approval or licenses from the authorized societies e.g. IFPI, PPSEAL, CASH & HKRIA for producing music.

### **Force Majeure**

If the exhibition is cancelled due to the force majeure, the Licensee shall have no claims against the Licensor or refund of the licence fee of exhibition venue.

### **Arrangement for Adverse Weather**

- Special arrangement will be made due to adverse weather, such as the hoisting of typhoon signal No.8 / amber rainstorm or above.
- When the typhoon signal No.8 / amber rainstorm or above is hoisted before 12nn on the exhibition day, the Licensee may then apply to the Licensor for re-scheduling of the exhibition subject to the final discretion of the Licensor.
- If the typhoon signal No.8 / amber rainstorm or above is hoisted after 12nn or during exhibition period, there will be no compensation to the Licensee.

### **Charity Organization**

- Any Licensee who applies venue for fund-raising or charity sales must submit their application with valid license from the related Government Department for prior checking.
- The venue will not be granted for solicitation of pedestrians for collection of donations or selling of flags / stickers or badges.
- Number of volunteers shall not exceed 4 and they should not allow walking around the mall.

### **Cancellation**

- No cancellation is allowed upon signing of confirmation by the Licensee or within two weeks from the date of exhibition.
- In the event that the Licensee has to cancel the booking after the issue of The Agreement from The licensor, a written notice to the Licensor is required and the Licensee will be subject to a penalty of **50% of the license fee if the cancellation of booking fall within 7 to 14 days before event date; and 100% of license fee if the cancellation is less than 7 days before event date.** Administration fee will not be refundable whenever the cancellation is made within two weeks from the date of intended event.
- The Licensor reserves the right to alter or cancel any approved applications should the Licensee fail to comply with the above rules. The Licensee shall have no claims against the Licensor in respect of such alternation or cancellation.

On behalf of \_\_\_\_\_ (Name of Licensee), I hereby submit our application with understanding of all the above house rules and agree to fulfill all the requirements set by Gold Coast Piazza.

I have read and agree to the (\*must fill in)

- Terms and Conditions for use of exhibition / promotion venues\*
- Personal Information Collection Statement (PICS) (Please refer to Appendix I)\*

\_\_\_\_\_  
Signature of Applicant with  
Company Chop

\_\_\_\_\_  
Date

**Gold Coast Leasing Office**  
Shop 25A-C, 1/F, Gold Coast Piazza, 1 Castle Peak Road, Hong Kong  
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## Appendix 1

### **PRIVACY POLICY STATEMENT**

Gold Coast Piazza is committed to ensuring that all personal data are handled in accordance with the provisions of the Personal Data (Privacy) Ordinance ("the Ordinance"). To this end, the Gold Coast Piazza undertakes to:

- collect adequate, but not excessive, personal data by lawful and fair means only for lawful purposes related to the functions or activities of the Gold Coast Piazza ;
- take all reasonably practicable steps to ensure that the personal data collected or retained are accurate, having regard to the purposes for which they are to be used;
- erase personal data which are no longer necessary for the purposes for which they are to be used;
- use the personal data collected only for purposes or directly related purposes for which the data were to be used at the time of collection, unless the individual concerned has given express consent for a change of use or such use is permitted by law;
- take all reasonably practicable steps to ensure that personal data are protected against unauthorised or accidental access, processing, erasure or other use;
- take all reasonably practicable steps to ensure that a person can be informed of the kinds of personal data that the Gold Coast Piazza holds and the purposes for which the data are to be used; and
- permit persons to access and correct personal data of which they are the data subjects and process any such access/correction requests in a manner permitted or required by law.

### **PERSONAL INFORMATION COLLECTION STATEMENT**

Gold Coast Piazza in complying with the requirements of the Personal Data (Privacy) Ordinance, Chapter 486 of the laws of the Hong Kong SAR, is committed to safeguarding your privacy online, and notifying you of certain matters when collecting information from you. This statement may change from time to time, so please check back periodically. By submit this use of exhibition/promotion venue application form to use our services, you agree to be bound by this statement at that time in force.

### **COLLECTION OF DATA**

At the time of subscription and at other times when using this website, you may be asked to provide us with personally identifiable information, such as your name, address, telephone number, facsimile number and e-mail address. It is necessary for us to collect your information for providing you the various information, services and activities offered on this website. You are not obliged to supply the data here but in event of failure to provide the information requested, we will not be able to provide you with the information, services and activities you requested.

### **PURPOSE AND USE OF DATA**

The information we collected will be used for the following purposes:

- to collect data for identity verification and records and to maintain contact lists for correspondence;
- to conduct researches and/or analyses from time to time for any purpose of Gold Coast Piazza in connection with our business;
- to operate internal control, resolve disputes, troubleshoot problems and enforce our terms of use;

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- to deliver information to you that we believe you may have interest in, such as targeted banners, new services and products and other promotions and marketing materials;
- to contact you regarding administrative notices and communications relevant to your application of exhibition/promotion venue and to respond to your request; and
- to access information provided by customers in order to design or improve products, services or facilities to meet customers' need or fulfill their interest.
- We may also use your information to match user information with third-party data (i.e. to compare two sets of personal data collected for different purposes). By submit this use of exhibition/promotion venue application form, you consent to carry out this matching procedure when we deem it is necessary in order to provide our services.

In addition, we will also use your information in the following manner:

- We will share much of our data, including your information, with our business partners, subsidiaries, affiliated and associated companies.
- In order to provide you with more information and services, we have arranged content providers and service providers to provide information and services. It may be necessary for us to share your information with these content providers and service providers.
- If we add new features or services that might require the sharing of your personal information with an additional advertiser or sponsor, we will provide you with notice and the opportunity to opt-out to receive these offers.

## **DIRECT MARKETING**

We intend to use your personal information collected by us for marketing and promotion of any products, services, facilities offered or provided by Gold Coast Piazza. We may not so use your personal information unless we have received your consent (or your indication of no objection) to the intended use. If any customer does not want us to use his/her personal data for marketing or promotional purposes, please inform us via the following channels:

1. Email to [gcpromo@sino-estates.com](mailto:gcpromo@sino-estates.com)
2. Request in writing and send to Gold Coast Leasing Office, Shop 25A-C, 1/F, Gold Coast Piazza, 1 Castle Peak Road, N.T.

## **PROVISION AND TRANSFER OF DATA**

Your information will not generally be disclosed, provided or transferred out of Gold Coast Piazza to any other party in a form that would identify you except in the circumstances provided in our Personal Data (Privacy) Policy and the following circumstances:

- If we use third-party suppliers or service providers to facilitate our services, we will have to provide your information for these suppliers or service providers offering such services where you choose to use these services.
- We may also disclose or access your information for administrative and other purposes that we deem necessary to maintain, service, and/or improve our services.
- In addition, your information will be accessed by, disclosed, provided or transferred to our business partners, any person or bodies corporate or division within Gold Coast Piazza.
- As the parties mentioned above may have places of business outside Hong Kong, your information may be

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provided or transferred out of Hong Kong. By submit this use of exhibition/promotion venue application form, you agree to us providing or transferring your information to these parties outside Hong Kong. These parties adhere to their own privacy customs and policies and we have no control over their use of your information. Therefore, we are not liable to their use of your information.

- Please also see our Personal Data (Privacy) Policy which sets out our general privacy policy and practices in respect of our collection, holding and use of your information.

### **ACCESS TO DATA**

You have the right to request access to, and correction of, information about you held by us. If you need to check whether we hold your personal information or if you wish to have access to, correct any information relating to you which is inaccurate, please write via e-mail us at [gcpromo@sino-estates.com](mailto:gcpromo@sino-estates.com) or via mail to Gold Coast Leasing Office, Shop 25A-C, 1/F, Gold Coast Piazza, NT

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