



The 14th International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services

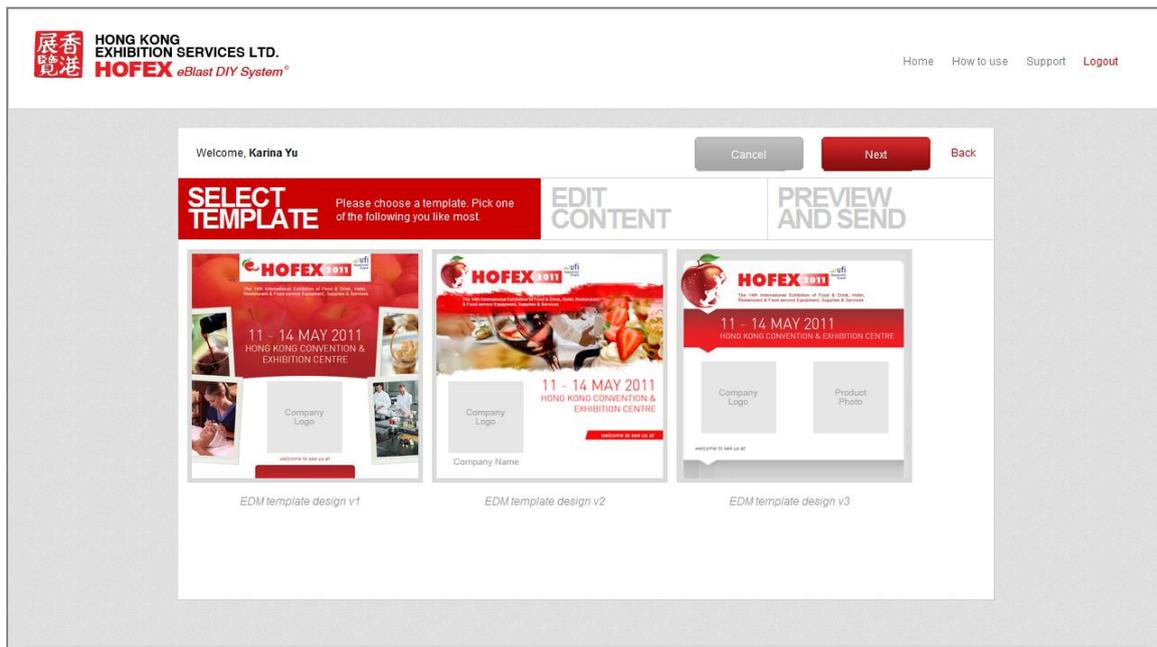
11 - 14 MAY 2011

HONG KONG CONVENTION & EXHIBITION CENTRE

Make Your Own HOFEX 2011 E-invitation!

Follow these 10 simple steps:

- 1) Log into the system with your designated Exhibitor ID and password at <http://www.hkesedm.com/>
- 2) To create your e-invitation, click on **CREATE NEW EDM** (Please ensure that pop-up windows have been enabled to preview your EDM later)
- 3) Select preferred EDM design



- 4) Check your company information, i.e. company name, address, logo and website, etc. (To edit company profile, go back to the main page and click on **COMPANY PROFILE**, remember to save your changes)
- 5) Fill in Stand No., ONE product name and its description (max. 50 words)
- 6) Browse and upload ONE product photo in jpeg/png format
- 7) Click "Next" to preview eDM
- 8) If you wish to go back to edit your eDM message, select "Back"
- 9) If no further changes are required, insert your own email address (max. 5 email addresses*) or select emails from the list on the right and select "Confirm"
- 10) EDM will be sent to selected email addresses and you are most welcome to forward to as many clients as you like from your database!



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**Clients are encouraged to insert their own email addresses and extend these e-invitations through their own/company email accounts for privacy reasons*

HOFEX DIY E-invitation will include your Company's information EXCLUSIVELY to draw specific attention from your guests. You may have unlimited access to the system to create as many e-invitations as you like until **14 May 2011**. Create your personalised invitation to invite your esteemed customers NOW! Don't forget, pre-registration ends on **21 April 2011**.



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