*Please complete this form in BLOCK LETTERS and return by e-mail, fax or mail to the BODW2013 Conference Secretariat:*

*Swire Travel Ltd, 6/F., Cambridge House, Taikoo Place, 979, King’s Road, Quarry Bay, Hong Kong. Tel: (852) 3151 8900*

*Fax: (852) 2590 0099, E-mail:* *bodw2013@swiretravel.com**. Each form should only be used for one registration. It can be photocopied, downloaded from* [*www.bodw.com*](http://www.bodw.com) *or obtained from the Conference Secretariat office. Registration is only valid upon receipt of the full registration fee.*

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| **Participant's Details** |

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Title: ❑ Dr. ❑ Prof. ❑ Mr. ❑Mrs. ❑ Ms.

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| Last Name: |  | First Name: |  |
| Preferred name on the Conference Badge: |  |
| Company: |  | Job Title:  |  |
| Address: |  |  |  |
|  |  | Country: |  |
| E-mailAddress: |  | Mobile Phone No. : |  |
| Tel. including Area Code: | ( ) | Fax: | ( ) |

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| **Technology for Design Seminar - 2 December 2013 ( Mon, 2:00 - 5:10 pm )** |
| **Registration Fee (HK$) :** | 700 |

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| **Brand Asia Forum - 4 December 2013 ( Wed, 2:30 – 6:40 pm)** |
| **Registration Fee (HK$)** | 700 |

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| **BODW Forum (5-7 December 2013)** |

**Registration Fee:**

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|   | **Regular Registration Fee (HK$)** |
| 3-day pass | 3,000 |
| 1-day pass | 1,300 |
| Half-day pass | 800 |

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| **6-day Pass - 2-7 December 2013****( BODW Forum 3-day pass + Technology for Design Seminar + Brand Asia Forum + \*DesignEd Asia Conference)** |
| **Registration Fee (HK$) :** | 3,800 |

**\*DesignEd Asia Conference: 3 – 4 December 2013 (Tue-Wed, 9:30am – 6:30pm)**

**Venue: Lecture Theatre,** Jockey Club Innovation Tower, The Hong Kong Polytechnic University

**For more details, please visit:** [www.designedasia.com](http://www.designedasia.com)

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| Type of Passes | Date | **No. of Pass(es)** | **Amount** **(HK$)** |
| **Technology for Design Seminar** | 2 Dec (Mon) |  |  |
| **Brand Asia Forum** | 4 Dec (Wed)  |   |  |
| **BODW Forum 3-day pass** | 5 - 7 Dec (Thu – Sat) |  |  |
| BODW Forum 1-day pass(Please select the date for your 1-day pass) | 5 Dec (Thu) |  |  |
| 6 Dec (Fri) |  |  |
| 7 Dec (Sat) |  |  |
| BODW Forum Half-day pass(Please select the date for your half-day pass) | 5 Dec (Thu) AM session |  |  |
| 5 Dec (Thu) PM session |  |  |
| 6 Dec (Fri) AM session |  |  |
| 6 Dec (Fri) PM session |  |  |
| 7 Dec (Sat) AM session |  |  |
| 7 Dec (Sat) PM session |  |  |
| **6-day pass**(BODW Forum 3-day pass + Technology for Design Seminar + Brand Asia Forum + DesignEd Asia Conference) | 2 - 7 Dec (Mon – Sat) |  |  |
|  |  |  Total Amount: |  |  |

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| **BODW Forum - Track Selection** |

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| BODW Forum offers concurrent tracks on different topics from 5 – 7 December. If you intend to purchase a BODW Forum pass (half-day, 1-day, 3-day or 6-day), please select your preferred track(s) from the list below to ensure a seat is reserved for you. |

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| Date | Tracks |
| 5 Dec AM session | ❑ Plenary Session |
| 5 Dec PM session | ❑ Plenary Session – Cities Driven by Design or ❑ Design for Experience or ❑ Fashion & Design  |
| 6 Dec AM session | ❑ Plenary Session |
| 6 Dec PM session | ❑ Communications & Design or ❑ Space & Design or ❑ Design for Asia |
| 7 Dec AM session  | ❑ Culture & the City (I) or ❑ Product & Design  |
| 7 Dec PM session | ❑ Culture & the City (II) |  |  |  |

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| \*For updated information of the programme schedule, please visit [*http://www.bodw.com*](http://www.bodw.com) |

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| **HKDC Annual Awards Gala Dinner - 6 December 2013 (Fri, 6:00 – 10:00 pm)** |

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|  | HK$ | No. of pax | Amount (HK$) |
| Dinner Fee (12 pax per table) | 1,500 per pax |  |  |
|  |  |  | Total Amount: |  |

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| Please indicate any special dietary requirements (if any) by ticking (✓) the appropriate box(s):

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| --- | --- | --- | --- |
| ❑ Vegetarian | ❑ No Pork | ❑ No Beef | ❑ Others\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Survey** |

**How did you learn about BODW 2013?**

**A) Advertisement**

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| 🞏 Newspaper | 🞏 Magazine | 🞏 Outdoor |
| 🞏 Radio | 🞏 Others, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**B) Online**

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| 🞏 BODW website | 🞏 HKDC website | 🞏 Social media (**\***Facebook /Sina Weibo/ Twitter) |
| 🞏 BODW trailer (\*Youtube / Youku / Tudou) | 🞏 e-blast (from HKDC) | 🞏 e-blast (from other channels, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 🞏 Web banner, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **\*Please delete where inappropriate** |

**C) Other channels**

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| 🞏 Printed promotional materials (flyer, poster, brochure), please specify the distribution outlets/information counters:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 🞏 Past attendants of BODW, please specify which year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**What is your Company Industry / Profession?**

🞏 Design, please specify discipline \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Industry / Commerce, please specify sector\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Sales/Marketing/PR/Communications/Branding

🞏 Education

🞏 Government Bodies

🞏 Trade Association / Professional Organisation

🞏 Student

🞏 Others, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Method of Payment** |

❑ Hong Kong Local Cheque (in HK Dollars) enclosed. Make payable to “**Swire Travel Ltd**.”

Mail this form with your cheque to: BODW2013 Conference Secretariat, Swire Travel Ltd, 6th Floor, Cambridge House,

Taikoo Place, 979 King’s Road, Quarry Bay, Hong Kong

 Tel: (852) 3151 8900 Fax: (852) 2590 0099 E-mail: bodw2013@swiretravel.com

❑ Bank Transfer (in HK Dollars)

 Account Name: The Hong Kong & Shanghai Banking Corporation Ltd. Account No: 111-016275-002

 Address: No 1, Queen’s Road Central, Hong Kong SAR, China

 Bank Swift Code: HSBCHKHHHKH Bank Code: 004

Please send a copy of the remittance receipt within 2 weeks from the issue date by email to bodw2013@swiretravel.com or by fax to (852) 2590 0099 for reference. Please notify Swire Travel Ltd of the name(s) of the participant(s). All charges on bank transfer will be borne by the sender.

Remark: Participants who prefer to settle the registration fee in Renminbi, please contact BODW 2013 Conference Secretariat before payment.

❑ Credit Card

 Please use the following credit card for the payment of the registration fee:

 ❑ Visa ❑ MasterCard ❑ American Express ❑ Diners Club

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| Cardholder Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Credit Card No.:  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |
| Expiry Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Important Notes** |

* Early Bird discount cannot be used in conjunction with other promotional discount.
* Please settle all payments within 5 working days after the submission of the registration form or the reserved seats will be released.
* In the event of cancellation or change of registered program, please notify the Conference Secretariat (Swire Travel) in writing, and please identify the name(s) of the participant(s) and the registered pass(es). An administration fee of 50% of the paid registration fee will apply. Refunds will only be made after the completion of BODW 2013. No refund will be entertained for cancellation requests received by the Conference Secretariat after 15 November 2013.
* The organiser reserves the right to change the programme without prior notice.
* Information provided will be used only for the purposes of processing the registration and communicating with the participant on matters relating to the BODW 2013 and/or related event and such usage will conform to the Personal Data (Privacy) Ordinance.
* By completing this registration form, you have agreed to be added on [HKDC](http://www.hkdesigncentre.org) database system and use for promotion purpose. [Privacy Statement](http://www.hkdesigncentre.org/privacy_statement.htm)

This registration form is issued by Hong Kong Design Centre.

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Email: info@hkdesigncentre.org

 By signing on this registration form, I hereby confirm that I have read and agreed to the Important Notes set out on this

 registration form.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_