



Press Invitation

Entertainment Expo Hong Kong Opening Ceremony *The 2nd Asian Film Awards*

March 7, 2008 – The star-studded 2nd Asian Film Awards (AFA), March 17, at the Hong Kong Convention and Exhibition Centre (HKCEC), will mark the opening of Entertainment Expo Hong Kong 2008.

Sponsored by the Hong Kong Film Development Fund and facilitated by the Hong Kong Trade Development Council (TDC), Entertainment Expo Hong Kong encompasses nine events promoting film, television, music and digital entertainment. The AFA is organised by the Hong Kong International Film Festival Society (HKIFFS), sponsored by the Hong Kong Film Development Fund (HKFDF) and the TDC.

Media arrangements as follows:

Date: March 17 (Monday)
Time: 5pm-6pm – Press Badge Collection (pre-registered press only)
6:30pm – Red Carpet Event
8:15pm – Entertainment Expo Hong Kong Opening Ceremony,
followed by the 2nd Asian Film Awards Ceremony

Venue: Grand Hall, HKCEC, 1 Expo Drive, Wanchai
Officiating Guests for Donald Tsang, Chief Executive, HKSAR
Entertainment Expo Jack So, Chairman, TDC and Hong Kong Film Development Council
Opening Ceremony: Tony Leung, Hong Kong Entertainment Ambassador

Officiating Guests for Frederick Ma, Secretary for Commerce and Economic Development
the 2nd Asian Film Wilfred Wong, Chairman, Hong Kong International Film Festival Society
Awards:

Special Guests Asano Tadanobu, Joan Chen, Hou Hsiao-Hsien, Vivian Hsu, Jet Li, Nakatani Miki, Song Hye-Kyo, Song Kang-Ho, Stefanie Sun, Suo Masayuli, Tang Wei, Tsai Ming-Liang, Yamada Yoji, Shawn Yu

Media representatives who wish to cover the Entertainment Expo Opening Ceremony and Asian Film Awards, please visit the following website and click the "Press Accreditation" button on the left. You can then submit your press accreditation form online. Deadline for submission is 5pm, Friday, March 14.

<http://eexpohk.tdctrade.com/media.htm>

If your application is successful, you will receive a confirmation email. Kindly collect your press badge, from 5pm-6pm, Monday, March 17, at the media reception counter located at the HKCEC Expo Drive entrance. Please present your business card for verification. If you are a freelance journalist, please present a certification letter issued by the media organisation you are affiliated with. For security reasons, admission will only be given to reporters who have pre-registered online.

Press Zones

The venue will be divided into four press zones; details as follows. You may also view the zone map on the online press accreditation form:

Press Zone A -Red Carpet (Level 1)

Location: Expo Drive Entrance, HKCEC
Opening hours: 6:15pm-8:30pm

Guests will arrive from 6:30pm. A backdrop will be provided for the two MCs to do brief interviews with guests. Reporters, photographers and TV crews are invited to take photos.

Press Zone B - Entrance to Grand Hall (Level 5)

Location: Grand Hall, HKCEC
Time: 6:15pm-8:30pm

Photographers can take pictures as celebrities enter the venue at this location. A backdrop will be provided for autographs. For safety reasons, ladders are not allowed in this zone.

Press Zone C - Inside Grand Hall (Level 5)

Location: Grand Hall, HKCEC
Time: 6:45pm-10:30pm

Reporters and photographers are welcome to cover both the Entertainment Expo Opening Ceremony and the Asian Film Awards, but please note that there are restrictions for TV. TVB Pearl is the official broadcaster of the Asian Film Awards and has exclusive live broadcasting rights. Therefore, TV crews holding a Zone C pass are only permitted to tape and broadcast the Entertainment Expo Opening Ceremony (8:30pm-8:45pm). Our staff will ask non-TVB TV crews to leave the event venue or proceed to Zone D prior to the beginning of the Asian Film Awards.

Press Zone D – Backstage (Press Room)

Location: Grand Hall, HKCEC
Time: 7:45pm-10:30pm

Reporters, photographers and TV crews are invited to interview AFA award winners in this zone.

During the AFA ceremony, press members are required to remain in Press Zone D.

The 2nd Asian Film Awards After-Awards Party

Location: The Grand Ballroom - Grand Hyatt Hong Kong
No.1 Harbour Road, Wanchai
Time: from 10:45pm

Reporters, photographers and TV crews with an access pass to any of the four media zones are invited to take additional photographs of AFA guests.

Special Media Notes

1. There will be four media zones, each requiring an access pass. Each reporter can obtain a zone A or zone B pass, a zone C and a zone D pass, with a maximum of three passes per person. Each media organisation can apply for no more than six passes because of space constraints.
2. The 2nd Asian Film Awards Ceremony is co-produced by the HKIFFS and Television Broadcast Ltd (TVB); consequently, broadcasting rights are wholly engaged by both parties. TV crews holding zone C passes are only allowed to tape and broadcast the Entertainment Expo Opening Ceremony (8:30pm-8:45 pm). Our on-site staff will ask non-TVB TV crews to leave the event venue or proceed to zone D before the Asian Film Awards starts.
3. Photographers stationed at zone C will be positioned about 80 metres from the main stage. Please bring telephoto lenses.
4. The TDC will provide sound box facilities in zone C and D for interviews with AFA award winners. Please bring appropriate cables and equipment for audio recording.
5. TV crews requiring footage of the Entertainment Expo Opening Ceremony may go to our media centre, Hall 1 Concourse at the HKCEC, starting from 9pm. We can arrange a video transfer of the ceremony. Please bring appropriate cables and adaptors.
6. The organiser of the AFA, HKIFFS, will provide a 5-minute highlight footage of the awards gala (including red carpet and After-Awards party) to TV media on March 18, at 2pm. Interested parties, please email: rosa_li@hkiff.org.hk
7. Press should make their own meal and refreshment arrangements. Smoking is prohibited on the premises of the HKCEC.

Official Broadcaster for the Asian Film Awards



Media Enquiries

Asian Film Awards

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Websites

Entertainment Expo Hong Kong
www.eexpohk.com

Asian Film Awards
www.asianfilmawards.org