


**WIN AN AIR TICKET TO HONG KONG!**


# Snap a cool shot @Immersive Hong Kong



## How to join

- 1** Follow Brand Hong Kong's Instagram page:



@brandhongkong

- 2** Take a photo or video at the "Immersive Hong Kong" exhibition

- 3** Create a post on your IG account and set it to public (and make public the number of "likes" as well)



- 4** Hashtag the exhibition:




The top 400 posts with the most number of "likes" will each receive one (1) round-trip Cathay Pacific Economy Class air ticket from Kuala Lumpur to Hong Kong!

Winners will be responsible for any taxes and surcharges applicable to the air ticket.



The tickets are sponsored by the Hong Kong International Airport's "World of Winners" Ticket Giveaway Campaign.

## Please read the Terms and Conditions

- The game is open to individuals in Malaysia who are 18 years old or above by March 3, 2024.
- There is no limit to the number of entries for each individual joining the game but each individual can only win one ticket.
- Only the top 400 posts with the most number of "likes" by the cut-off time will receive the prize.
- Cut-off time for the game: 2pm (Malaysia time) on March 11, 2024.
- Collaboration posts and posts not showing the number of "likes" will be disqualified.
- Winners will be responsible for any taxes and surcharges applicable to the air ticket.
- Winners will be notified by the Organiser: The Information Services Department of the Hong Kong Special Administrative Region Government (Instagram account: @brandhongkong) via Instagram inbox message by April 8, 2024 (11:59pm Malaysia time). Winners who do not reply to the inbox message and provide requested information by April 15, 2024 (11:59pm Malaysia time) will be disqualified for receiving the prize without further notice.
- The winning posts and participants' IG accounts should be kept with the public setting until the redemption period is ended (i.e. May 31, 2024).
- Travel blackout period applies.
- The prize tickets are non-transferrable after redemption.
- All prizes cannot be resold, exchanged, returned, redeemed for cash or other benefits.
- The Organiser prohibits any posts (photos, videos and/or text) that involve inappropriate or improper content. Such content includes but not limited to nudity, pornography, violence, obscenity, indecency, vulgar language, defamation, insinuation, incitement of others, intimidation, invasion of others' privacy, illegal behaviour or aggressive nature. The Organiser reserves the right to request participants to remove the event hashtag of the posts that violate the rules and cancel the participation and winning qualification of relevant participants who violate the relevant terms.
- If a winner is found to participate in the activity with a fake account or by any means of intrusion and/or by modifying computer programmes, his/her winning qualification will be cancelled. The winner shall bear all relevant responsibilities and consequences. The Organiser reserves the right to cancel the eligibility of individuals to participate in the game and/or award prizes to winners and/or pursue legal liability against winners.
- If a winner is found to have acted falsely, plagiarised or cheated, his/her winning qualification will be cancelled. The Organiser reserves the right to cancel the eligibility of individuals to participate in the game and/or award prizes to winners and/or pursue legal liability against winners.
- This game is not sponsored, endorsed or administered by, or associated with Instagram.
- The Organiser is not responsible for any expenses or costs incurred by participants in this activity. Participants must bear all costs and other expenses (if any). If the participants suffer any losses due to the activity, the Organiser will not be responsible.
- If the winner's Instagram account has been suspended, terminated or cancelled before or when the prize notification is issued, or for any reasons it becomes invalid, or the winner's winning message is withdrawn or modified, or the winner fails to collect the prize according to all these terms and conditions and related prize collection terms and conditions, the winner's winning qualification will be automatically cancelled and the Organiser will not make any notification or bear any responsibility.
- The Organiser reserves the right to change the game rules, prizes and winners list at any time.
- The Organiser's decision in relation to every aspect of the game including but not limited to the prize and the selection of winners shall be deemed final and conclusive under any circumstances. No further appeal, enquiry and/or correspondence will be entertained.
- By participating in the game, all participants agree to take part in any related promotion or publicity exercises that may be conducted by the Organiser. The participants hereby irrevocably and unconditionally grant the Organiser the right to use the participants' entries and images for the Organiser's publicity purposes without further compensation and notification.
- The Organiser reserves the right to cancel, terminate or suspend the game with or without any prior notice and reasons.
- If any individuals misuse or abuse this game, causing an impact to the operation of the event and other participants, or doing anything that is detrimental to or has a negative impact on the Organiser or causes loss to it, the Organiser reserves all the rights to pursue and claim compensation.
- The Organiser is not responsible for any delay, loss, error or unidentifiable situation caused by technical problems such as those in relation to computers and networks. All dates and time related to the game (including but not limited to the cut-off date and time of counting the "likes" and the date and time of the winner's reply information) are subject to the Organiser's account system report and are subject to the Organiser's final decision. The Organiser is not responsible for any loss, delay or misdelivery.
- All personal data provided to the Organiser will only be used for notifying winners as deemed necessary for processing the prize redemption. Except for staff/organisations that are directly involved in the game administration procedures, all personal data provided will not be transferred or disclosed to other individuals/organisations.
- By taking part in this game, each participant fully and unconditionally agrees to and accepts all the above Terms and Conditions.