

第96屆  
香港結婚節

暨 秋日婚紗展

Hong Kong Wedding Fair

9 - 11 / 8 / 2019

香港會議展覽中心1號館 HKCEC Hall 1



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## 浪漫初秋 盡展商機

Start-up Infinite Business Opportunity in This Romantic Autumn

香港亞洲展覽每年於灣仔會展呈獻四個全港規模最大的婚紗展，場內八大展區為準新人及情侶提供一站式嶄新、全面及優惠的婚嫁產品和服務。

據最新統計資料顯示，本港一眾準新人籌備婚禮平均開支為港幣36萬元；較去年得出的新人結婚平均開支，實際升幅達9%。隨著港人愈來愈重視個人化婚禮，各項訂製婚禮服務及首飾都十分受新人追捧及更願意投放預算。在籌備婚禮的開支中，最高消費的項目依舊是「婚宴酒席」，其次為「戒指及首飾」、「蜜月旅行」及「婚紗攝影」，四大開支合共佔新人消費之87%。

配合展會全天候的宣傳攻勢，展覽將會是參展商進行產品推廣及開拓更多商機的大好機會。把握向接近50,000對準新人直接推廣的黃金機會，於3天展期內盡享強大宣傳效益及無限銷售商機！

Hongkong-Asia Exhibition (Holdings) Ltd. presents the biggest wedding expo in Hong Kong four times annually. Eight theme zones of the expo offer visitors the latest and most complete range of wedding products and services.

According to the latest survey, wedding expenses of Hong Kong have climbed up to HK\$360,000 in average. Compared to last year, the average wedding cost has increased by 9%. As Hong Kong people are increasingly focusing on personalized wedding, the customized wedding services and jewelries are popular. Of all the spending that comes along, the major items of wedding consumption continually to be banquet, followed by jewelry, honeymoon and wedding photography. Together, the 4 high-ranking expenses amount up to 87% of the whole wedding expenditure.

Targeting the golden business opportunities in early summer, the organizer will carry out dynamic and all-round promotional campaign in order to maximize the expo promotion and develop more sales opportunities for exhibitors.

Grasp the chance to explore more about the wedding market and capture the 50,000 couples at the 3-day expo!



### 8大主題專區

- ✦ 海外婚禮、攝影及蜜月旅遊
- ✦ 專業婚姻監禮人服務
- ✦ 婚宴酒席、婚禮場地及到會服務
- ✦ 婚紗禮服設計、裙褂租借及婚紗攝影攝錄服務
- ✦ 新娘美容護膚及化妝、婚前檢查
- ✦ 嫁囍金飾及鑽戒
- ✦ 婚禮統籌服務、花藝及場地佈置
- ✦ 中西禮餅、囍帖、囍酒、花車、過大禮、回禮精品及婚禮演奏

### 8 Theme Zones

- ✦ Overseas Wedding & Honeymoon
- ✦ Professional Service of Civil Celebrants of Marriages
- ✦ Wedding Banquet, Venue & Outside Catering Services
- ✦ Wedding Gown & Suit Design / Chinese Wedding Gown Rental / Wedding Photography & Videography
- ✦ Bridal Skincare & Makeup, Pre-Marital Check Up
- ✦ Wedding Jewelry
- ✦ Wedding Planning Service, Florist & Venue Decoration
- ✦ Chinese & Western Bridal Cake, Wedding Card, Wine, Car, Betrothal, Gift & Wedding Band



iWeddingClub.com  
新婚會

## 準新人首選的婚嫁資訊網站

Premium Wedding Information Portal for Engaged Couples

《新婚會》iWedding-Club由香港亞洲展覽（集團）有限公司創辦。成立20年來一直深受準新人歡迎，見證全港超過40萬對會員的浪漫囍事，目前活躍會員數目已多達6萬對以上，而《新婚會》Facebook更累計超過26,800 Fans。

作為一站式婚嫁資訊網站，《新婚會》集嫁娶實用資料及潮流新知於一身，不斷為會員送上香港結婚節門票、折扣優惠、精美禮品及舉辦多元化的會員活動，是全港最受歡迎的婚嫁網站之一。

For more than two decades, iWedding Club of Hongkong-Asia Exhibition (Holdings) Ltd. has served more than 400,000 couples in Hong Kong, with an ever-rising number of active members at 60,000 pairs currently. Furthermore, the official Facebook page of iWedding Club gathers over 26,800 subscribers.

iWedding Club has now grown into an all-in-one platform in Hong Kong, equipped with wedding news updates as well as a range of free offers such as wedding expo ticket, discounts, gifts and activities prepared especially for its members.



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## 高效宣傳策略 共創強勢效益

### Intensive Joint Promotion Platform

為客戶度身設計高效宣傳計劃，讓參展商進一步提升展會期間的曝光率，加強產品和服務的重點宣傳，並強化品牌形象及滲透力。

A golden opportunity to reinforce your brand image throughout the expo with an efficient promotional campaign and ideas which are tailor-made for individual exhibitors.

### 主題婚紗匯演 Themed Wedding Fashion Show

由人氣明星如唐詩詠、胡定欣、湯洛雯、黃君馨、李佳芯、黃翠如、陳凱琳、麥明詩、高海寧、馮盈盈、劉佩玥、龔嘉欣、張秀文、陳滢、何佩瑜、陳靜、Jessica C、松岡李那及一眾名模獻上婚紗匯演，演繹貴公司最新婚紗及晚裝潮流趨勢，吸引大批傳媒報導，提升品牌曝光率

Present your company's latest wedding gown collection by celebrities including Natalie Tong, Nancy Wu, Roxanne Tong, Grace Wong, Ali Lee, Priscilla Wong, Grace Chan, Louisa Mak, Samantha Ko, Crystal Fung, Moon Lau, Katy Kung, Sammi Cheung, Jeannie Chan, Jeana Ho, Dada Chan, Jessica C, Linah Matsuoka and professional models. The fashion show can help promote your brand through wide media coverage.



### 「嫁囍萬利券」廣告 Wedding Coupon Ads

「嫁囍萬利券」將於展覽會期間隨「展覽會特刊」免費派發給入場人士，以折扣券形式將參展商優惠送給入場之準新人，從而宣傳其服務並鼓勵消費。

Wedding coupons will be distributed to visitors as a free-of-charge discount coupon along with the Show Guide during the Exhibition. This coupon provides an excellent platform in promoting your services and boosting sales.

### 福袋廣告 Ads On Tote Bags

將於展覽期間於售票處向入場人士派發「福袋」及貴公司之宣傳單張，貴公司可藉刊登「福袋」廣告，令入場人士第一時間接觸到品牌，增加品牌曝光率並加強品牌形象，大收宣傳之效及開拓商機。

Tote bags & promotional leaflets will be distributed during exhibition period at the Ticketing Counter. We welcome companies who are interested in making tote bags advertisements to increase brand exposures by having the visitors getting in touch with the brand just at the door.

### 入場券廣告 Ads On Admission Tickets

參展商可於「入場券」刊登廣告作廣泛宣傳，直接將優惠資訊帶給入場人士，提高品牌於場內的曝光率，大收場內促銷之效，廣告名額只有一個，讓參展商可專享其宣傳效益。

Mass distribution of admission ticket helps promote your company to visitors and boost on-site sales. This is an exclusive offer for Advertiser, for who can enjoy lucrative promotional returns.

### 派發試用裝產品 / 傳單 Distribution Of Product Samples, Door Gifts or Leaflets

可透過主辦機構在售票處派發試用裝產品或宣傳單張，以收宣傳之效。

Product samples or leaflets will be distributed at the Ticketing Counter as a company's promotion.

### 其他宣傳計劃 Other Promotion Program

#### 現場節目

- ♥ 贊助產品 (供場內抽獎遊戲、台上節目或其他場內活動之用)
- ♥ 舉行新產品發佈會
- ♥ 進行產品或服務示範

#### On-site Gimmicks

- ♥ Product sponsorship (for on-site lucky draw, stage gimmicks or other on-site programmes)
- ♥ Product launch
- ♥ Demonstration of products / services

#### 多元化推廣宣傳

- ♥ 展會入口燈箱廣告
- ♥ 會場背幕廣告
- ♥ 場內橫額廣告
- ♥ 特製及專題設計廣告

#### Diversified Advertising

- ♥ Entrance light-box ads
- ♥ Hall backdrop ads
- ♥ Banner ads
- ♥ Tailor-made & special Featured ads
- ♥ Ads on invitation cards
- ♥ Floor Stickers Ads

#### 獨家贊助計劃

- ♥ 冠名贊助
- ♥ 優越贊助
- ♥ 場內主題贊助

#### Exclusive Sponsorship Programme

- ♥ Title sponsorship
- ♥ Prominent prime sponsorship
- ♥ On-site theme sponsorship

- ♥ 邀請卡廣告
- ♥ 地面標貼廣告



## 網上宣傳 Online Advertising



新婚會Facebook專頁、Instagram及Facebook Ad及Pop-up Ad、iWedding Club Facebook page, Instagram & Facebook Ad & Pop-up Ad Poster, etc.

## 報章及雜誌 Newspapers & Magazines



於本港主要報章雜誌刊登廣告  
Advertisements on major Newspapers & Magazines.

## 戶外大型廣告牌 Outdoor Billboard Advertisement



於人車流量眾多之地方如銅鑼灣或紅隧等設置大型戶外廣告牌  
Outdoor Billboard at high traffic places such as CWB or Cross-Harbour Tunnel



於港鐵、九鐵車站沿線設有燈箱廣告、電梯廣告等  
MTR / KCR Light Box Advertisements, Escalator Poster etc.

## 媒體報導 Media Coverage



各大網上電子及印刷傳媒如頭條日報、明報、東網、香港經濟日報、東方新地、HK01、香港新浪、蘋果日報、晴報、now新聞、TVB劇透社及TVB娛樂新聞台等  
Online Digital and Print Media Coverage includes Headline Daily, Ming Pao, On.cc, Oriental Sunday, hket, Oriental Sunday, HK01, sina.com.hk, Apple Daily, Sky Post, now News, TVB Drama Exposure and TVB Entertainment News, etc.

## 參展方式

### 1. 標準攤位

攤位大小：3米 x 3米 (9平方米)

參展費用：每平方米港幣2,965元/美金383元

設施：圍板、地氈、公司名牌、2支射燈、1張桌子、2張椅、清潔服務、基本保安服務

### 2. 空地攤位

攤位大小：最少18平方米

參展費用：每平方米港幣2,695元/美金348元

設施：清潔服務、基本保安服務

## Participation Format

### 1. Standard booth

Standard booth : 3m x 3m (9 sq. m)

Participation fee : HK\$2,965 / US\$383 per sq. m

Facilities : Partitions, carpeting, fascia with company name, 2 spotlights, 1 desk, 2 chairs, cleaning service, security service

### 2. Raw Space

Raw space : At least 18 sq. m

Participation fee : HK\$2,695 / US\$348 per square meter

Facilities : Cleaning service, security service

## 付款方法及訂位細則

參展商於簽訂參展表格時須付50%之金額，劃線支票抬頭請寫「香港亞洲展覽(集團)有限公司」。餘款須於展覽會開始前3個月付清，逾期者作棄權論，而主辦機構則可將其攤位出售，已繳之款項將不獲退還。

如有查詢或欲索取進一步資料，請致電 (852) 2591 9823 與我們聯絡

## Payment Terms

A deposit of 50% of the total amount must be paid upon confirmation with a crossed cheque made payable to "Hongkong-Asia Exhibition (Holdings) Ltd." and the balance should be paid 3 months prior to the exhibition. Failure to pay on time would mean withdrawal of participation from the exhibition. It is at the organizer's sole discretion to re-sell the booth. The entire paid deposit will then be forfeited.

For enquiry and further information, please call at (852) 2591 9823

主辦機構 Organizer :

 香港亞洲展覽(集團)有限公司  
Hongkong-Asia Exhibition (Holdings) Ltd.

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