

第100屆 香港結婚節

暨 情人節婚紗展

Hong Kong Wedding Fair

5 - 7 / 2 / 2021

香港會議展覽中心1號館 HKCEC Hall 1



愛意瀾漫 拓展黃金商機

Love Flows Explore Golden Business Opportunity

年度會展大型婚展，「第100屆香港結婚節暨情人節婚紗展」將於2021年2月5至7日於香港會議展覽中心1號館盛大舉行！匯聚八大嫁娶專區，包括香港、日本、國外知名婚嫁珠寶首飾、本地及海外婚紗攝影、婚宴場地、場地佈置、海外婚禮、婚紗禮服、中西禮餅及回禮等商戶，務求為準新人提供最全面的婚嫁資訊及優惠去籌備夢想婚禮。

營造全港最矚目的婚嫁盛事 - 主辦機構安排了不同場內活動，例如情侶手作坊、雙重消費獎賞和一系列線上下宣傳活動，來刺激現場消費和增加人流！商戶可透過為期3天的展覽發掘潛在商機，建立新客戶群並獲得最新的市場資訊，抓緊結婚旺季的無限商機！

The annual large-scale wedding exhibition, The 100th Hong Kong Wedding Fair will be held on 5th to 7th February, 2021, at the Hong Kong Convention and Exhibition Center, Hall 1. Gathering the eight major wedding zone, including Hong Kong, Japan, Foreign well-known jewelry, photography, banquet venues, overseas wedding, wedding gown, cake cards and gifts and more, to provide soon-to-weds the most comprehensive wedding information and discount to prepare their dream wedding.

Create the most eye-catching wedding event in Hong Kong - The Organizer arranged different on-site activities, such as couples' workshop, double consumption rewards and a series of online and offline promotional activities to stimulate on-site consumption and increase visitor traffic! Clients can explore potential businesses through three-day exhibition, establish new customer groups and obtain the latest marketing information and seize the unlimited business opportunities in the wedding peak season!

新人結婚開支平均達37萬

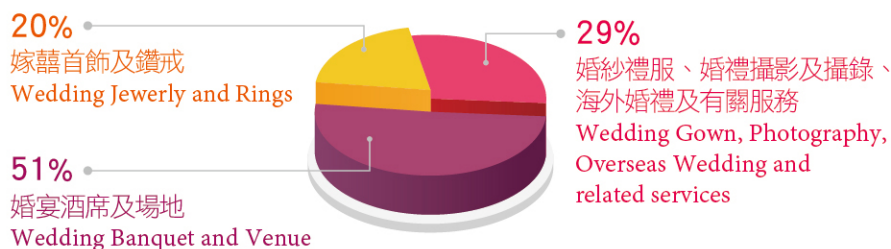
Soon-to-weds average consumption rise to 370K

婚嫁市場總消費值估計高達182億

The total consumption of the wedding market is estimated to be 18.2 billion

2019年準新人婚嫁項目支出統計

Wedding Expenditure Statistics of Soon-to-weds in 2019



*數據來源: 生活易「2019年結婚消費調查」

* Date Sourced from: ESD Life "Wedding Spending Report 2019"

8大婚嫁展區

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

8 Wedding Theme Zones

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



iWeddingClub.com
新婚會

香港唯一網上嫁娶指南・大型婚嫁展覽

The Only Wedding Guide • Large-scale Wedding Organizer in Hong Kong

為了配合婚嫁市場，iWedding Club《新婚會》的婚嫁資訊平台推出了全新設計和版面，令準新人更方便快捷的得到最新和實用的嫁娶資訊及優惠！

禧迎成立22年，《新婚會》將繼續為商戶及準新人帶來新體驗！除了提供會員專享豐富禮品、免費入場門票、限定手作坊體驗外，更提供多重消費獎賞來刺激現場消費和增加人流。

商戶可針對準新人，推行長期宣傳及推廣活動，開拓無限婚嫁商機！

In order to cater the wedding market, the wedding platform of iWedding Club has launched a new design and layout, so that soon-to-weds can access to latest and useful information and discount easily and readily!

To embrace the 22nd anniversary, iWedding Club renders a new experience to our valuable clients and soon-to-weds members! On top of providing a wide range of gifts for members, complimentary tickets, couple workshops, it also provides double consumption rewards to stimulate on-site purchase and increase visitor's traffics.

Clients can aim at targeted customers, promote long term propaganda activities, and develop lucrative wedding business sales!

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 clients.

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、余思霆、鄧佩儀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，提升品牌知名度。

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, Stitch Yu, Gloria Tang 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 ads 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。

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



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 product's promotion.

入場券廣告 Ads On Admission Tickets

客戶可於「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.



度身訂造推廣計劃！iWedding Club & 香港結婚節

Tailor-made Promotion Campaign！iWedding Club & Hong Kong Wedding Fair

《新婚會》iWedding Club及香港結婚節將強勢聯手！根據客戶需要，打造專屬線上及線下宣傳方案，為嫁囍客戶制定長期高效宣傳推廣計劃，擴大推廣效益。

iWedding Club will team up with the Hong Kong Wedding Fair and customized intensive and instantaneous online and offline marketing to suit clients' needs and to maximize your sales opportunity in a long run.



傳媒廣泛報導及強大宣傳網絡 Media Coverage & Mass Promotion Platform

網上宣傳 Online Advertising



於各大網上平台作廣泛宣傳，包括Yahoo、Google、My Hong Kong Wedding、Wedding.ESDlife、Shebrides、Bespoke Wedding、iWedding Club新婚會Facebook專頁及Instagram專頁等
Extensive promotion on various online platforms, including Yahoo, Google, My Hong Kong Wedding, Wedding.ESDlife, Shebrides, Bespoke Wedding, Weddinghk, iWedding Club Facebook, Instagram 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、灣仔或紅隧等設置大型戶外廣告牌
Outdoor Billboard at high traffic places such as CWB, Wan Chai or Cross-Harbour Tunnel



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

媒體報導 Media Coverage



各大網上電子及印刷傳媒如蘋果日報、明報、東網、明報OL、東方日報及TVB娛樂新聞台等
Online Digital and Print Media Coverage includes Apple Daily, Ming Pao, On.cc, OL.mingpao, Oriental Daily 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 :

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

香港灣仔駱克道33號萬通保險大廈25樓2501室
Unit 2501, 25th Floor, YF Life Tower, 33 Lockhart Road, Wanchai, Hong Kong
電話 Tel: (852) 2591 9823 傳真 Fax: (852) 2573 3311
電郵 E-mail: hkexhi@hka.com.hk 網址 Website: hka.com.hk