

第 80th 屆

香港結婚節 暨 秋日婚紗展

Hong Kong Wedding Fair

28 ~ 30 / 8 / 2015

香港會議展覽中心1號館

HKCEC Hall 1



主辦機構 Organizer:

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

大會指定婚嫁資訊網站: *iWeddingClub.com*
www.iweddingclub.com 新婚會

查詢電話 Enquiry:

(852)2591 9823

第80th屆

香港結婚節 暨 秋日婚紗展

Hong Kong Wedding Fair

秋日浪漫婚展 共創造黃金商機

Romantic Fall/Winter Wedding Expo Creates Another Sales Momentum



7大主題專區

7 Theme Zones

囍宴囍酒及中西禮餅展區

Wedding Banquet, Wine and Cake Zone

婚紗禮服攝影、攝錄及場地佈置展區

Wedding Photography and Venue Decoration Zone

婚禮統籌服務及禮品展區

Wedding Planning Service and Gift Zone

嫁囍金飾及鑽戒展區

Wedding Jewelry Zone

新娘美容護膚及化妝展區

Bridal Skin Care and Makeup Zone

海外婚禮及蜜月旅遊展區

Overseas Wedding and Honeymoon Zone

專業婚姻監禮人服務專區

Professional Service of Civil Celebrants of Marriages Zone

香港亞洲展覽每年於灣仔會展呈獻最大型的婚博會，「第80屆香港結婚節暨秋日婚紗展」將於2015年8月28日至30日，一連3日假香港會議展覽中心舉行，場內七大展區提供一站式最新及最齊全的婚嫁產品與服務。根據調查發現，港人籌備婚禮平均開支按年增長3%至逾31萬元，創歷年新高；估計結婚消費市場總值高達172億元。而近年海外婚禮成為婚禮新潮流，更多準新人願意發掘及嘗試更多新式婚禮及蜜月熱點。今屆「海外婚禮及蜜月旅遊展區」將匯聚更多海外婚禮統籌、攝影及蜜月好去處，為準新人提供最新的海外婚禮配套資訊，預計吸引更多廣闊層面的消費客戶入場。秋意情濃，適逢不少準新人如火如荼地籌備婚禮，8月的超級婚博會正是各參展商提升曝光率、拓展商機的大好時機。

One of the biggest wedding expo in a year, the "80th Hong Kong Wedding Fair" will be held from 28 to 30 August 2015 at the Hong Kong Convention and Exhibition Centre, Hall 1. Organized by Hongkong-Asia Exhibition (Holdings) Ltd., the show will embrace 7 theme zones with one-stop-shop service, including the most updated and wide-range wedding products and services.

According to a survey, the average expenditure of Hong Kong people on planning a wedding has achieved a record-breaking growth of 3% to over HK\$ 310,000 and there is an estimated consumption of \$17.2 billion on wedding market. In recent years, overseas wedding have become a new trend and more couples are keen on exploring new wedding spots. The "80th Hong Kong Wedding Fair" will gather more wedding planner, photography and honeymoon spots from overseas, to provide most updated information for overseas wedding package, to cater for the various demands from the couples. How romantic it is to plan your big day during the golden fall winter! It is also a golden time for exhibitors to increase exposure and explore more business opportunities during the August wedding show.

《新婚會》iWeddingClub.com

準新人網站首選

iWeddingClub.com
新婚會



由香港亞洲展覽（集團）有限公司創辦之《新婚會》iWedding Club 深受準新人歡迎，10多年來見證了全港超過40萬對會員的浪漫囍事，廣受新婚人士歡迎，目前活躍會員數目已多達5萬對以上。《新婚會》的一站式婚嫁資訊網站集婚嫁實用資料及潮流新知於一身，不斷為會員送上婚博會門票、折扣優惠、禮物及會員活動等，更是全港最受歡迎的婚嫁網站之一。

Exclusive Choice for Engaged Couples

For more than one and a half decade, 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 50,000 pairs currently. iWedding Club has now grown into an all-in-one platform in Hong Kong, equipped with news updates as well as a range of free tickets to wedding expo, discounts, gifts and activities prepared especially for its members.





共贏宣傳 雙倍效益 Joint Promotion

度身訂做的高效宣傳計劃，讓優越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，強化品牌形象及滲透力，萬勿錯過！

The chance to reinforce your brand image throughout the expo with efficient promotion plan and ideas tailor-made for individual exhibitors!

多元化廣告形式

- 展會入口燈箱廣告
- 會場背幕廣告
- 場內旗幟廣告
- 特製和專題設計廣告
- 消費券廣告
- 入場券廣告
- 邀請卡廣告

Diversified Advertising

- Entrance light-box ads
- Backdrop ads
- Banner ads
- Special and feature ads
- Wedding coupon ads
- Ads on admission tickets
- Ads on invitation cards

現場節目

- 贊助產品
(供抽獎櫃台、台上特色活動、或作展會入場禮品之用)
- 舉行新產品發佈會
- 進行產品或服務示範
- 參與主題化婚紗匯演

On-site Gimmicks

- Product sponsorship
(for lucky draw counter, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Themed fashion show for wedding

網上宣傳

- 婚博會網站
- 新婚會網站
- 宣傳電郵
- 新婚會Facebook、微博

Online Advertising

- Wedding expo website
- iWeddingClub.com website
- eDM
- iWedding Club Facebook & Weibo

獨家贊助計劃

- 冠名贊助
- 突出優越贊助
- 手挽袋贊助
- 場內主題贊助

Exclusive Sponsorship Programme

- Title sponsorship
- Prominent prime sponsorship
- Tote bag sponsorship
- On-site theme sponsorship

如有查詢或索取進一步資料，請與我們聯絡：

For enquiry and further information, please contact us at: (852) 2591 9823

全面宣傳 鎖定客戶 Strategic Promotion Campaigns

大型廣告：逾百萬廣告宣傳，涵蓋本港大型戶外廣告板、各大報章雜誌、港鐵、電視電台等
電子推廣：透過一眾熱門網站如Yahoo, Google、社交媒體和手機平台投放廣告和推廣
國內推廣：於國內婚嫁雜誌和網站進行宣傳
針對推廣：向《新婚會》會員和業內人士發放邀請函和宣傳刊物
接洽傳媒：定期提供新聞稿和展會資訊宣傳
星級陣容：邀請人氣紅星出席舞台表演，吸引大批傳媒到場採訪，增加曝光率

Advertisements: Planning million-dollar campaigns across outdoor billboards, best-selling newspapers, magazines, MTR, radio, TV, etc.

e-Promotion: advertising or promotion through popular websites such as Yahoo, Google, social media & mobile platform

Mainland Promotion: advertising in major wedding magazines & websites of China

Member Club: Blasting promotion publications and invitations to members of iWeddingClub.com and wedding industry companies.

Media: Sending press releases and expo information to all media for soft promotion.

Celebrities: Inviting celebrities for on-stage programmes to attract media coverage





參展範圍

囍宴囍酒及中西禮餅展區

酒店和酒樓婚宴服務、主題公園婚禮服務、婚宴酒品和嫁禮餅等。

婚紗禮服攝影、攝錄及場地佈置展區

本地婚紗攝影、錄影服務和婚禮場地佈置等。

婚禮統籌服務及禮品展區

花球設計、花車租賃、證婚服務、結婚請柬、家居用品、銀行信貸、保險服務、形象設計、結婚禮品、婚紗、晚裝、裙褂、男士禮服、結婚資訊網站和刊物等。

海外婚禮及蜜月旅遊展區

外地婚禮策劃專家、海外婚禮婚宴場地和會場佈置、婚紗攝影錄影服務、旅行社、旅遊觀光局、航空公司、郵輪公司、旅遊保險、旅遊資訊網站和酒店住宿等。

嫁禮金飾及鑽戒展區

結婚戒指、龍鳳手鐲、耳環、項鍊、手鍊、鏈墜、鑽石、黃金和珍珠首飾等。

新娘美容護膚及化妝專區

新娘化妝、髮型設計、化妝品、美容護理用品、美容療程服務、香薰產品、天然健康用品、美髮和護理用品、減肥食品和用品、矯型內衣和纖體健美中心等。

專業婚姻監禮人服務專區

證婚服務介紹。



Exhibit Profile

Wedding Banquet, Wine and Cake Zone

Hotel and Restaurant Banquets services, Theme Parks wedding services, Fine Wine and Wedding Cakes, etc.

Wedding Photography, Video-taking and Venue Decoration Zone

Local Wedding Photography, Video Services and Venue Decorations, etc.

Wedding Planning Service and Gift Zone

Bouquets, Car Rentals, Marriage Solemnization, Wedding Invitations, Furniture and Home Appliances, Bank Services, Insurance, Image Consultation, Wedding Gifts, Wedding Gown, Evening Dress, Chinese- Style Wedding Gown, Tuxedo, Wedding Information Websites and Publications, etc.

Overseas Wedding and Honeymoon Zone

Overseas Wedding Planners, Overseas Wedding Venues and Decorations, Wedding Photography and Video Services, Travel Agents, Tourism Board, Airlines, Cruises, Travel Insurance, Travel Information Websites and Hotels, etc.

Wedding Jewelry Zone

Wedding Rings, Bangles, Earrings, Necklaces, Bracelets, Pendants, Diamonds, Gold and Pearl Jewelry, etc.

Bridal Skin Care and Make up Zone

Bridal Make-up, Bridal Hair styles, Cosmetics, Skin Care Products, Beauty Treatment, Aroma / Perfumes, Health Products, Hair Care Products, Slimming Food and Products, Body Foundation Lingerie and Fitness Clubs, etc.

Professional Service of Civil Celebrants of Marriages Zone

Introduction of the services provided by Civil Celebrants of Marriages.



參展方式

1. 標準攤位

攤位大小: 3米x3米(9平方米)

參展費用: 每平方米港幣2,965元/美金380元

設施: 圍版、地氈、公司名牌、2枝射燈、
1張桌子、2張椅、清潔服務、
24小時保安、邀請咭

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346元

設施: 清潔服務、24小時保安、邀請咭



Participation Format

1. Standard booth

Standard booth : 3m x 3m (9 square meters)

Participation fee : HK\$2,965 / US\$380 per square meter

Facilities : Partitions, carpeting, fascia with company name, 2 spotlights, 1 desk, 2 chairs, cleaning service, 24-hour security service, invitation cards

2. Raw space

Raw space : At least 18 square meters

Participation fee : HK\$2,695 / US\$346 per square meter

Facilities : Cleaning service, 24-hour security service, invitation cards



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3個月前付清，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。



Payment Option

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

主辦機構 Organizer:



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

香港灣仔告士打道72號六國中心13樓全層

13/F., Luk Kwok Centre, 72 Gloucester 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: www.hka.com.hk