



第121屆

香港結婚節 暨 2月婚紗展

Hong Kong Wedding Fair

21 - 23 / 2 / 2026

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.

iWeddingClub
新婚禮會

 iWedding Club新婚禮會

 @hkweddingfair

 好玩好食香港地

大會網站: wedding-show.com.hk

 ESG One
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香港結婚節與你共創幸福商機

Hong Kong Wedding Festival : Where Love Meets Business Opportunities

「第121屆香港結婚節暨2月婚紗展」將於2026年2月21至23日於香港會議展覽中心1號館舉行。根據市場調查，準新人在各婚禮項目上的開支都有所提高，結婚平均開支超過40萬元，可見香港婚嫁市場具有龐大的消費潛力。近年婚嫁市場持續演變，呈現多個值得關注的新趨勢。隨著新人對獨特體驗的追求，海外婚禮熱度不減，帶動一站式海外婚禮服務需求大增。與此同時，除傳統大型婚宴外，輕婚禮與戶外婚禮亦蔚為風潮，強調輕鬆氛圍、自然元素與個性化設計，為賓客創造難忘體驗。作為2026年首個「香港結婚節」，是次展覽配合市場需求，匯聚眾多婚嫁商戶提供八大婚嫁專區，包括嫁娶珠寶及首飾、婚紗攝影及攝錄、婚紗禮服租賃、婚宴場地佈置及花藝設計、過大禮及中西嫁娶禮餅及回禮、律師證婚或婚姻監禮人服務、婚前美容及體檢服務、海外婚禮及蜜月旅遊等。展會一站式選購婚嫁產品及服務已成為準新人籌辦婚禮的最佳選擇。

主辦機構亦將於場內安排特色活動，包括人氣歌手演出、會員情侶免費手作坊及特色服務體驗，雙重消費大抽獎及全方位線上線下宣傳計劃等，增加現場人流及刺激現場消費！透過3天的展覽，現場展示產品及介紹服務予一眾2026 - 2027的準新人，並通過即場銷售增加現金流，是商戶絕佳的機會拓展龐大婚嫁商機。此外，展會已被認可為「中小企業市場推廣基金」可獲資助的展覽，合資格展商每次可享高達10萬元資助，以低成本、高效益，直接對準目標客戶群全方位推廣！

把握黃金商機，讓香港結婚節成為你絕佳銷售平台！

The 121st Hong Kong Wedding Fair will be held from February 21st to 23rd, 2026, at Hall 1, Hong Kong Convention and Exhibition Centre! According to a wedding expenses survey, the average wedding expenses among soon-to-weds have exceeded HKD 400,000 on average. The increased expenditure across different wedding items shows that there is huge growth potential for the Hong Kong wedding market. The wedding industry continues to evolve with several notable trends. Overseas weddings remain highly popular as couples increasingly seek unique experiences, driving strong demand for one-stop wedding products and services. Beyond traditional large-scale banquets, light weddings and outdoor weddings have become prominent trends, emphasizing a relaxed atmosphere, natural elements, and personalized designs to create unforgettable guest experiences. Being the first Hong Kong Wedding Fair in 2026, it will bring together numerous vendors in the wedding industry in 8 exhibition zones, including Wedding Band and Jewelry, Wedding Photography and Videography, Wedding Gown & Suit rental, Banquet & Venue, Floral Arrangement & Venue Decoration, Betrothal, Chinese & Western Bridal Cake and Wedding Gift, Professional Service of Civil Celebrants of Marriages, Pre-wedding beauty and Body Check-up, Overseas Wedding & Honeymoon, etc. One-stop wedding products and services at exhibition have become a trend, soon-to-weds are able to prepare their dream wedding conveniently!

The Organizer will provide various on-site activities to attract the number of couples and consumption, such as famous singer performances, iWedding Club Members couple free workshops and service experiences, a double consumption lucky draw, and an all-in-one promotion platform. Throughout the 3-day exhibition, exhibitors can showcase their products and introducing services on-site to 2026 & 2027 soon-to-weds and increase cash flow through on-site sales. In addition, the exhibition is endorsed by "SME Export Marketing Fund", eligible exhibitors can receive subsidies up to HKD\$100,000 for each exhibition. Through the high cost-effectiveness, direct selling to target consumers.

Seize the golden opportunities in booming wedding industry! Let Hong Kong Wedding Fair to become your best-selling platform!



8大婚嫁展區

- ✿ 婚紗晚裝、男士禮服、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、保險及信用咭推廣
- ✿ 海外婚禮、攝影及蜜月旅遊
- ✿ 婚前美容及頭髮護理、體檢服務
- ✿ 中西禮餅、過大禮、囍帖、囍酒、花車、回禮精品及婚禮演奏

8 Wedding Theme Zones

- ✿ Wedding Gown & Suit Rental / Chinese Wedding Gown Rental / Local Wedding Photography & Videography
- ✿ Wedding Banquet, Venue & Outside Catering Services
- ✿ Wedding Jewelry
- ✿ Wedding Planning Service, Floral Arrangement & Venue Decoration, Bridal Bouquet
- ✿ Professional Service of Civil Celebrants of Marriages, Insurance & Credit Card Promotion
- ✿ Overseas Wedding & Honeymoon
- ✿ Pre-wedding beauty and hair care, Body Check-up
- ✿ Chinese & Western Bridal Cake, Betrothal, Wedding Card, Wine, Car Rental, Gift & Wedding Band



iWeddingClub.com
新婚禮會

香港最多準新人會員的婚嫁資訊平台

iWedding Club - Connecting you with Hong Kong's largest community of soon-to-weds

iWedding Club《新婚禮會》的婚嫁資訊平台讓新人能方便快捷地得到最新和實用的嫁娶資訊及優惠！為了會員有更難忘的體驗，《新婚禮會》提供會員尊享的禮遇如豐富禮品、免費入場門票、限定手作坊及服務。除此之外，更提供多重消費獎賞吸引現場消費。

《新婚禮會》於過去27年已服務數十萬對會員。《新婚禮會》的Facebook專頁亦累計超過39,000粉絲。《新婚禮會》擁有多元的宣傳平台以全面配合不同客戶的行銷策略，提升品牌知名度，直接對準準新人作推廣活動，為商戶打造無限商機。

iWedding Club is equipped with the news updated to let the soon-to-weds can obtain the newest and useful wedding information and promotion. iWedding Club will also provide a range of free offers such as gifts, wedding expo tickets and DIY workshops for its members. In addition, iWedding Club also increases the visitors' traffic and stimulates on-site consumption by providing double consumption rewards.

In the past 27 years, iWedding Club served hundreds of thousands of wedding couple in Hong Kong. Our official Facebook Page of iWedding Club has been gathering over 39,000 subscribers. With huge number of members and enormous market database, the multi-promotion platforms can cooperate fully with clients' marketing strategies in order to enhance brand awareness and reach target customers directly.

✿ 精準宣傳策略 開創市場效益 ✿

Targeted Promotion Strategies to Drive Market Effectiveness

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.

多樣化舞台節目 Variety Stage Performances

展會期間，主辦機構精心策劃多元化的舞台節目，包括瑜伽示範、拉丁舞及探戈等動感舞蹈表演，婚姻輔導師、營養師及中醫師的專題講座，以及現場樂隊的精彩演出。這些活動不僅為展會增添資訊性與娛樂元素，亦吸引入場人士積極參與，促進互動交流與體驗。此舉為展商創造更多與潛在客戶接觸的機會，並提升展會的整體氛圍與話題性，從而間接助力品牌曝光與商業效益的提升。

During the exhibition, the Organizer have thoughtfully curated a diverse range of stage programs, including yoga demonstrations, energetic Latin and tango dance performances, informative talks by marriage therapy, nutritionists, and traditional Chinese medicine practitioners, as well as wedding live band performances. These activities not only enrich the event with informational and entertainment elements but also actively engage visitors, fostering interactive exchanges and immersive experiences. This creates more opportunities for exhibitors to connect with potential customers, enhances the overall atmosphere and buzz of the event, and indirectly contributes to increased brand exposure and business benefits.



「嫁禧萬利券」廣告 Wedding Coupon Ads

「嫁禧萬利券」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 to place tote bags advertisements 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 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 only one Advertiser, for who can enjoy lucrative promotional returns.



展場廣播 On-site Broadcasting

可透過主辦機構於場內的廣播，將精選優惠及服務等資訊有效傳遞予入場人士，提升曝光率。

To increase company exposure to all the visitors and promote clients' product and service by the on-site broadcasting. To promote the company, it's highlight service offer to visitors by the on-site broadcasting.

iWedding Club度身訂造推廣計劃！iWedding Club Tailor-made Promotion Campaign！

《新婚會》會根據嫁禧商戶需要制定靈活高效的線上宣傳推廣計劃，如會員電郵推廣、Facebook及Instagram專頁推廣貼文、網站橫幅廣告等，擴大推廣效益。

iWedding Club provides customize and flexible online promotion plan including Electronic Direct Mail Promotion to members, Official Facebook and Instagram Promotion Newsfeed, Web Banner Advertisement and etc., to maximize your sales opportunity.



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

網上宣傳 Online Advertising



港鐵宣傳 MTR Advertising



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

媒體報導 Media Coverage



於各大網上平台作廣泛宣傳，過往合作伙伴包括Yahoo、Google、YouTube、GirlsMood、U Lifestyle、ELLE、TOPick、Cosmopolitan、Wedding、ESDLife、Shebrides、Cosmart、Bride Union、Bespoke Wedding、Weddinghk、My Hong Kong Wedding、iWedding Club 新婚會Facebook及Instagram專頁等。

Extensive promotion on various online platforms, including Yahoo, Google, YouTube, GirlsMood, U Lifestyle, ELLE, TOPick, Cosmopolitan, Wedding, ESDLife, Shebrides, Cosmart, Bride Union, Bespoke Wedding, Weddinghk, My Hong Kong Wedding, iWedding Club Facebook and Instagram etc.

各大網上電子及印刷傳媒如經濟日報、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 HKET, 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3,585元/美金463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3,260元/美金421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\$3,585 / US\$463 per sq. m

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

2. Raw Space

Raw space : At least 18 sq. m

Participation fee : HK\$3,260 / US\$421 per square meter

Facilities : Cleaning service, basic security service

付款方法及訂位細則

參展商於簽訂參展合約時須付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，至於已繳之款項將不獲退還。

Payment Terms

A deposit of 50 % of the total amount must be paid upon signing the participation contract. A crossed cheque should be made payable to "Hongkong-Asia Exhibition (Holdings) Ltd." with the balance should be payable 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 :

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