

第128屆

香港結婚節

暨 12月婚紗展

Hong Kong Wedding Fair

10 - 12 / 12 / 2027

香港會議展覽中心 5號館

HKCEC Hall 5



主辦機構
Organizer

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

iWeddingClub
iWeddingClub 新婚會

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 @hkweddingfair

 好玩好食香港地

大會網站: wedding-show.com.hk

ESG One
一站通
Green Member



2027冬日婚展 共創婚嫁商機



Co-creating Wedding Business Opportunities with Hong Kong Wedding Fair in this Winter

「第128屆香港結婚節暨12月婚紗展」將於2027年12月10日至12日於香港會議展覽中心舉行。踏入年底，正是不少計劃於2028至2029年結婚的準新人開始物色婚嫁產品、比較服務及落實婚禮安排的重要時機。婚禮是人生最重要的一刻。現代新人既重傳統禮儀，亦追求獨特體驗，從婚宴、金飾囍餅，到海外婚禮及戶外輕婚禮，展會完美融匯傳統與創新，為參展商創造全方位的婚嫁商機。是次展覽配合市場需求，匯聚眾多婚嫁商戶，設置八大婚嫁專區，包括婚宴酒席、嫁囍珠寶及首飾、婚紗攝影及攝錄、婚紗禮服租賃、婚宴場地佈置及花藝設計、過大禮及中西嫁囍禮餅及回禮、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潮流，讓準新人輕鬆便捷籌辦婚禮。

除了全方位線上線下宣傳計劃，展會現場亦會舉辦特色活動，包括《新婚會》會員免費手作坊及特色服務體驗，雙重消費大抽獎，匯聚人流並帶動現場消費；配合全方位線上及線下宣傳，全面提升展覽及參展品牌的曝光。商戶可以在為期3天的結婚節中發掘無限商機，並享有強大的宣傳效益，提升品牌曝光率！

適逢明年為雙春兼閏月結婚大好年，透過3天展期，直接接觸數萬名正積極籌備2028至2029年婚禮的準新人，提升品牌曝光、拓展潛在客源並促成即場銷售！

The 128th Hong Kong Wedding Fair will be held from 10th to 12th December, 2027 at the Hong Kong Convention and Exhibition Centre. As we enter the end of the year, this is a crucial time when many couples planning to get married in 2028–2029 begin searching for wedding products, comparing services, and finalizing their wedding arrangements. A Wedding is one of life's most precious moment. Today's couples value both traditional customs and unique experiences, from the Wedding Banquet, gold jewelry and wedding cakes to destination weddings and intimate outdoor celebrations. The exhibition seamlessly bridges tradition with modern innovation, creating comprehensive wedding business opportunities for exhibitors. The Fair will bring together numerous vendors in the wedding industry in 8 exhibition zones, including Wedding Banquet, Wedding Jewelry and Accessories, Wedding Photography and Videography, Wedding Gown & Suit Rental, Wedding Venue Decoration and Floral Design, Betrothal Gifts, Chinese & Western Wedding Cakes and Return Gifts, and 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.

In addition to comprehensive online and offline promotional plans, the exhibition will also offer special on-site activities, such as free workshops and service experiences for iWedding Club Members, a double consumption lucky draw, and an all-in-one promotion platform, to gather foot traffic, drive on-site spending, and comprehensively enhance the exposure of the exhibition and participating brands. Exhibitors can explore endless business opportunities and enjoy promotional benefits to enhance brand exposure during the 3-day wedding fair!

With next year being a double spring and leap month year, an exceptionally auspicious time for weddings, this 3-day exhibition offers you direct access to tens of thousands of soon-to-weds actively planning their 2028–2029 weddings, boosting brand exposure, expanding your potential customer base, and driving on-site sales.



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
- ❖ 嫁囍金飾及鑽戒
- ❖ 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
新婚會

香港最具規模婚嫁資訊平台 最多準新人首選

Hong Kong's Largest Wedding Information Platform — The Top Choice for Newlyweds

《新婚會》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。

《新婚會》的Facebook專頁累計超過40,000粉絲，匯聚全港最龐大的準新人社群，為商戶精準連結最具消費潛力的目標客戶群。《新婚會》擁有多元的宣傳平台以全面配合不同客戶的行銷策略，為商戶提供全方位品牌曝光，提升品牌知名度，直接對準準新人作推廣活動，助商戶打造無限商機。

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.

Our official Facebook Page of iWedding Club has been gathering over 40,000 subscribers, bringing together Hong Kong's largest community of engaged couples and connecting exhibitors with the most valuable target audience. Leveraging a diverse range of promotional platforms to support various marketing strategies, iWedding Club delivers comprehensive brand exposure, enhances brand visibility, and directly reaches target audiences, helping exhibitors unlock unlimited business opportunities.



全方位宣傳策略 締造卓越商機



Comprehensive Promotion Strategy for Outstanding Business Opportunities

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 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》會根據嫁囍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



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、GirlStyle、01女生、Sauce、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, GirlStyle, Being Ms, Sauce, iWedding Club Facebook and Instagram etc.

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



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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