

第124屆

# 香港結婚節 聖誕婚紗展

Hong Kong Wedding Fair

11 - 13 / 12 / 2026

香港會議展覽中心 HKCEC



主辦機構  
Organizer

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

Wedding Club  
新婚會

iWedding Club新婚會

@hkweddingfair

好玩好食香港地

大會網站 : [wedding-show.com.hk](http://wedding-show.com.hk)

ESG One  
Green Member



## Hong Kong Wedding Festival : Where Love Meets Business Opportunities

「第124屆香港結婚節暨聖誕婚紗展」將於2026年12月11日至13日於香港會議展覽中心舉行！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。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，於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，包括邀請人氣歌手獻唱情歌、《新婚會》會員免費手作坊及特色服務體驗，雙重消費大抽獎等，增加現場人流及刺激消費！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！

把握黃金商機，透過3天展期對準數萬位2027 - 2028準新人直接銷售推廣！



The 124th Hong Kong Wedding Fair will be held from 11th to 13th December, 2026 at the 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 exhibition features 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!

In addition to comprehensive online and offline promotional plans, the exhibition will also offer special on-site activities, such as inviting singers to sing love song, free workshops and service experiences for iWedding Club Members, double consumption lucky draws, and an all-in-one promotion platform. Exhibitors can explore endless business opportunities and enjoy promotional benefits to enhance brand exposure during the 3-day wedding fair!

Let's seize this golden opportunity and target 2027-2028 soon-to-weds directly for sales promotion!



### 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、保險及信用咁推廣
- ❖ 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



**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》於過去27年已服務數十萬對會員。《新婚會》的Facebook專頁亦累計超過39,000粉絲。《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，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、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.

## 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

## 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。

主辦機構 Organizer :

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

## 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.

## 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

## 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.

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