

第116屆

# 香港結婚節


## 暨 聖誕婚紗展

Hong Kong Wedding Fair


13 - 15 / 12 / 2024

香港會議展覽中心 1號館 HKCEC Hall 1




主辦機構:  香港亞洲展覽(集團)有限公司  
Organizer: Hongkong-Asia Exhibition (Holdings) Ltd.

*iWeddingClub*  
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)



# 香港結婚節 助你拓展婚嫁商機

Discover Countless Wedding Business Opportunity with Love

「第116屆香港結婚節暨聖誕婚紗展」將於2024年12月13日至15日於香港會議展覽中心1號館舉行！根據生活易「2023年全港結婚消費調查」，準新人結婚平均開支突破40萬元，整個結婚消費市場總值估計達161億元，較2022年升逾5成。其中，最高的婚禮開支項目為「婚宴酒席」，平均消費升15%，其次為「婚戒及珠寶首飾」平均消費升5%。而隨著出入境限制解除，「蜜月旅遊」的開支亦提升了4%。準新人在各婚禮項目上的開支都有所提高，可見香港婚嫁市場具有龐大的發展潛力。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，讓準新人可集中選購婚嫁產品及服務，實現夢想婚禮。

場內亦具備一系列精彩活動，包括歌手演出、情侶工作坊、免費服務體驗，雙重消費大抽獎及全方位線上線下宣傳計劃等，為商戶帶來商機。透過連續3天的展覽，商戶可直接對準2025 - 2026的準新人推廣，在現場展示產品及介紹服務，吸引潛在客戶，並通過即場銷售增加現金流。此外，展會將被納入為「中小企業市場推廣基金」可獲資助的展覽，合資格展商可享50%展費回贈，以低成本、高效益，直接對準目標客戶群！

把握黃金商機，讓香港結婚節成為你的絕佳銷售平台！

The 116th Hong Kong Wedding Fair will be held from December 13th to 15th, 2024, at Hall 1, Hong Kong Convention and Exhibition Centre! According to a survey conducted by ESDlife about wedding expenses in 2023, the average wedding expenses among soon-to-weds have exceeded HKD 400,000 on average. Hong Kong's wedding market is estimated to reach HKD 16.1 billion, with a growth of over 50% compared to 2022. Among all wedding expenses, the highest spending item is "Wedding Banquets," with an average increase of 15%, followed by "Wedding Jewelry" with an average increase of 5%. After the removal of travel restrictions, "Honeymoon" expenses have also increased by 4%. The increased expenditure across different wedding items shows that there is huge growth potential for the Hong Kong wedding market. In response to the market demand, Hong Kong Wedding Fair will bring together numerous vendors in the wedding industry in eight exhibition zones. Soon-to-weds are able to prepare their dream wedding at a time!

The Organizer will provide various on-site activities to attract the number of couples and consumption, such as singer performances, couple workshops, free service experiences, a double consumption lucky draw, and an all-in-one promotion platform, etc. Throughout the 3-day exhibition, exhibitors can directly target 2025 & 2026 soon-to-weds, showcasing their products and introducing services on-site to attract potential customers and increase cash flow through on-site sales. The exhibition is funded by "SME Export Marketing Fund", eligible exhibitors can enjoy 50% of the participation fee rebate. 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
- 專業婚姻監護人服務
- 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、過大禮、囍帖、囍酒、花車、回禮精品及婚禮演奏

## 8 Wedding Theme Zone

- 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
- Overseas Wedding & Honeymoon
- Bridal Skincare & Makeup, Pre-Marital Check Up
- Chinese & Western Bridal Cake, Betrothal, Wedding Card, Wine, Car Rental, Gift & Wedding Band



## 香港唯一網上嫁囍指南 · 大型婚嫁展覽

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

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、限定工作坊及服務。除此之外，更會提供多重消費獎賞來刺激現場的消費及帶動人流。

《新婚會》於過去25年見證了數十萬對會員的囍事。《新婚會》的Facebook專頁亦累計超過35,000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 offer such as gifts, wedding expo ticket, discounts and special activities for its members. In addition, iWedding Club will also increase the visitor's traffics and stimulate on-site consumption by providing double consumption rewards.

In the past 25 years, iWedding Club served hundreds of thousands of wedding couple in Hong Kong. The official Facebook Page of iWedding Club has gathers over 35,000 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.



# 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

由人氣明星如龔嘉欣、湯洛雯、唐詩詠、胡定欣、黃君馨、李佳芯、黃翠如、陳凱琳、麥明詩、高海寧、馮盈盈、劉佩玥、張秀文、陳滢、何佩瑜、陳靜、余思霆、鄧佩儀及一眾著名藝人獻上婚紗匯演，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 Katy Kung, Roxanne Tong, Natalie Tong, Nancy Wu, Grace Wong, Ali Lee, Priscilla Wong, Grace Chan, Louisa Mak, Samantha Ko, Crystal Fung, Moon Lau, Sammi Cheung, Jeannie Chan, Jeana Ho, Dada Chan, Stitch Yu, Gloria Tang, and famous artists. 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.



### 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、Cosmopolitan、Wedding.ESDLife、Shebrides、Cosmart、Bride Union、Bespoke Wedding、Weddinghk、My Hong Kong Wedding及iWedding Club新婚會Facebook及Instagram專頁等。

Extensive promotion on various online platforms, including Yahoo, Google, YouTube, GirlsMood, U Lifestyle, Cosmopolitan, Wedding.ESDLife, Shebrides, Cosmart, Bride Union, Bespoke Wedding, Weddinghk, My Hong Kong Wedding, 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3,260元/美金421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2,965元/美金383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\$3,260 / US\$421 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\$2,965 / US\$383 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。

## 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.

主辦機構 Organizer :

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