


第16屆 香港冬季購物節
16th HK Mega Showcase

22 - 25 / 12 / 2018

香港會議展覽中心1號館
Hong Kong Convention & Exhibition Centre, Hall 1



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

大會網站 : megashow-expo.com.hk
Website

 冬季購物節 MegaShowcase



每年聖誕推廣及銷售首選盛事 迎創商機

Annual Christmas Promotion and Sales Platform, Create Golden Business Opportunities

香港會議展覽中心曾先後13次獲業內權威雜誌《亞洲會議展覽及獎勵旅遊》推選為「亞洲最佳會議及展覽中心」，每年平均舉辦超過100個主要展覽，當中「香港冬季購物節」更被認為為最具規模之公眾消費展覽。2017年展會面積超過34,000平方米，參展攤位多達1,300個，合共接近800家參展商，總入場人次逾142萬；預計今年入場人次將再創高峰，並估計締造高達9億港元總營業額。

The Hong Kong Convention and Exhibition Centre has been awarded 'Best Convention and Exhibition Centre in Asia' 13 times by the industry-leading CEI Asia magazine, with more than 100 major exhibitions annually. The Hong Kong Mega Showcase is highly recognized in the industry as the largest consumer exhibition. In 2017, the exhibition area for the 15th Hong Kong Mega Showcase had exceeded 34,000 sq. m., with over 1,300 booths, 800 exhibitors as well as over 1.42 million visitors. In addition, a record-breaking on-site sales of around HKD900 million has been achieved.

一站式吃、喝、玩、樂好去處 濃厚節日氣氛凝聚最強消費力 Festive feeling shopping spree Into the Greatest Shopping Carnival

「第16屆香港冬季購物節」將於2018年12月22至25日，在香港會議展覽中心1號及3號館再度舉行。回顧過去15年，「香港冬季購物節」銷情屢創佳績，吸引越來越多旅客到訪，亦深得港人歡心，成為聖誕節必到購物熱點之一。除提供一站式吃、喝、玩、樂之元素外，展會內容更不斷推陳出新，以抓緊更多高消費群，網羅更多商機。

The largest shopping festival — the "16th Hong Kong Mega Showcase" will be held from 22 to 25 December, 2018 at the Hong Kong Convention and Exhibition Centre. Over the last decade, the Hong Kong Mega Showcase was not only successful in becoming a Christmas tradition for the local population, but also a trademark attraction for tourists from all around the world. The Hong Kong Mega Showcase has triumphantly positioned itself as a unique indoor carnival with "Eat", "Drink", "Play & Fun" elements, all under one roof.

展望2018年，大會將繼續拓展場內9大展區，提升展會質素。購物節素來順應潮流，去年增設「愛美時尚潮購大本營」專區，包括「美容保健區」、「流行服飾區」、「嬰幼兒用品區」及「D.I.Y及藝術創意區」，讓港人緊貼最新美容、時裝、母嬰產品及手作流行走勢，深受大眾歡迎，帶來無限商機。除此之外，「香港冬季玩具博覽」、「汽車及國際車品館」、「香港家居潮流博覽」、「數碼電子消費品及網絡攻略展」及「香港冬日美食節」載譽歸來，以繼續擴闊購物節之消費群。

The Hong Kong Mega Showcase 2018 surely is going to be another successful event to look forward to. Last year, newly introduced "Beauty & Trendy Avenue", which includes "Beauty & Health Care Zone", "Trendy Fashion & Accessories Zone", "Baby & Kids Zone" and "D.I.Y. Zone", together with other concurrent expos like "Hong Kong Toys Expo", "Hong Kong Homex", "Car & Automotive Products Zone", "e-Expo", "Hong Kong Food Festival" and more are gathered and a vast variety of exhibitions will be included to provide an unforgettable journey for visitors. Every year we try our best to breakthrough the past years by introducing more creative and interesting theme zones, to target the most desired consumers and to provide unlimited business opportunities to you.



2018年入場人數預期將突破143萬！
Expected 2018 visitors over 1.43 million



2015	2016	2017
6.2	3.8	5.6
8	8.8	8.9
1300	1320	1350
123.4	131.1	142.9

*以上數字包括同期所有展覽 The above numbers include all expos held at the same time

8大參展原因 Why Exhibit?

低成本、高效益，
直接接觸大量客戶
High cost-effectiveness,
direct selling to on-site visitors

聖誕節日氣氛濃厚，
市民消費意欲強烈
Festive atmosphere
encourages purchase

豐富場內節目，刺激消費
Thrilling stage performances

增加現金流
Increase cash flow

展會宣傳網絡強大，吸引過百萬
本地及海外旅客，人流旺盛
Widespread promotion network to attract
over a million of local, mainland and overseas
visitors

吸收大量新客源
Acquire new customers

推廣及銷售最佳平台
The best promotion & sales channel

測試新產品的市場反應，有效為
品牌定位
Test the market response for new products
and ensure effective brand positioning



九大展區 9 Theme Zones

愛美時尚潮購大本營
Beauty & Trendy Avenue

美容保健區



Beauty & Health Care Zone



流行服飾區



Trendy Fashion & Accessories Zone



嬰幼兒用品區



Baby & Kids Zone



D.I.Y.及藝術創意區



D.I.Y. Zone



香港冬季玩具博覽
Hong Kong Toys Expo (Winter 2018)



汽車及國際車品館
Car & Automotive Products Zone



家居潮流博覽
Hong Kong Homex



數碼電子消費品及網絡攻略展
e-Expo



香港冬日美食節
Hong Kong Food Festival



於3號館同期舉行
(Held concurrently at Hall 3)



參展商評語 Exhibitors' Comments

名創優品 - Yuki: 「除了門市推廣外，透過是次展覽作展銷，對加強公司品牌形象甚有幫助，而展會整體人流亦十分理想。」

MINISO — Yuki, “Apart from in-store promotions, joining the exhibition could strengthen our brand image. The visitor flow was great.”



YOU BEAUTY - Henry Ho: 「我們公司每屆都會參加冬季購物節，今年人流理想，能夠帶動到品牌宣傳及推廣，進行有效促銷，希望來年購物展人流能繼續上升。」

YOU BEAUTY — Mr. Henry Ho, “We participate in the Mega Showcase every year. This time, satisfying visitor flow results in effective brand promotion and sales. We look forward to seeing the expo reaches greater heights next year!”

SPEED TOP (HONG KONG) LTD. - Ken Khan: 「護士寶實對今次冬季購物節人流及安排上感滿意，總結客戶消費力達到預期，下年一定會再參加。」

SPEED TOP (HONG KONG) LTD. — Ken Khan, “We are pleased with the visitor flow, arrangement and visitors' consuming power this year. We're definitely joining again!”



OCEAN SPA LTD. - 陳小姐: 「冬季購物節的宣傳非常成功，現場人流很多，我們成功於是次展覽會吸納眾多新客戶，非常感謝主辦機構！」

OCEAN SPA LTD. — Ms. Chan, “The promotion of Hong Kong Mega Showcase is a huge success. Thanks to the organizer, the visitor flow is high and we are acquiring many new customers!”

L APPAREL LTD. - Calvin Luk: 「人流很多，客人都有很強的消費意欲，場地管理做得不錯！」

L APPAREL LTD. - Calvin Luk, “Visitor flow is high and customers possess strong purchase intention. We're pleased with the venue management.”



場內精彩節目 Fabulous On-site Programs



《偶像紅星舞台演出》 “On-stage Performance by Stars”

上屆展會邀請陳柏宇、Dear Jane、林奕匡、胡鴻鈞、張彥博及河國榮於台上大玩遊戲及表演助興，與入場人士歡度聖誕。

Organizer had invited celebrity Jason Chan, Phil Lam, Hubert Wu, Bob Cheung Yin Pok, Gregory Charles Rivers and local band Dear Jane on 15th HK Mega Showcase to perform and play games with audiences



《家居大鬥法》 “Home and Houseware Competition”

邀請現場觀眾上台參加互動遊戲，送出各款豐富獎品

Interactive games on stage with visitors to give out gifts



《行晒全場有著數》 “Stamp Your Way to X'mas Delights”

持有HK\$20入場券之人士到齊指定攤位並集齊蓋印，即可獲精美禮物一份。

Visit designated booths and collect all stamps, together with the \$20 entry ticket, visitors can get a complimentary gift.



《參展商特備節目》 “Other Programs”

為參展商度身訂造舞台節目，例如為大金冷氣（香港）有限公司而設的環節——「家居舒適指南—空調篇」，以場內宣傳策略掀起高潮。

Tailor-made stage program for exhibitors, including games, seminars to stimulate on-site atmosphere, such as “New Household Air Conditioning system by Daikin” for Daikin Air Conditioning (Hong Kong).



《消費台上大抽獎》 “Stage Lucky Draw” with Big Prize

透過禮物豐富的大抽獎，吸引入場人士持續於場內消費。

With attractive prizes provided by organizer and sponsors, it boosts onsite sales



《各界名人專題講座》 “Seminars by Industry Professionals”

主辦機構安排各類專題講座，讓觀眾擴闊視野、眼界大開。

Seminars covering various topics by Professionals invited by organizer

高成效創意推廣 共贏宣傳計劃

Joint Promotion Programme

為參展商度身訂做的高效宣傳計劃，內容豐富、滲透力強！

要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，並強化品牌形象的參展商，萬勿錯過！

An efficient promotion plan with great ideas tailor-made for individual exhibitors! Don't miss out the opportunity on reinforcing your brand image.

福袋廣告 / 舞台節目 Tote Bag Advertisement / Stage Programme

大會於展覽期間在售票處向入場人士派發福袋，參展商可藉刊登福袋廣告，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，大收宣傳之效及開拓商機。此外，參展商可預訂舞台表演時段，以作推介新產品等宣傳之用。

Tote bags will be distributed to visitors during the exhibition period at the Ticketing Counter. Exhibitors are welcome to make advertisements on tote bags to increase brand exposures by having the visitors getting in touch with the brand just at the door. Also, exhibitors may promote their new products through stage sessions.



入場券 Admission Ticket

大批入場人士將於售票處購買印有參展商廣告的門票，讓資訊直接傳遞至目標群。

Through buying the admission ticket at Ticketing Counter, exhibitor's message can pass to customers directly.



展場指南/消費萬利券 Show Guide Advertisement / X'mas Wow Coupon

主辦機構將於售票處及場內派發展場指南，提供不同節目內容及優惠予入場人士，參展商可透過廣告及優惠券，把資訊直接傳遞至目標客戶。

Organizer widely distributes Show Guide and X'mas Wow Coupon at Ticketing Counter and in-hall organizer counters to provide program information. Exhibitors can deliver their promotional message directly to customers.



網上宣傳 Online Promotion

透過主辦機構的大會網站、Facebook專頁及微博宣傳參展商資訊。

Expo info and Exhibitor promotional information will be showcased in animation and microfilm, which will be posted on our online platforms, such as website, Facebook page and Weibo.



其他宣傳計劃 Other Promotion Programme

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
- 邀請卡廣告

Diversified Advertising

- Entrance light-box ads
- Backdrop ads
- Banner ads
- Special and feature ads
- Ads on invitation cards

現場節目

- 贊助產品（供抽獎、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
- 行晒全場有著數

On-site Gimmicks

- Product sponsorship (for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Stamp Your Way to X'mas Delights

獨家贊助計劃

- 冠名贊助
- 突出優越贊助
- 場內主題贊助

Exclusive Sponsorship Programme

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

主辦機構設有為參展商度身訂造之廣告宣傳計劃，歡迎查詢。

Welcome For Enquiry about tailor made promotion campaign.

傳媒廣泛報導 Media Coverage (excerpted partly)

電視 Television / 網上報導 Online Coverage



有線財經資訊台《樓盤傳真》

HK港生活

on.cc 東網電視



on.cc 東網電視



TVB翡翠台、TVB高清翡翠台及J2台

電視廣告：於黃金時段播放展會廣告，以增加展前曝光率。

Television Advertisements : To maximize pre-show exposure by placing TV ads during prime time.

報章及雜誌 Newspaper & Magazine



報章及雜誌如經濟日報、星島日報、東方日報、晴報、頭條日報、TimeOut Hong Kong、Vivi、Mina、Hobby Japan、車主、名車站、搵車快報、Petgazine.com、寵物買家、新樓設計、今日家居、家居易、i雅舍、兒童快報、Like Magazine、Kimchi People、Too Full for Food、料理台灣、Good Eating及華戀會會刊等。

Newspapers and magazines coverage, including Hong Kong Economic Times, Sing Tao Daily, Oriental Daily, Sky Post, Headline Daily, TimeOut Hong Kong, Vivi, Mina, Hobby Japan, Automobile Magazine Hong Kong, Motoz Trader, Motoz Xpress, Petgazine.com, Pets Buyer, New House Interiors Digest, Today's Living, Home 2, Interior Beauté, Whiz-kids Express Weekly, Like Magazine, Kimchi People, Too Full for Food, Ryori.Taiwan, Good Eating, Chinachem Club Magazine, etc.

參展方式

標準攤位：3米x3米 (9平方米)

參展費用：每平方米港幣2,820元/美金364元

設施：圍板、地氈、公司名牌、2支燈、1張桌子、2張椅子、清潔服務及基本保安

空地攤位：最少18平方米

參展費用：每平方米港幣2,568元/美金331元

設施：清潔服務、基本保安

付款方法及訂位細則

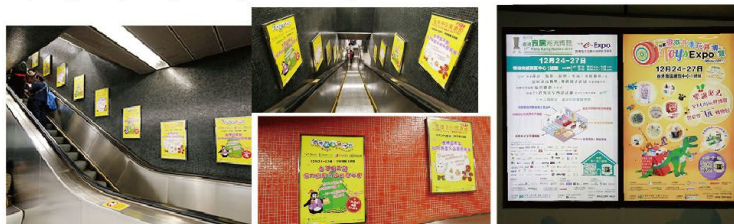
參展商於簽訂參展表格時須付50%之金額，劃線支票抬頭請寫「香港亞洲展覽(集團)有限公司」。餘款須於展覽會3個月前付清，逾期者作棄權論，而主辦機構則可將其攤位出售，至於已繳之款項將不獲退還。

強大宣傳網絡 Mass Promotion Platform



大型戶外廣告：於紅隧放置大型戶外廣告板；除此之外，於人流眾多的商場如Apm、旺角環華中心等加設電子屏幕廣告或燈箱廣告。

Outdoor Advertisements : Large-scale outdoor billboards at Cross Harbour Tunnel; besides, lightbox and information panel ads were placed at popular shopping malls, such as Kowloon Bay MegaBox, Mongkok King Wah Centre, etc.



港鐵：於各大主要車站放置燈箱廣告、全線電梯廣告、牆身燈箱廣告（尖沙咀站 / 銅鑼灣站）、車箱電子板廣告及車箱廣告卡，以提升宣傳效果。

MTR Advertisements : Advertisements at major MTR stations, ranging from light boxes, escalator crown, poster-on-wall (Tsim Sha Tsui station / Causeway Bay station), in-train information panel and tube card, to increase the effectiveness of promotion.



全面覆蓋電子媒體：透過社交平台如Facebook、微博、WeChat、Youtube等渠道，以及受歡迎的網站包括BabyKingdom、HoKoBuy by Groupon、Ulifestyle.com.hk、頭條日報網、Wellcome惠康、拍拖好去處、Timable、The Club (by HKT)、優品360、Neway及Like Magazine等。

Local and Mainland Online Promotion : Through social platforms, such as Facebook, Weibo, WeChat, YouTube and other popular websites, such as BabyKingdom, HoKoBuy by Groupon, Ulifestyle.com.hk, Headline Daily, Wellcome, Dating Spot, Timable, The Club (by HKT), Bestmart 360°, Neway, Like Magazine, etc., for any exhibition updates.

街站宣傳 Road Show



展覽前夕於人流暢旺地區如旺角及銅鑼灣舉行Road Show活動，向途人大派禮物及入場贈券，增加展覽曝光率。

Giveaway souvenirs and complimentary tickets to citizens in popular districts like Mong Kok and Causeway Bay in advance to raise show awareness.

Participation Format

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

Participation fee : HK\$2,820/ US\$364 per square meter

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


Raw Space : At least 18 square meters

Participation fee : HK\$2,568/ US\$331 per square meter

Facilities : Cleaning service, basic security service

Payment

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

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