


第20屆 香港冬季購物節 20th HK Mega Showcase

24-27/12/2022

香港會議展覽中心 1號館


Hong Kong Convention and 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 Website :

megashow-expo.com.hk

 冬季購物節 MegaShowcase

 @hkmegashowcase

 香港冬季購物節及冬日美食節



聖誕購物玩樂集中地 黃金商機盡在香港冬季購物節

Amazing Sales Opportunity in the Greatest Shopping Carnival

「第20屆香港冬季購物節」將於2022年12月24-27日假香港會議展覽中心1號館盛大舉行！展會集多元化產品及優惠，為滿足於聖誕佳節的龐大購物需求，大會特設6大購物專區，包括美容化妝及保健、潮流服飾及珠寶鐘錶、個人護理及消毒防疫用品、精品模型及玩具、本地品牌專區、創意設計及禮品等。此外，大會更邀請偶像紅星到場表演以吸引更多入場人士，並提供親子工作坊，是一家大細、親朋好友於聖誕假期必到的購物玩樂盛會！

主辦機構安排多項獎賞活動及消費抽獎，包括「行晒全場有著數」、消費大抽獎、專題講座及表演等，藉此刺激消費及吸引更多入場人士。適逢節日大批港人留港消費，零售市道暢旺，促進本地內銷商機，配合大會線上線下及會場宣傳廣告，冬季購物節連同期展覽，預期吸納過百萬人次！絕對是商戶必不可失的聖誕零售黃金檔期！

The 20th Hong Kong Mega Showcase will be held from 24 to 27 December, 2022 at Hall 1, Hong Kong Convention and Exhibition Centre. Gathering diversified products and special offers, the expo features 6 major shopping themes including Beauty and Healthcare products, Fashion Accessories, Personal Care and Sanitizing products, Toys and Figures, Hong Kong Brands, Handicraft and Gifts, and more. Besides, the Organizer will invite famous artists for on-stage performance in order to attract more visitors. The parent-child workshops are also provided for families to enjoy shopping and fun in Christmas!

To increase the visitor flow and stimulate onsite consumption, the Organizer prepared an array of special activities and consumption reward, including "Stamp Your Way to Festive Delights", consumption lucky draw, seminars and performance, etc. Along with Organizer's online, offline and onsite promotion, it is estimated that there will be over million attendances at the event in 2022. Hong Kong Mega Showcase definitely will be your golden opportunity for sales and promotion in Christmas!

參展攤位逾**800個**！

Over **800** booths!

2021年總入場人次高達**105萬**！

1.05 million visitors' traffic in 2021!

(以上數字包括2021年同期所有展覽的5日人流)

(The above numbers included all 2021 concurrent expos with 5 days visitor flow)

六大參展原因

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

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

展會宣傳網絡強大，吸引過百萬本地旅客
Widespread promotion network to attract over a million of 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



美容化妝及保健產品
Beauty and Healthcare Products



美容服務、美妝、護膚品、健康保健產品等一應俱全

個人護理及消毒防疫用品
Personal Care and Sanitizing Products



城中至熱門個人護理及消毒防疫用品，守護你的健康

本地品牌專區
Hong Kong Brands



本地設計、香港製造品牌及香港初創企業匯聚

潮流服飾及用品
Fashion Accessories



潮流服裝、時尚配飾、皮革用品、珠寶、鐘錶、玉石等，讓你成為時尚達人

精品模型及玩具
Toys and Figures



展示最新、最潮精品及玩具！模型及玩具愛好者必去！

創意設計及禮品
Handicraft and Gifts



文青必去！熱選禮品



創意設計及環保工藝

6大購物主題

6 Major Shopping Themes

第22屆
香港家居潮流博覽
22nd Hong Kong Homex 2022

數碼生活及
e-車品博覽 2022
-Expo & Auto HK

於1號館同場舉行 (Held concurrently at Hall 1)

第20屆
香港冬日美食節
20th Hong Kong Food Festival

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

如有更改，恕不另行通知

參展商評語 Exhibitors' Comments



瑩豐珠寶：「本身公司亦有門市，參展主要是想接觸更多不同客源，以達到宣傳效果，增加品牌知名度，並吸引新客源親臨門市。我們亦參加了大會《消費萬利券》的宣傳，成效比預期中好，不少客人手持萬利券前來攤位購物！」

Ying Fung Jewellery, "We participate in the exhibition to achieve the promotion effect, enhance brand awareness and attract more new customers to visit our stores. We also participate in the on-site promotion "Wow Coupon" which has a better result than expected that lots of customers came to our booth with the Coupon!"

資料來源：現場訪問



SAVEWO救世：「每日都會爆場，人流很好，同事都十分忙碌。而且每日的生意額都很好，經常要補貨，表現很不錯！」

SAVEWO "The flow of visitor was great that our colleagues were very busy all day. Also, we reach an ideal business volume every day."

資料來源：現場訪問



80m巴士專門店：「今年的人流比預期中理想，今次展覽除了原有的客源外，亦有不少非巴士迷的入場人士樂於購買，消費力不錯。以首次參展而言，表現比預期理想。」

80M Bus Model Shop, The visitor flows of this year was better than expected. In addition to the existing consumers, there were also many non-bus fans who were willing to purchase. In terms of the first-time participation, it was better than expected."

資料來源：現場訪問



場內精彩節目 Fabulous On-site Programs



《精彩舞台節目》 "Fabulous Stage Programs"

精彩舞台節目為入場人士帶來娛樂和歡笑聲，當中亦有大會舉辦的誰是終極美食家大比拼及家居大門法，與入場人士玩遊戲派獎品

Fabulous stage programs, including Eating Contests and Household Battle Games, bring joy and happiness to visitors



《行晒全場有著數》 "Stamp Your Way to Festive Delights"

持有HKD20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



《台上消費大抽獎》 "Consumption on 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 the organizer and sponsors, it boosts onsite sales



《震撼折扣激賞》 "Mega Sale Deals"

邀請展商參與大會舉辦的《震撼折扣激賞》，大批精選貨品以\$1，\$10，\$100，\$1,000 限量發售

To invite exhibitor to join one of the highlighted events in the show, Mega Sale Deals. Numerous products were distributed at special offers of \$1, \$10, \$100, \$1,000

《偶像紅星舞台演出》 "On-stage Performance"



馬國明



何依婷



炎明熹



姚焯菲、鍾柔美、詹天文

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.

展會前之宣傳 Pre-show Advertisement

入場贈券 Complimentary Tickets

主辦機構廣發過百萬張入場贈券予零售商、食肆、樓宇及大型屋苑、機構等，並廣發邀請卡至新入伙樓宇。



Organizer widely distributes over 1 million of complimentary tickets to retail stores, restaurants, housing estates, organizations, and sends invitation Postcard to new occupation buildings.

展會期間之宣傳 On-show Advertisement

福袋廣告 Tote Bag Advertisement

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。



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.

入場券 Admission Ticket

顧客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客群。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

舞台節目 Stage Programme

參展商可預訂舞台表演時段，以作推介新產品或服務等宣傳之用。

Exhibitors may promote their new products or services through stage sessions.



展會場刊 / 消費萬利券

Show Guide Advertisement / Wow Coupon

主辦機構將於售票處及場內派發展會場刊，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，吸引目標客戶。



Organizer widely distributes Show Guide and Wow Coupon at Ticketing Counter and in-hall organizer counters to attract more targeted customers.

全天候網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、Instagram、微信及微博宣傳參展商資訊。

Expo info and Exhibitor promotional information will be showcased on our online platforms, such as website, Facebook page, YouTube, Instagram, WeChat and Weibo.

其他宣傳計劃 Other Promotion Programme

多元化廣告形式 Diversified Advertising

- 展會入口燈箱廣告 • 會場背幕廣告 • 場內旗幟廣告
- Entrance light-box ads • Backdrop ads • Banner ads

現場節目 On-site Gimmicks

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

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.

展覽線上及線下宣傳 Mass Show Promotion

大會在展覽3個月前進行廣泛線上及線下宣傳，包括於鐵路沿線廣告、電視及主流報章廣告、網上媒體宣傳等。與知名連鎖零售店、食肆、地產商、物業管理及商會合作，於超過100個零售點、會所、商場等派發過百萬張入場贈券予目標客戶！

The Organizer will start mass online and offline promotion 3 months before show, including MTR advertisement, TV and major newspaper advertisement, online media and platform promotion, etc. Besides, the Organizer partner with well-known chain stores, restaurants, developers, property management, associations, to distribute million of complimentary tickets at over 100 spots!

廣泛放置戶外廣告、鐵路沿線廣告宣傳 Mass Outdoor and MTR Advertisement



於鐵路沿線放置12封大燈箱廣告、4封燈箱廣告及全條電梯廣告等，並於人流眾多的地點如瓊華中心及始創中心等加設電子屏幕廣告

12-Sheet, 4-Sheet Light box and Whole Escalator Crown advertisement at all major MTR stations. Displaying outdoor Billboard and Digital Panel at crowded places such as King Wah Centre and Pioneer Centre etc.

電視及主流報章廣告、網上媒體及網紅宣傳、傳媒廣泛報導

TV and Major Newspaper, Magazine, Online Promotion and Media Coverage



TVB、有線電視、頭條日報、星島日報、經濟日報、東方日報、明報、文匯報、商業電台、新假期、U Lifestyle、Unwire、Yahoo 新聞、香港高登論壇、Baby-Kingdom、香港討論區、Cosmopolitan、Try.Eat! 等

TVB, i-Cable, Headline Daily, Sing Tao, HKET, On.cc, Ming Pao, Wen Wei Po, Commercial Radio, Weekend Weekly, U Lifestyle, Unwire, Yahoo News, HK Golden, Baby-Kingdom, HK Discuss, Cosmopolitan, Try.Eat!, etc.



更多宣傳渠道包括麥當勞、張毛記電業、加德士油站、醫院管理局、新鴻基旗下物業及商場、基滙資本商場、華潤物業、香港總商會、香港中華總商會、世紀21等

More promotion channels including McDonald's, CMK, Calex HK, Hong Kong Hospital Authority, Sun Hung Kais properties and shopping malls, Gaw Capital's shopping malls, China Resources Properties, HKGCC, CGCC, Century 21 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：清潔服務及基本保安

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 and 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

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

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