

第24屆
24th HK
香港冬季購物節
Mega Showcase

24-27 / 12 / 2026

香港會議展覽中心 1號館

Hong Kong Convention and Exhibition Centre, Hall 1

冬季購物盛事
共創無限商機



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

 好玩好食香港地

ESG One
一 站 盡
Green Member



聖誕購物玩樂嘉年華 黃金商機盡在香港冬季購物節

Amazing Sales Opportunity in the Greatest Shopping Carnival



「第24屆香港冬季購物節」將於2026年12月24至27日假香港會議展覽中心1號館隆重舉行！作為城中矚目的年度購物盛事，必將成為您拓展市場、提升品牌影響力的最佳平台。適逢聖誕假期，展會將匯聚多元展區、豐富的消費選擇及展商獨家優惠，定必吸引大量顧客。七大購物專區，包括美容化妝與保健品、時尚服飾、珠寶鐘錶、休閒娛樂及運動用品、潮流玩具動漫精品及個人護理等，旨在滿足不同客層的購買需求。大會更會安排人氣歌手及藝人現場演出、專題講座及多項趣味工作坊，確保活動的熱度與人流，讓您的品牌更廣泛地接觸各個客群，本次購物節必將成為您不可或缺的銷售平台。

另外，主辦機構安排多重獎賞活動及消費抽獎，包括台上消費大抽獎、「行晒全場有著數」等，有助進一步提升現場顧客消費，助您搶佔本地市場先機。此外，於節日期間，我們預期將吸引大批本地居民及訪港旅客，預計總入場人次過百萬，讓您的品牌獲得廣泛曝光與認知。誠邀您攜手共創銷售高峰，讓我們共同迎接這聖誕黃金檔期！

The 24th Hong Kong Mega Showcase will be grandly held from 24 to 27 December, 2026 at Hall 1, Hong Kong Convention and Exhibition Centre! As the city's highly anticipated annual shopping extravaganza, it is set to become your ultimate platform for market expansion and brand influence enhancement. Over the Christmas holidays, the expo will bring together diverse exhibition zones, various shopping options, and exclusive offers, enabling you to attract a large customer base. The expo features 7 major shopping zones, including Beauty & Health care, Jewellery & Watches, Fashion & Accessories, Sports & Leisure Equipment, Popular Toy Collectibles, and Personal Care Products, designed to meet the purchasing needs of diverse customer segments. The organizer will also invite popular singers and artists for on-stage performances, alongside seminars and a variety of engaging workshops. This will ensure a vibrant atmosphere and high foot traffic, helping your brand reach a broader audience. This expo is bound to be an indispensable sales platform for you!

Additionally, the Organizer will prepare consumption rewards and lucky draws, including consumption lucky draw, and "Stamp Your Way to Festive Delights", designed to further boost on-site spending and help you seize the initiative in the local market. Furthermore, the festive season is expected to draw a significant number of Hong Kong residents and visitors. With total attendance projected to exceed one million, this offers an exceptional opportunity for your brand to gain extensive exposure and recognition. We sincerely invite you to join us in creating remarkable sales peaks and together embrace this golden Christmas season!

參展攤位逾**1000個**！

Over **1000** booths!

2025年總入場人次超過**100萬**！

Over **1 million** visitors' traffic in 2025!

(以上數字包括2025年同期所有展覽的5日人流)

(The above numbers included all 2025 concurrent expos with 5 days visitor flow)

為什麼參展 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



健康保健產品等一應俱全

文青市集及人氣動漫玩具精品
Creative Bazaar and Trendy Toy Collectibles



集結手作設計與潮流精品



精選吸納年青客群

健康生活及個人護理產品
Personal Care Products



適合家中至熱門個人護理及消毒用品，針對健康一

7大購物主題

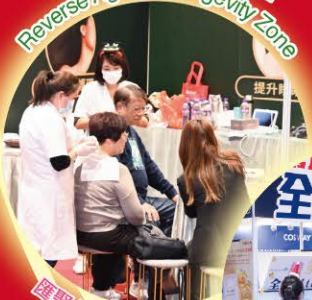
7 Major Shopping Themes

玩樂消閒
Leisure & Tourism products



融合文化、休閒娛樂及旅遊產品

逆齡×樂齡專區
Reverse Aging x Longevity Zone



匯聚各種保健服務



助您拓展龐大的銀髮商機

本地品牌專區
Hong Kong Brands Zone



齊集本地品牌，發掘本土消費市場新機遇

流行服飾及戶外用品
Trendy Fashion and Outdoor products



雲集年青人潮服、運動用品及設備

如有更改，恕不另行通知



第26屆

香港家居潮流博覽
26th Hong Kong Homex 2026

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



第24屆

香港冬日美食節
24th Hong Kong Food Festival

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



參展商評語 Exhibitors' Comments

玩樂消閒

Leisure & Tourism products

FANOEY 「我們是第一次參展，展覽人流比預期中多。同時大會宣傳多，在不同渠道如社交媒體、地鐵、《東張西望》都有見到大會的廣告。」

FANOEY "This is our first time participating in the exhibition, and the foot traffic was higher than we expected. Additionally, the exhibition was widely promoted through various channels—we saw advertisements on social media, in subway stations, and on TVB Scoop."

玩樂消閒

Leisure & Tourism products

SHELL HOUSE 「我們是第一次參加購物節。我們認為入場人士消費力高，而消費大抽獎亦有助刺激入場人士消費及延長在場停留時間。整體來說十分滿意。」

SHELL HOUSE "It is our first time participating in Hong Kong Mega Showcase. The purchasing power of the visitors is strong, and the consumption lucky draw also helps stimulate their spending and extend their dwell time in the exhibition. Overall, we are very satisfied."

健康生活及個人護理產品

Personal Care products

藥日本堂株式會社 「整體來說挺滿意，因為入場人士特別多，達到我們想要增加品牌曝光率的參展目的。」

NIHONDO CO. LTD. "Overall, we are quite satisfied because the significant turnout of visitors has helped us achieve our goal of increasing brand exposure through this exhibition."

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，當中包括歌唱及舞蹈表演等。

Fabulous stage programs, including singing, dancing, etc., bring joy and happiness to visitors.

《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.

《行晒全場有著數》

"Stamp Your Way to Festive Delights"

持有HKD30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 \$30 admission ticket, visitors can get a complimentary gift.

《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等限量發售。

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, etc.

《偶像紅星舞台演出》"On-stage Performance"

人氣歌手及著名藝人登場表演，與觀眾歡度聖誕！

Popular singers and famous artists took the stage for performances, celebrating Christmas with the audience!



Dear Jane



鄧麗欣Stephy



農夫 FAMA



羅啟豪



譚輝智



P1X3L



Honey Punch

資料來源：2025展會概況

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。



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

全天候網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、開箱片、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, Unbox video, 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
- 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、巴士車身廣告、網上媒體宣傳，包括邀請 KOL 及於 Facebook、Instagram、YouTube 等網上平台宣傳。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 the show, including MTR and bus body advertisement, online media and platform promotion, including inviting KOL and promoting on online platforms such as Facebook, Instagram, YouTube, etc. Besides, the Organizer partner with well-known chain stores, restaurants, developers, property management, associations, to distribute millions of complimentary tickets at over 100 spots!

廣泛放置戶外廣告及鐵路沿線廣告宣傳 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，亦於人流眾多的地點如旺角銀座商場、新世紀廣場電視大屏幕、西九龍中心電視大屏幕等加設電子屏幕廣告。

12-Sheet, 4-Sheet Lightbox and Whole Escalator Crown advertisement at all major MTR stations. Displaying outdoor Billboard and Digital Panel at crowded places such as Ginza Square, Moko Mall TV, Dragon Centre Mall TV etc.

電視、主流報章廣告、網上媒體、網紅宣傳及傳媒廣泛報導

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

amJetso賞你第23屆香港冬季購物節、香港冬日美食節電子入場券贈券



聖誕好去處 | 香港冬日美食節、冬季購物節12.25起隆重舉行! 4大商場5大優惠數萬



TVB、東張西望、AM730、頭條日報、星島頭條、NOW新聞、經濟日報、明報、香港01、家庭生活易、TOPick、ULifestyle、CosMart、ELLE、Home Journal、iPlayHK、Cosmopolitan、裝修佬、健康創富、Sunday Kiss、日日健康、橙新聞、Nutrilion、Tagline、iPlayHK、香港車主會等。

TVB, Scoop, AM730, Headline Daily, Sing Tao News, NOW News, HKET, Ming Pao, HK01, Family, ESDlife, Topick, U Lifestyle, CosMart, Home Journal, Cosmopolitan, Decoman, Health Plus Magazine, Sunday Kiss, Healthy Days, Orange News, NutriLion, Tagline, iPlayHK, HK Motor Club, etc.

更多宣傳及派發入場贈券渠道

新世紀廣場、北角匯、民坊、順豐速運、KMB、Hopewell Cluster、西九龍中心、和民集團、BreadTalk集團、嚙高美集團、牛一飲食集團、添好運點心專門店、翡翠餐飲集團、Dr. Kong健康鞋專門店、香港蘇寧、Beans、Storellet、Global Link、堅信號、冒險樂園、NAMCO、大生超市、高德地圖、易賞錢、CHARGESPOT等。

More Promotion and complimentary ticket distribution channels

MOKO, Harbour North, People's Place, SF Express, KMB, Hopewell Cluster, Dragon Centre, Watami Group, BreadTalk Group, Taste · Gourmet Group, Nabe One Hong Kong, Tim Ho Wan, Crystal Jade, Dr.Kong, Suning, Beans, Storellet, Global Link, Ging Sun Ho, Jumpin Gym U.S.A., NAMCO, DS Groceries, Amap, MoneyBack, CHARGESPOT, 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3,415元/美金440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3,102元/美金400元

設施：清潔服務及基本保安

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。

Participation Format

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

Participation fee : HK\$3,415/ US\$440 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\$3,102/ US\$400 per square meter

Facilities : Cleaning service and basic security service

Payment

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

香港北角電氣道228號12樓 12th Floor, 228 Electric Road, North Point, Hong Kong

電話 Tel: (852) 2591 9823 傳真 Fax: (852) 2573 3311 電郵 E-mail: hkexhi@hka.com.hk 網址 Website: www.megashow-expo.com.hk