



第22屆

# 香港家居潮流博覽

## 22<sup>nd</sup> Hong Kong Homex 2022

24 - 27 / 12 / 2022

香港會議展覽中心 1號館

Hong Kong Convention and Exhibition Centre, Hall 1


生活 | 設計 | 品味 | 裝飾

Inspire Your Home Lifestyle



大會網站 Website :

home-expo.com.hk

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



香港家居潮流博覽 Hong Kong Homex



@hkmegashowcase



香港冬季購物節及冬日美食節



## 年度家品業界盛事 盡享聖誕黃金商機

### The Golden Business Opportunity in Christmas at Hong Kong Homex

「第22屆香港家居潮流博覽2022」將於2022年12月24至27日假香港會議展覽中心1號館再度舉行。匯聚香港及國際傢俱家品、生活用品、室內設計及裝修、家電廚具、床上用品及衛浴設備等知名品牌，為業主提供多元化實用家居產品、服務以及裝修資訊，打造理想安樂窩！

作為認受性最高的家品展覽之一，展會每年吸引不少新品牌及優質商戶參加。此外，加上3個同期舉行的大型展覽，預期吸納過百萬人入場！大會為展商提供線上線下及展會推廣等多元化宣傳方案，吸納一眾追求優質家居生活、時尚的新入伙業主及家庭，是推廣品牌、直接銷售及提升公司知名度的黃金機會！

The 22nd Hong Kong Homex 2022 will be held from 24 to 27 December, 2022 at Hall 1, Hong Kong Convention and Exhibition Centre. Showcasing Hong Kong and International famous household brands including furniture, households' essential products, interior design & deco, home appliances & kitchenware, bedding, bathroom equipment and etc., the expo offers diversify household products & services, together with useful information for Hong Kong household owners to craft their ideal home!

As an annual established expo, it gathers numerous of new brands and premium services providers to join every year. We're expecting over million visitors' traffic with 3 concurrent exhibitions in 2022. Given that a comprehensive online and offline promotion, it is believed to attract potential visitors including households & families that pursue high-quality products to foster golden business opportunity in the exhibition!

雲集**近百間**本地參展商  
於**大型屋苑、新入伙樓宇、  
地產代理、家居裝修資訊平台、  
家居設計雜誌**等強勢宣傳！

全方位線上線下宣傳，吸納新入伙人士、業主及家庭等

**Over hundred** of Local Exhibitors !  
Mass promotion at Major  
**Housing Estates, New Occupation Buildings,  
Property agents, Decoration Online Platforms,  
Interior Design Magazines !**

Online & Offline promotion attracting all potential  
and existing house owners !

擴大市場  
佔有率

To Increase Existing  
Market Share

直接向各買家  
推介產品及服務

Direct Marketing  
to Customers

低成本,  
高效益

High Cost-  
effectiveness

提升企業形象  
以及鞏固行內地位

To Enhance Brand Image  
and Strengthen  
Industry Position

開拓更多商機,  
接觸更多新客戶

To Unleash Potential  
and New Business  
Opportunity

短時間  
提升營業額

Boost Sales in  
Short-period of Time

為甚麼參展? Why should I join?



# 6大展區 6 Theme Zones

## 傢俱家品及床上用品區 Furniture and Bedding Zone



最全面的傢俬家品，提供優質沙發、餐桌、床褥、床上用品等  
The most comprehensive home furnishing products, providing quality sofas, dining tables, mattresses, bedding, etc.



## 家電及智能家居設備展區 Home Appliances Lightings and Smart Home Zone

集齊家電名牌，由電視、按摩椅至智能設備應有盡有  
Collection of famous household appliances, from TVs, massage chairs to smart devices



## 廚房及浴室設備展區 Bathroom and Kitchenware Zone

廚具、浴室設備、濾水器、水龍頭等衛浴與廚房產品一應俱全

Kitchenware, bathroom equipment, water filters, faucets and other sanitary and kitchen products are readily available



## 室內設計及裝飾材料展區 Interior Design and Decoration Zone

集合不同風格室內設計公司、知名建材及傢俬訂造品牌

Collection of different styles of interior design companies, well-known building materials and customizing furniture brands



## 家居消毒及專業服務 Household Professional Zone

全方位家居清潔、空氣淨化、除菌消毒用品及有關之專業服務  
Comprehensive home services such as home cleaning, air purification, disinfection and more professional services



## 戶外傢俬、水族及園藝專區 Outdoor furniture, Aquarium and Gardening Zone

戶外傢俬、特色園藝材料及服務、盆栽及水族用品等  
Outdoor furniture, specialty gardening materials and services, plants and aquarium supplies, etc.

# 歷屆參展商 Previous Exhibitors



· 以上排名，不分先後 · 參展商眾多，未能盡錄 · Listed in no particular order · The exhibitor list is not exclusive

## 參展商評語 Exhibitors' Comments



### 靚靚屋

「今次已經是本公司第19次參展，主要希望藉此推廣公司品牌、產品及概念。今次人流比以往有所增長，成功吸引不少客人，表現不錯」

"In order to enhance brand awareness, promoting products and concepts, our company has already participated in this exhibition for 19th time. The visitor flows this time has been increased and it has successfully attracted many guests to our booth, which we are satisfied with the performance."



### 雅芳婷

「參展主要目的是接觸更多客人，希望爭取爆光及銷售。今次的人流不錯，尤其聖誕假期幾天，比預期更多人，而且客人消費力整體不俗。場內的抽獎活動成效最好，有助推動客人消費，有助公司銷售。」

"The major purpose we join this exhibition is to get in touch with more potential customers, and to gain extra exposure and sales. The visitor flows and their spending power are better than expected, especially during the Christmas holidays. Also, the "Consumption Lucky Draw" is effectively encouraging visitors' consumption and good for our sales transaction."



### BL Home Idea

「今次參展是希望讓更多市民知道和認識我們品牌。另外，我欣賞大會安排的『行晒全場有著數』活動，因為這可以促使入場市民參觀所有展區，增加各個攤位的人流。」

"The reason we join this exhibition is we wish to increase our brand awareness. Also, I am pleased that the organizer has arranged the 'Stamp Your Way to X'mas Delights', which encourages visitors to walk around the exhibition hall to increase the traffic flow."

## 場內精彩節目 Highlight of the On-site Events



### 《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.



### 《家居專題講座》

“Seminars by Industry Professionals”  
主辦機構安排各類專題講座，如家居風水及室內設計等。

Seminars covering various topics such as Feng Shui for home and interior design are prepared for visitors.



### 《偶像紅星舞台演出》

“On-stage Performance by Stars”



### 《消費台上大抽獎》

“Stage Lucky Draw” with Big Prize



### 《行晒全場有著數》

“Stamp Your Way to X'mas Delights”

# 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 X'mas 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, Calx 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 Organizer  香港亞洲展覽(集團)有限公司 Hongkong-Asia Exhibition (Holdings) Ltd.

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