



第23屆

香港家居潮流博覽

23rd Hong Kong Homex 2023

23 - 26 / 12 / 2023

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



匯集家居業界品牌 把握聖誕黃金商機

The Golden Business Opportunity in Christmas at Hong Kong Homex

「第23屆香港家居潮流博覽2023」將於2023年12月23至26日於香港會議展覽中心1號館再度舉行。

「香港家居潮流博覽」匯聚知名品牌，每年亦有不同新品牌加入，以涵蓋全方位室內設計及裝修、傢俬家電、寢室用品、廚具及衛浴設備等，向大眾推廣不同類型家居產品及服務，上至室內設計到多元化實用品，為各業主打理想家居！

展覽舉行於聖誕佳節，同期更有三個大型展覽，包括「香港冬日美食節」、「香港冬季購物節」及「數碼生活及車品博覽」，預期吸納過百萬入場人次。配合大會線上線下及會場宣傳廣告，可吸納一眾追求優質家居生活的新入伙業主及家庭，為展商推廣品牌、提高品牌曝光率，香港家居潮流博覽絕對是商戶不可錯過的聖誕黃金銷售商機！

The 23rd Hong Kong Homex 2023 will be held again in Hall 1 of the Hong Kong Convention and Exhibition Centre from December 23 to 26, 2023.

Apart from the well-known brands, the Expo also attracts numerous new brands to join. This could promote a variety of household products or services to the visitors, such as interior design and renovation, furniture and home appliances, bedding, kitchenware and bathroom equipment. The property owners could build their ideal home through The 23rd Hong Kong Homex 2023!

Along with the 3 concurrent expos, "The Hong Kong Food Festival", "The Hong Kong Mega Showcase" and "e-Expo & Auto HK", Hong Kong Homex will be held during Christmas. We are expecting over a million of visitor flow in 2023. With comprehensive online and offline promotion, it is believed to attract potential visitors including households & families that pursue high-quality products, to promote the brands and increase brand exposure. It is a golden business opportunity that cannot be missed!

雲集近百個展位

於大型屋苑、新入伙樓宇、
物業代理、發展商會籍、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 a hundred booths

Mass promotion at Major Housing Estates,
New Occupation Buildings, Property agents,
Property Developers' Club memberships,
Renovation Online Platforms,
Interior Design Magazines!

Online & Offline promotion attracting all potential
and existing property 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

為甚麼參展? Why should I join?




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



**「中小企業市場推廣基金」計劃
合資格展商可享50%展費資助**
SME Export Marketing Fund, eligible
exhibitors could enjoy 50% of the
participation fee rebate.

6大展區 6 Theme Zones

床褥及寢室用品

Mattress and Bedroom Products



集合不同床褥品牌及提供各項寢室用品

A comprehensive Bedroom Products, providing high-quality mattress, bedding etc.



家電、燈飾及智能家居

Home Appliances, Lightings and Smart Home

多類型家電品牌，涵蓋電視、按摩椅至智能門鎖等不同設備

A variety of home appliances, from massage chairs, TVs, to smart door locks



廚房及浴室設備

Bathroom and Kitchenware

廚具及實用廚房用品、衛浴設備等一應俱全

Practical kitchenware and bathroom equipment



室內設計及裝修建材

Interior Design and Renovation Materials

雲集多間不同風格室內設計公司、傢俬訂造、裝修建材品牌

Collection of Interior Design companies, Furniture Customization and Renovation Materials brands



樓盤資訊及家居專業服務

Property Information and Home Services

全方位家居專業服務，包括清潔、消毒、樓盤置業服務、儲存服務等

Comprehensive professional property and home services, such as home cleaning and disinfections, storage providers etc.



傢俱家品

Home Furniture

多間知名傢俬、海外進口家品品牌，切合不同需要

Gathering famous local and imported home furniture brands to fulfill visitors' needs

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



贏家大灣區裝修王有限公司

我們考慮到展會的規模、人流及知名度而參展。今年人流比預期好，公司生意額比去年更好，表現不錯。

V GREATER BAY HOME DECO LIMITED

We joined the exhibition because of its scale, traffic and popularity. The traffic was better than our expectation, and our sales transaction was better than last year.



朗逸設計工程

參展的主要目的是因為展會的檔期及主題，亦有很多室內設計品牌參加，參展可以建立品牌形象及提升品牌知名度。今次展覽人流不錯，客戶消費力亦符合預期。

ABI DESIGN

The main reasons of joining the exhibition were the theme and the date of the exhibition. Many other interior design brands joined as well because it could establish our brand image and enhance the brand awareness. The traffic was good this year, and the visitors' consumption power was in line with our expectations.



EMMAS Australia

本公司第一次參展，希望藉展覽接觸更多潛在客戶、開拓客源，而且展覽有不少媒體報導，可以增加品牌曝光率。展覽於聖誕期間舉行，人流令人滿意，客戶消費力也高。

EMMAS Australia

It is our first time participating the exhibition as we hope to expand our customer base and to reach more potential customers. It also increases our brand exposure by the media coverage. The expo was held during Christmas holidays so the traffic was good, and the visitors' consumption power was high.

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



新產品發佈

"New Product Launch"

除了推廣新產品資訊外，亦邀請現場觀眾上台參加互動遊戲。

Promote newly launched products and invite visitors to play Interactive games on stage.



《家居專題講座》

"Seminars by Industry Professionals"

會場內有多項專題講座，包括家居風水、室內設計、海外及大灣區置業裝修資訊等。Seminars of different topics, such as Feng Shui, interior design, overseas and Greater Bay Area flat renovation information etc.



《人氣歌手獻唱》

"Performance by popular singers"



《聖誕消費大抽獎》

"Christmas Consumption Lucky Draw"



《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、巴士車身廣告、電視、電台及主流報章廣告、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 and bus body advertisement, TV, radio 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、鐵路沿線及巴士廣告宣傳 Mass Outdoor, MTR and Bus 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，亦設九巴巴士車身廣告，並於人流眾多的地點如旺角彌敦道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, and advertisement on KMB bus body. Displaying outdoor Billboard and Digital Panel at crowded places such as Nathan Road, Mong Kok etc.

電視、電台及主流報章廣告、網上媒體及網紅宣傳、傳媒廣泛報導

TV, Radio 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、Home Journal、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, Home Journal, Yahoo News, HK Golden, Baby-Kingdom, HK Discuss, Cosmopolitan, Try.Eat! etc.

更多宣傳及派發入場贈券渠道例如麥當勞、港鐵App、中國石油加油站、加德士油站、醫院管理局、新鴻基旗下物業及商場、基匯資本商場、華潤物業、香港總商會、香港中華總商會、世紀21、美聯會等

More Promotion and e-complimentary tickets distribution channels, for example McDonald's, MTR App, PetroChina, Caltex HK, Hong Kong Hospital Authority, Sun Hung Kais properties and shopping malls, Gaw Capital's shopping malls, China Resources Properties, HKGCC, CGCC, Century 21 and Midland Club 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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