



第24屆

香港家居潮流博覽

24th Hong Kong Homex 2024

25 - 28 / 12 / 2024


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



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 :
home-expo.com.hk

 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
 好玩好食香港地



家居業界年度盛會 把握聖誕黃金商機

The Golden Business Opportunity in Christmas at Hong Kong Homex

「第24屆香港家居潮流博覽2024」將於2024年12月25至28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」為本地認受性最高的家居展覽之一，每年吸納眾多知名品牌參展，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、家居服務等，向大眾推廣不同類型家居產品及服務，為各業主打造理想家居！

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展會宣傳廣告，可吸納一眾追求優質家居生活的新入伙業主及家庭。展商可推廣品牌及直接向目標客戶銷售，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 24th Hong Kong Homex 2024 will be held again in Hall 1 of the Hong Kong Convention and Exhibition Centre from December 25 to 28, 2024.

Hong Kong Homex is one of the most recognized Exhibitions in the industry, gathering numerous well-known brands. There are a variety of household products or services, such as interior design and renovation, furniture and home appliances, bedding, kitchenware and bathroom equipment, home-related services. Together with the property information, the property owners could craft their ideal home!

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 2024. With comprehensive online and offline promotion, it is believed to attract potential visitors including households & families that pursue high-quality products. As it increases the brand exposure, it is a golden business opportunity that cannot be missed!

目標宣傳

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

Targeted Publicity

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 house owners!

“



擴大市場佔有率
To Increase Existing Market Share

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”



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

”

”



「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.

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為甚麼參展? Why should I join?



6大展區 6 Theme Zones



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



床褥及寢室用品 Mattress and Bedding

集合床褥品牌及床上用品
Popular brands providing high-quality mattress, bedding etc.



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、迷你倉儲存服務等
Comprehensive professional property and home services, such as home cleaning and disinfections, storage providers etc.



傢俱家品 Home Furniture

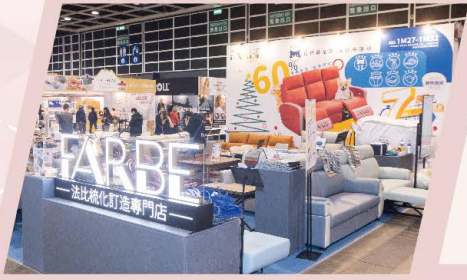
多間知名傢俬、海外進口家品品牌，提供沙發、餐桌等產品
Gathering famous local and imported home furniture brands, providing sofas, dining tables etc.

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



FARBE 梳化訂造專門店

我們第一次參展，希望可以接觸更多潛在客戶，介紹自家品牌的訂製梳化、訂製個人化梳化服務，而現場人流比預期更多。

FARBE Sofa Design

This is our first time participating the exhibition. We would like to promote our brand by introducing our customized sofa and services. Visitor traffic was better than our expectation.



Modena Interior Design

今次是第二次參展，人流比去年更好。配合多項室內設計套餐，大大縮短客戶考慮時間，而且客戶消費力也更強。大會亦加強宣傳，增加不少線上線下廣告，有效吸引更多入場人士。

Modena Interior Design

We have participated for the 2nd time. The visitor traffic was better than last year's. With various interior design packages, the visitors spent less time for considering and their purchasing power was higher. The Organizer has strengthened the promotion and placed more online and offline advertisements to attract visitors.



Royal Family 皇室床褥

今次場內人流非常多。大會宣傳十分廣泛，有不少線上線下廣告，包括鐵路及社交平台廣告等，增加展覽曝光率。

Royal Family

The visitor traffic was good. There were broad promotional campaigns with online and offline advertisements, including MTR and Social Media Platforms. It increases the exposure of the exhibition.

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



贊助台上遊戲環節 Tailor-made Program For Sponsorship

於大會舞台舉行專屬節目，透過有獎互動遊戲向觀眾推廣新產品。

Tailor-made interactive game session on stage to promote newly launched products to visitors.

《家居專題講座》“Seminars by Industry Professionals”

會場內有多項專題講座，包括室內設計、海外及大灣區置業裝修資訊等。

Seminars of different topics, such as interior design, overseas and Greater Bay Area flat renovation information etc.



《人氣歌手獻唱》“Performance by popular singers”

歷屆展會曾邀請歌手包括MC張天賦、陳蕾Panther、Lolly Talk、Chantel姚焯菲等。

Invited singers include MC Cheung Tin Fu, Panther Chan, Lolly Talk, Chantel Yiu Cheuk Faye etc.

《聖誕消費大抽獎》“Christmas Consumption Lucky Draw”

入場人士消費滿HK\$500即可參加，獎品包括旅遊禮券、小家電及寢具等。

Visitors could participate in lucky draw with consumption over HK\$500. Prizes include travel gift voucher, Home Appliances and Beddings.



《行晒全場有著數》“Jetso from Walking Through the Expo”

入場人士可於1號館及3號館主辦機構攤位內集齊蓋印，即可換領精美禮品。

Visitors could redeem prizes after collecting stamps at Organizer's booth in Hall 1 and Hall 3.

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、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, 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北角匯，新港城中心，新都城中心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 Harbour North, MOSTown and MCP 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、東張西望、東方日報頭版、頭條日報、星島日報、經濟日報、明報、文匯報、商業電台、i-CABLE樓盤傳真、新假期、U Lifestyle、Unwire、Yahoo新聞、香港高登論壇、Baby-Kingdom、香港討論區、Cosmopolitan、Openrice、Holiday Smart、裝修佬、My Cookey、Topick等

TVB, i-Cable, Oriental Daily front page, Headline Daily, Sing Tao, HKET, Ming Pao, Wen Wei Po, Commercial Radio, i-CABLE Property Outlook, Weekend Weekly, U Lifestyle, Unwire, Yahoo News, HK Golden, Baby-Kingdom, HK Discuss, Cosmopolitan, Openrice, Holiday Smart, hkdecoman, My Cookey, Topick etc.

更多宣傳及派發入場贈券渠道包括全港中小學(師生及家長)、松本清、Cinema City、Yuu App、港鐵App、Bossini、Samsung Wallet App、會德豐地產、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、南豐集團旗下物業及商場、基滙資本商場、華潤物業、嘉里建設有限公司、康業服務有限公司、偉邦物業管理有限公司、恒益物業管理有限公司、高衛物業管理有限公司、香港總商會、香港中華總商會、香港房屋協會、世紀21、美聯會、SmartME等

More Promotion and e-complimentary ticket distribution channels including schools, Matsumotokiyoshi, Cinema City, Yuu App, MTR App, Bossini, Samsung Wallet App, Wheelock Properties, PetroChina, Caltex HK, Hong Kong Hospital Authority, Sun Hung Kai's properties and shopping malls, Nan Fung Group's properties and shopping malls, Gaw Capital's shopping malls, China Resources Properties, Kerry Properties, Hong Yip Service Co. Ltd, Well Born Real Estate Management Ltd, Hang Yick Properties Management Ltd, Goodwell Property Management Ltd, HKGCC, CGCC, HKHS, Century 21, Midland Club and SmartME 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3,105元/美金400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2,820元/美金364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\$3,105/ US\$400 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\$2,820/ US\$364 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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