

第 72nd 屆 秋日婚紗、婚宴及結婚服務博覽
Fall/Winter Wedding Service and Banquet Expo

暨 Incorporating 海外婚禮、蜜月及優閒度假展
Overseas Wedding, Honeymoon & Vacation Fiesta



LOVE TO FLY, FLY TO LOVE

9 – 11 AUG 2013

HKCEC Hall 1

12:00 PM – 8:00 PM

Proposal



Exhibit Profile

主辦機構：



大會指定婚嫁網站：



With 18 years of professional experience, we have managed to build the largest WEDDING EXPO in Asia.

Wedding Service and Banquet Expo is a must go place for every couple since the Wedding Service and Banquet Expo provides a one-stop service where couples can easily find all kinds of fantastic wedding services and products under one roof.



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- ▶ Our upcoming wedding expo features **overseas wedding, honeymoon, and vacation.**
- ▶ we hope to incorporate that theme with our stage programme and the potential Airlines . And we hope to support Airlines which aims on the market of marriages.
- ▶ The destinations provided by your Airlines are suitable for overseas wedding and honeymoon.

Statistics --

71st Summer Wedding Service Banquet Expo & Beauty Fiesta— 7-9/06/2013

- 三天入場人數 **No. Visitors** : Over 67,693
- 攤位數目 **No. of Booths**: 700
- 展館面積 **Exhibition Area**: 逾18,000 Sq. meters
- 參展商來自 **Exhibitors from**:

Hong Kong, Taiwan, Mainland China,
Malaysia, Singapore, Macau, Japan,
Korea, Italy, Thailand, and more.



Consumer Profile

- **2014** is a good year for marriage according to the Lunar Calendar, we estimate that there will be more than **64,300** couples to get married.

(58,400 couples registered in Hong Kong, ESDlife (2012))

- **over 95%** engaged couples will visit our wedding expo before their marriage.
- couples will get married and go on honeymoon trip in **coming 2 years**
(Of all the expenditure required for a wedding, the budget for honeymoon trip is within the top 3 of the list. They are willing to spend over **HKD25,000** on their trip.)
- **90%** of them have joined as our iweddingclub member.

(iweddingclub.com was established since 1999, We have more than 350,000 members and 60,000 active members. All of them can get the newest information from IWC)



Advantage

Online Promotion Campaign cum Stage Sharing in the Wedding Expo can...

- **Promote the new attractions**
- **Promote your company as an ideal Airlines for honeymoon & wedding**
- **Brand building**
- **Develop the market of marriage**
- **Target the right audience**
 - ✓ *Pre-wedding couples*
 - ✓ *Couples who plan to get married in 1-3 years*
 - ✓ *Couples who plan for vacation in the near future*
- **Logo acknowledgement on all printed matters included billboard, MTR Adv, newspaper, magazine**

1. What can we do online?

ONLINE program with iweddingclub.com

- **Tailor-made Mini site** for introducing your company or new products
- **Tailor-made online mini game**
(survey, Q & A, point-accumulation games etc)
- **Banner adv**
- **Advertorial/Article**
- **Directory**
- **E-coupon**



Our iweddingClub.com

Tailor-made mini site



Article



banner adv
for your company

2. What can we do on site?

- **Detachable stub for lucky draw**
- We will design the detachable stub attached on the admission ticket for lucky draw. The winner can receive the package which provided by your company.
- **9 sq.m Booth for your company**
- We will provide the booth for your company to distribute catalogs and collect the lucky draw stub.
- **one stage sessions (SAT or SUN)**
- It entitles your company to promote the new products for wedding and have a game section.



3. Lucky draw Sponsorship

消費大抽獎 Jolly Lucky Draw

With every single electronic retail purchase of over HK\$3,800 at the Expo, customers were entitled to get a lucky draw chance to win brand-name home appliances, luxury skincare products and more exciting prizes.

台上大抽獎 Lucky Draw

Lucky draw session for each day. There will be three mini games in one session. We will draw there couples for each single mini game. And the winner will receive the prize.



We will showcase your product at the lucky draw booth for getting more exposure.

Prize Sponsorship for lucky draw

Value of prize(s)	Acknowledgement items
1. HK\$5,000 or above	<ul style="list-style-type: none">• Product to be displayed at the lucky draw counter• Company name to be acknowledged on the prize list at the lucky draw counter
2. HK\$10,000 or above	<ul style="list-style-type: none">• Logo acknowledgement as “Sponsor” on the related promotional items, e.g. newspapers, magazines, MTR, etc.• Product to be displayed at the lucky draw counter• Company name to be acknowledged on the prize list at the lucky draw counter

Joint Promotion reference

- Iweddingclub.com X 沖繩度假婚禮協會 Okinawa Resort Wedding Association

Couples can receive the package after they win the mini online game.

東方日報 2013.02.15 星期五

第70屆 情人節婚紗、 婚宴及結婚服務博覽

2013年2月15-17日 (大年初六至初八)
香港會議展覽中心 1號館 中午12時至晚上8時

今日 開鑼喇

蛇年首個超級婚博會
500間 本地海外嫁館專家
送給您無限驚喜「禮」

婚博會重點推介:
沖繩度假婚禮協會首度越洋來港

沖繩度假婚禮協會首度率領11間當地享有盛名的婚禮服務及禮堂來港，為香港準新人推介沖繩的度假婚禮服務，分享其一站式婚紗拍攝、證婚及蜜月的海外婚禮套餐，滿足新人對浪漫憧憬的憧憬。

為預祝甜蜜新婚，《新婚會》更將聯同沖繩度假婚禮協會舉辦「蜜月沖繩抽獎」，星期六、日各送出雙人來回香港至沖繩機票連三晚酒店住宿套票乙套，讓有情人「沖繩」養癩，開心度蜜月！

婚博會重點推介:

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Pervious Partners

peach



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAU GOVERNMENT TOURIST OFFICE

Garuda Indonesia 

TURKISH AIRLINES 



HONGKONG AIRLINES
香港航空

QATAR 
AIRWAYS القطرية


FLY GUAM



沖繩度假婚禮協會
Okinawa Resort Wedding Association

Exhibition Activities

- ▶ 新婚會會員獎賞 台上大抽獎 (iWeddingClub Game Session- Lucky draw)



On-Site Promotion



Advertisements

Billboard



圖: 尖沙咀加拿分道、金馬倫道交界

Advertisements

MTR & KCR



圖: escalator crown



圖:MTR12-sheet Light box



圖: board view banner



圖: escalator poster

Magazines

- Metropop
- 忽然一周 Sudden Weekly
- 東周刊 East Magazine
- U Magazine
- 東方新地 Oriental Sunday

We can provide your logo on almost of our paid ads

第71屆 夏日婚紗婚宴結婚服務博覽及婚嫁美容展
Summer Wedding Service Banquet Expo & Beauty Fiesta 2013

亞洲 最大型 婚博會

6月7-9日 香港會議展覽中心1號館

中、港、台、日、韓500多家參展商
超過800個婚禮服務攤位
6大主題展區 所有婚嫁服務盡在此

- ▶ 送您過萬元嫁禮萬利券，盡享場內展商獨家優惠
- ▶ 消費大抽獎及台上大抽獎，隨時贏走豐富禮品
- ▶ 精彩舞台節目，為您呈獻最新婚嫁資訊
- ▶ 紅星名模婚紗匯演，掌握最新嫁衣潮流

表演嘉賓：


胡定欣


性感名模
Jessica C.


沈卓盈


日籍名模
松岡李那


甜美名模
Madi Ross

請瀏覽婚博會網站了解更多活動詳情：
www.wedding-show.com.hk

QR Code

開放時間：中午12時至晚上8時 入場費：每位港幣\$20

大會指定化妝及髮型 Official Makeup & Hair Styling: MISSHA, lavera, heart, SOVOY, P.A.L.A.S.P.A., MIJOGI

大會指定場地佈置 Official Venue Decoration: WEDDINGSHOW

大會指定燈光及音響 Official Audio & Lighting: ATRAM

支持媒體 Supporting Media: siba brides, Ladies

贊助商 Sponsors: 皇家酒樓, MISSHA, lavera, heart, SOVOY, P.A.L.A.S.P.A., MIJOGI

內地支持媒體 Mainland Supporting Media: 外匯匯報, 香港周末, 911

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

大會指定婚嫁資訊網站 Official Wedding Website: WeddingClub.com, www.iweddingclub.com

查詢電話 Enquiry: (852) 2591 9823

*所有禮品，送完即止 *以上節目及優惠，如有爭議，大會保留最終決定權 *婚業生意的婚慶類別號碼：40676-8, 40816-8

Local Websites

► Yahoo.com.hk

The screenshot displays the Yahoo! Hong Kong homepage. At the top, there is a navigation bar with the Yahoo! logo and the text 'YAHOO! 雅虎香港'. Below this is a search bar with the text '世界無煙日2013' and a '搜尋' button. The main content area is divided into several sections: a left sidebar with various service links (e.g., 新聞, 財經, 體育, 地產, 中小企, 教育學習, 娛樂, 電影, 娛樂圈, 電視, 微電影, Games, 生活, Style, 旅遊, 新煮意, 慈善+), a central news section with a headline '內地行錯路 港人遭毆腦震盪' and a sub-headline '雲南大理朝佛聖地發生員工圍毆遊客血案, 港人搭鐵車時「行錯路」, 被圍毆至腦震盪...', and a right sidebar with a large advertisement for '亞洲婚博會' (Asia Wedding Expo) and a Speedo advertisement. The bottom of the page features a banner for 'TOPIX' and '潮吃意式之味'.

Local Websites

► Ladies.gig.hk

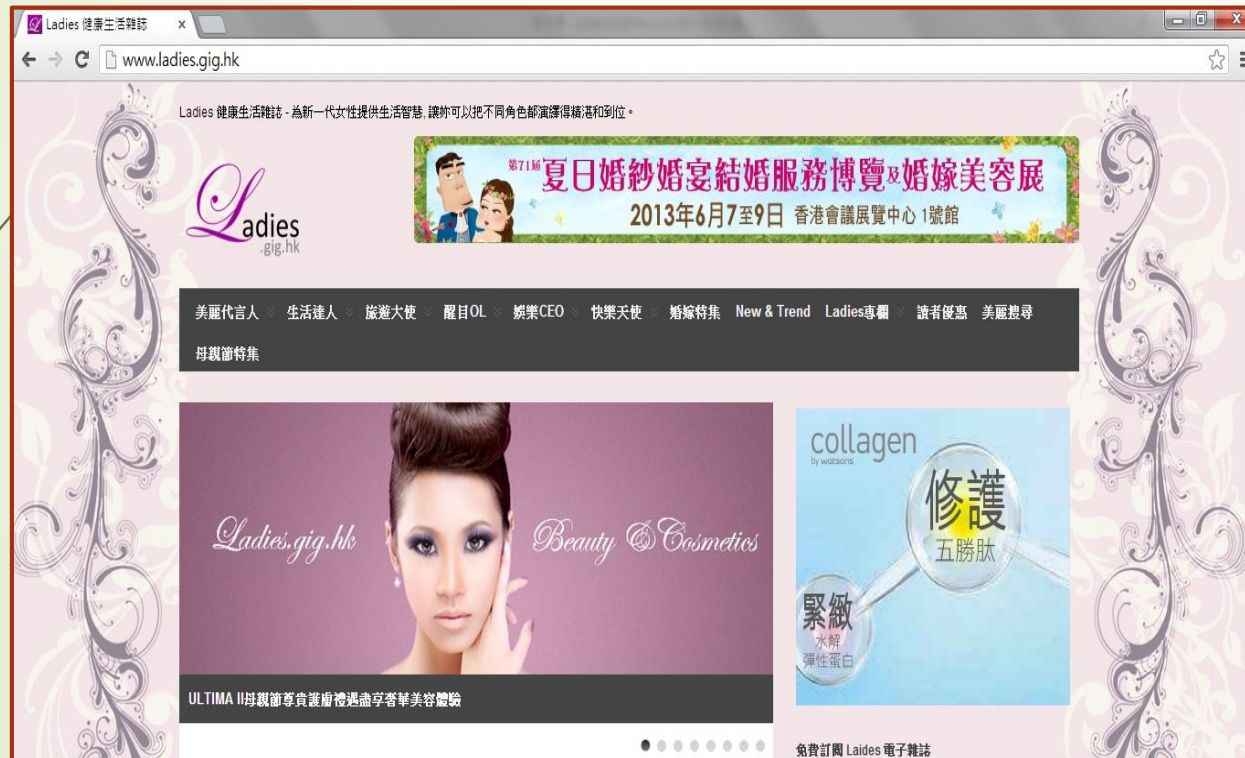


圖: Ladies.gig.hk Banner and Editorial Write-up

本地網站宣傳 / Promotion: Local Websites

SheBrides

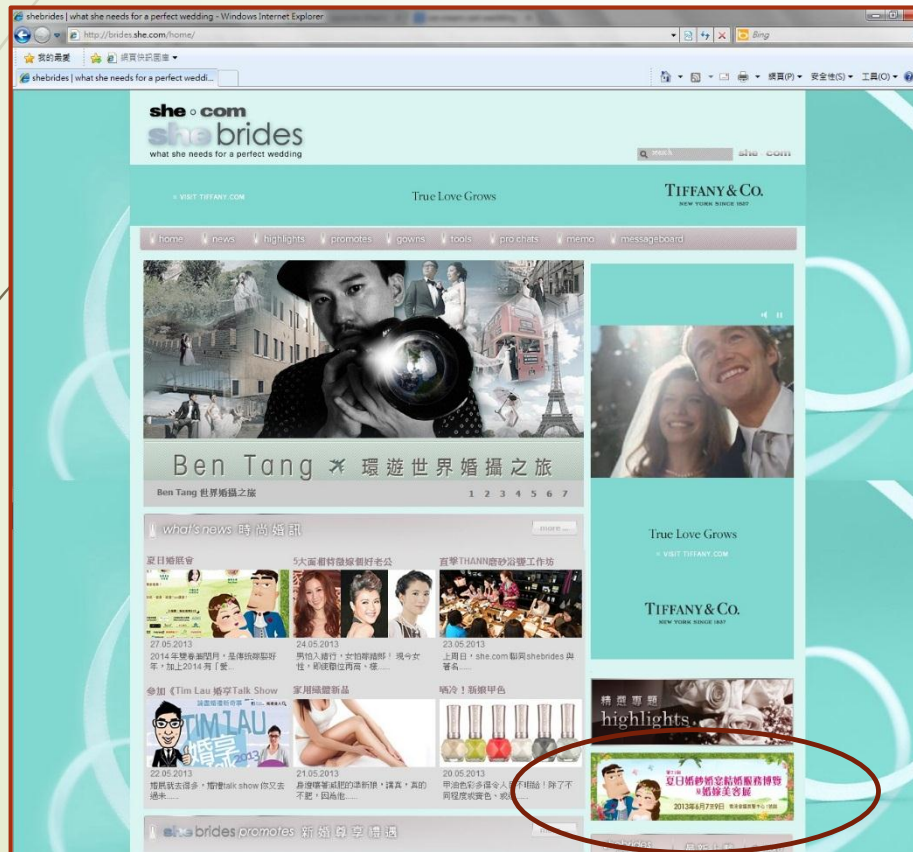


圖: SheBrides Web Banner, Editorial and Invitation Giveaway

Media Support

- ▶ 本地(香港) Local

The logo for 'she brides' features the word 'she' in a bold, blue, lowercase sans-serif font, followed by 'brides' in a black, lowercase sans-serif font. The entire text is contained within a thin white rectangular border.

Visiting Media

- ▶ 以中國內地及香港傳媒為主; Mostly local and Mainland Chinese media
- ▶ 香港經濟日報、星島日報、東方日報、蘋果日報、明報、文匯報、新華社、南華早報、香港中國通訊社、The Standard、ET Net、資本壹週、東周刊、忽然一周、飲食地圖、明報周刊、新Monday、譽源雜誌、Milk Magazine、Marie Claire、電腦廣場、PC Market、i-Cable、now TV、亞洲電視、香港寬頻、東森電視、中國電視公司、香港電台、高端聯盟網、星尚、搜狐娛樂、鳳凰電視臺、香港衛視、健康生活臺。

