



*Equipping
your passion*
裝備就緒 精彩起動

Globally Fit
全球熱潮

**Golden Opportunity for Sports
and Leisure Enterprises**

運動消閒企業黃金商機



What drives you? This is the key question in the golden age of sports, leisure and self-improvement, as today's active consumers take better care of their minds and bodies than ever before. Taking full advantage of this trend, the consumer-driven HKTDC Hong Kong Sports and Leisure Expo 2018 connects leading exhibitors directly with sports and leisure enthusiasts on the hunt for new gear, equipment and activities to achieve the age-old goal of "sound mind, sound body."

你的原動力是甚麼？這是現今熱衷運動、消閒娛樂及自我增值的城市人最關注的議題。當今消費者愈趨追求個人身心健康，香港貿發局香港運動消閒博覽2018以零售為導向，將具導領地位的參展商與運動及消閒熱愛者直接聯繫起來，方便大眾發掘全新裝備、設備及活動，追求更全面的精神和身心康泰。

One Ticket, Two Carnivals **一張門票 雙重歡樂**

Presented with a range of activities, interactive product launches, sports demonstrations and celebrity sharing sessions, the Sports and Leisure Expo is more than just a fun time! It is also an incomparable direct-to-consumer platform, presenting a golden opportunity for exhibitors to interact with target customers while also attracting a massive new audience. That's because the Expo is held concurrently with the annual Hong Kong Book Fair, a hugely popular event that, together with the Sports and Leisure Expo, attracted almost one million visitors and massive media attention in 2017's edition.

Visitors can enjoy the thriving experiences offered by both fairs with just one admission ticket. With the combined drawing power of these dual events, exhibitors can expect a high flow of relevant visitors and a first-rate marketing and sales platform that creates unparalleled brand exposure.

展會上一系列的互動展位、產品發佈會、運動示範及名人分享環節，不但讓公眾享受歡樂時光，更為參展商提供黃金機會與目標消費者交流，同時吸引大規模的新客群，成為直接面向大眾的絕佳平台！運動消閒博覽更與一年一度最受歡迎的暑期盛事－香港書展同期舉行；在2017年，兩個展會共吸引接近一百萬人次入場，獲得廣泛傳媒報道。

觀眾可用一張門票，參觀兩個廣受歡迎的展覽會！憑藉兩項活動的協同效應，參展商能夠接觸高流量兼具購買力的參觀人士，在這個最佳的銷售及市場推廣平台為品牌創造無可比擬的曝光率。



Zoning In on Sports and Leisure – The Keys to a Balanced Life

運動消閒兼備 平衡生活的關鍵

Organised by themed categories, the Expo presents a world of sports, fitness and relaxing hobbies for visitors to find everything they need to achieve a balanced life. 博覽以主題類別劃分，讓參觀人士可輕易找到一切達至優質平衡生活的所需產品或服務。

Sports 運動

-  **Camping and Hiking**
露營、遠足用品
-  **Cycling**
單車用品
-  **Health and Wellness Products**
健康與保健用品
-  **Racket Sports and Ball Games**
球類及拍類器材
-  **Skiing, Skating and Skateboarding**
滑雪、溜冰及滑板用品
-  **Sportswear and Accessories**
運動裝備
-  **Water Sports and Fishing**
水上運動裝備及釣魚用品

Leisure 消閒

-  **Board and Party Games**
棋類遊戲
-  **Crafts**
工藝
-  **DIY Items**
DIY用品
-  **Hobby Classes**
興趣課程
-  **Music**
音樂
-  **Photography Equipment**
攝影
-  **Smart Play (e.g. Drones, 3D Printing, VR)**
智能玩具 (如：無人機、3D打印、VR)

and more 更多...

A World of Interaction, a Carnival Atmosphere 互動玩樂 親身體驗

The Sports and Leisure Expo is not just for discovering activities and interests; it's also a place for people to have fun through direct interaction! The previous edition featured a series of fun-filled activities for visitors, including bouldering walls, floor curling, photography groups, handicraft workshops, celebrity sharing sessions and more. Exhibitors can continue to create excitement and buzz by staging interactive product launches, demonstrations and educational activities in a cost-effective manner to boost sales and brand awareness throughout the upcoming event.

運動消閒博覽並非只為探索活動及興趣而設，透過直接的互動，博覽為入場人士提供不同體驗！首屆博覽會舉辦了一系列精彩活動讓消費者免費參與，如攀石牆、地壺球、攝影班、手作工作坊、名人分享會等。來年大會將繼續協調各方，透過互動的產品發布、示範及具教育性的活動，讓參展商更有效地在歡愉的氣氛下提高銷售及品牌的知名度。

Value of Exhibiting 參展得益

-  **Boost sales and meet the public via synergy with Book Fair**
受惠於同期書展，接觸廣大客戶群及提升銷售量
-  **Promote products and build brand**
推廣產品，塑造品牌
-  **Obtain consumer insights through direct interaction with visitors of all ages**
通過與不同年齡層的參觀者直接互動，洞察消費意態
-  **Benefit from media exposure cross channels**
受益於跨渠道媒體曝光

Please fax reply to
回條請傳真至



(852) 2824 0026

or you may mail to the HKTDC
或郵寄至香港貿易發展局

Please send us more information on exhibiting at the HKTDC Hong Kong Sports and Leisure Expo 2018

本公司欲參加香港貿發局香港運動消閒博覽2018，請惠寄有關資料。

Company Name:

公司名稱

Contact Person (Mr/Ms):

聯絡人(先生/女士)

Title:

職銜

Company Address:

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Country/Region:

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Postal/Zip Code:

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Office Tel:

公司電話

Office Fax:

公司傳真

Office Email:

公司電郵

Company Website:

公司網址

Product Categories:

產品類別

*Please attach your business card for our reference 為方便資料儲存，請附上閣下名片以作參考

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Booth Service Fee 展台服務費

Format of participation 展位類別	9 sq.m. Standard Booth A 9平方米標準展位A	9 sq.m. Standard Booth B with display platform 9平方米標準展位B連展示台	Custom-built Participation 特裝參展
Size 面積	3m(W) x 3m(D) 3米(闊) x 3米(深)	3m(W) x 3m(D) 3米(闊) x 3米(深)	Minimum Size: 36 sq.m. 最少租用面積: 36平方米
Price 價格	HK\$ 港元30,050 US\$ 美元4,230	HK\$ 港元36,810 US\$ 美元5,185	每平方米HK\$ 港元\$3,280 US\$ 美元464

hksportsleisureexpo.hktdc.com

Organiser 主辦機構:



Hong Kong Trade Development Council - Exhibitions Department
Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, Hong Kong
Tel: (852) 2584 4333 Fax: (852) 2824 0026 Email: exhibitions@hktdc.org

香港貿易發展局 - 展覽事務部
香港灣仔博覽道1號香港會議展覽中心博覽商場13號
電話: (852) 2584 4333 傳真: (852) 2824 0026 電郵: exhibitions@hktdc.org

www.hktdc.com

Sales Enquiry Contacts 參展商查詢聯絡人

Ms. Gloria Wong 黃筱彥小姐
Tel電話: (852) 2240 4623 / Email電郵: gloria.sy.wong@hktdc.org

Mr. Cedric Wan 尹錫祺先生
Tel電話: (852) 2240 4128 / Email電郵: cedric.sk.wan@hktdc.org