

# **Hong Kong Sports and Leisure Expo**

香港運動消閒博覽

15-21/7/2020

**Hong Kong Convention and Exhibition Centre** 

香港會議展覽中心





## One Ticket, Double the Happiness 一票兩展 雙倍歡樂

Staged concurrently with the annual talk of the town – the **Hong Kong Book Fair** during the summer holiday peak consumer spending period, the public may enjoy both fairs with one ticket in hand. Exhibitors can thus take advantage to interact with a significant consumer base and reap the benefits of synergistic exchanges.

博覽與每年備受關注的**香港書展**於七月暑期銷售黃金時段同期舉行,公眾人士憑一張門券參與兩項盛事,展商則能直接面向龐大的消費者群體,盡收協同效應之利。

### Key Zones Satisfying Comprehensive Needs 主題區域滿足各樣需求

Organised into various product zones, the Expo caters to a wide range of consumer tastes and needs to target a broad consumer base.

博覧劃出多個主題展區將產品分門別類,照顧龐大客群的愛好並滿足各樣人士的各種需求。

### Sports 運動



Camping and Hiking 露營、遠足用品



Cycling 單車用品



E-Sports 電競產品



Health and Wellness Products 健康與保健用品



Racket Sports and Ball Games 球類及拍類器材



Fitness and Gymnastics Training 健身及體操訓練器材



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



Cultural Appreciation 文化鑑賞



DIY Items DIY用品



Hobby Classes 興趣課程



Photography Equipment 攝影



Smart Play and Accessories (e.g. Drones, 3D Printing) 智能玩具(無人機、3D打印等)



STEM Product STEM 產品





#### A Festival of Fun and Interaction 嘉年華式體驗 盡情互動互樂

The vivid, dynamic event presents a massive range of activities for visitors to join in: bouldering, floor curling, photography groups, handicraft workshops, celebrity sharing sessions and more! Variety of entertainment offers agglomerate individuals with different likings to build a wide, solid consumer base. Through HKTDC-supported interactive product launches, demonstrations and educational sessions, exhibitors can create real-time buzz among audiences, as well as boosting brand awareness and direct sales throughout the event.

博覧現場活力十足,特別節目和活動種類繁多:包括攀石牆、地壺球、攝影班、手作工作坊、名人分享會等,能廣泛吸引有不同愛好的客群親身入場體驗。透過由展商主辦、貿發局全力支持的互動環節如產品發布、示範、講解等,展商能在活動期間獲取觀眾的現場回應,同時亦能提高品牌知名度並收得直接銷售之效。

## Exhibiting Benefits 参展效益



The concurrent Hong Kong Book Fair magnifies synergy to boost visitor traffic. In 2019, the fairs recorded near one million visitors 與香港書展同期舉辦,在協同效應之下將受高度注目。 兩項博覽於2019年錄得近一百萬入場人次



Massive media exposure across different channels 可於不同類型的媒體曝光



The Expo serves as a real-time platform for building brand awareness and product promotion 以博覽作為產品的實時宣傳平台,從而提升品牌知名度



Gaining direct feedback from consumers and visitors of all ages and demographics 可直接得知來自不同年齡層及消費群體的意見

Please send us more information about exhibiting at the HKTDC Hong Kong Sports and Leisure Expo 2020

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Booth Service Fee 展台服務費			
Format of participation <b>展台類別</b>	9 sq.m. Standard Booth 9平方米標準展	台	Custom-built Participation 特裝參展
Size 面積	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30,660 US\$美元4,380		每平方米HK\$港元3,350 US\$美元482 per sq.m.

## www.hkbookfair.com/hksportsleisureexpo

#### Organiser 主辦機構



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