

# 數碼生活 及 車品博覽 2023

 - Expo & Auto HK

23-26/12/2023

香港會議展覽中心 1號館

Hall 1, Hong Kong Convention & Exhibition Centre

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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 : [e-expoauto.com.hk](http://e-expoauto.com.hk)  
Website



E-expo & auto HK



@hkmegashowcase



香港冬季購物節及冬日美食節





## 集合電子產品及車品愛好者 聖誕黃金檔期顯商機

### Catch the Golden Business Opportunity in this Tech-lover Platform in Christmas

為滿足港人對電子產品潮流及車品的追求，「數碼生活及車品博覽」將於2023年12月23至26日假香港會議展覽中心1號館再度舉行！展會以5大市場熱點為主題，向入場人士展示潮流數碼電子產品、攝影器材及視聽、電子娛樂及電訊科技、車品及配件、汽車改裝及美容服務。

在聖誕節濃厚氣氛帶動下，加上3個同期舉行的大型展覽，預期吸納過百萬人次入場！一系列線上及線下廣告推廣展會，吸納優質入場人士消費，是推廣品牌、直接銷售及提升知名度的黃金機會！

To fulfill the pursuit of electronic product trends and auto products, e-Expo & Auto HK will be held on December 23 to 26, 2023, in Hall 1 Hong Kong Convention and Exhibition Center! Addressing the hot button topics and trends, the Organizer features 5 major market hotspots and showcase the latest digital electronic products, photographic & audio equipment, electronic entertainments & telecommunications, auto products & accessories, and auto modification & detailing services.

We're expecting over million visitors' traffic with 3 concurrent exhibitions driven by the Christmas atmosphere. Given that a comprehensive online and offline promotion, it is believed to attract potential visitors including tech-lovers & car owners that pursue high-quality products to foster golden business opportunity in the exhibition!

## 場內精彩節目 On-site Events



### 《台上消費大抽獎》

"Stage Lucky Draw" with Big Prize

透過禮物豐富的大抽獎，吸引入場人士持續於場內消費

With attractive prizes provided by organizer and sponsors, it boosts onsite sales



### 《精彩舞台節目》

"Fabulous Stage Programs"

精彩舞台節目為入場人士帶來娛樂和歡笑聲，當中包括人氣歌手藝人表演、資訊講座及舞蹈表演等。

Fabulous stage programs, including performances by popular singers and artists, seminars and dance performances, etc., bring joy and happiness to visitors.



### 《行晒全場有著數》

"Stamp Your Way to X'mas Delights"

持有HKD20入場券之人士到齊指定攤位並集齊蓋印，即可獲精美禮物一份

Visit designated booths and collect all stamps, together with the \$20 entry ticket, visitors can get a complimentary gift



### 《震撼折扣優惠》

"Mega Sale Deals"

邀請展商參與大會舉辦的《震撼折扣優惠》，大批精選貨品以\$1，\$10，\$100，\$1,000限量發售

To invite exhibitor to join one of the highlighted events in the show, Mega Sale Deals. Numerous products were distributed at special offers of \$1, \$10, \$100, \$1,000

## 為什麼參展 Why Exhibit ?

### • 低成本、高效益，直接接觸大量客戶

High cost-effectiveness, direct selling to onsite visitors

### • 直接向新客戶推介產品及服務

To Reach Potential Buyers Directly

### • 接收市場最新資訊

To Get Updated Industry information

### • 測試新產品的市場反應，有效為品牌定位

Test the market response for new products and ensure effective brand positioning

### • 擴大市場佔有率

To Increase Market Share

### • 「中小企業市場推廣基金」計劃，合資格

展商可享50%展費回贈。

### • 鞏固行內地位及形象

To Strengthen Position In The Industry

SME Export Marketing Fund, eligible exhibitors could enjoy 50% of the participation fee rebate.





## 5大主題展區 5 Theme Zones



**數碼電子產品區**  
e-Digital Products Zone



**攝影器材及視聽**  
Photographic & Audio Equipment



**電子娛樂及電訊科技**  
Electronic Entertainments & Telecommunications



**汽車產品及配件區**  
Automotive Products & Accessories Zone



**汽車改裝美容服務區**  
Automotive Conversion & Beauty Services Zone

## 歷屆參展商 Previous Exhibitors

### 電子娛樂及電訊科技 e-Entertainment & Telecommunication

- CHINA MOBILE 中國移動
- CAROUSELL LIMITED
- 17 MEDIA (H.K.) LIMITED 一七媒體(香港)有限公司
- ZENOX
- HK BROADBAND NETWORK LTD 香港寬頻
- HKT
- HGC寬頻
- CSL LIMITED
- NOW TV & PCCW
- I-CABLE TELECOM LIMITED 有線寬頻電訊有限公司

### 數碼、電子消費產品 e-Digital Products

- CYBER-PRO COMPUTER LTD
- SUPPLY CONSULTANT
- MOMAX TECHNOLOGY (HK) LTD
- X-ONE
- ICON DIGITAL 力維數碼
- OKUSAY LTD.
- 小米香港
- NANOFLOWX
- EVENING STAR 夜星娛樂
- 星馳通訊器材有限公司

### 相機、攝影器材及影音產品 Photographic Brand, Products & AV Equipment

- PRICERITE 實惠
- HISENSE 海信
- SUNLITE COMPUTERONIC LTD 新輝電腦有限公司
- CAM 2 相機專家
- SKYWORTH
- V-DIGI
- MK & K KAMERA
- SHINETOWN TELECOMMUNICATION LTD.

### 電動及汽車展示 Electric Vehicle & Automobile Display

- FIAT 飛雅特
- KIA 起亞
- LOTUS 蓮花
- CITROEN 雪鐵龍
- TESLA 特斯拉
- VOLKSWAGEN 福士
- DUCATI 杜卡迪
- HANG SHUN MOTOR SERVICE CO 恒迅摩托車服務中心
- YAMAHA 雅馬哈
- FAW VERTEC

### 汽車產品及配件 Automotive Products & Accessories

- Well Crown (Group) Industries LTD 榮冠(集團)實業有限公司
- ADVAN TECHNOLOGY INTERNATIONAL LTD 研科國際有限公司
- HEXIGON HOLDINGS
- FW1
- HENRY CHEMICAL CO LTD 恒和化工有限公司
- INTERNATIONAL MARKET ACCESS LTD
- OVER TARGET (HK) LTD 超澤香港有限公司
- ZUVER TUNING LTD 信唯動力有限公司
- INNOVATION CONSULTANT (ASIA) LTD 盈豐拓展(亞洲)有限公司
- SKYNET TECHNOLOGY 天網科技
- THE PIT STOP 車飾品
- WINON TELECOM LTD 宏安電訊有限公司
- WORLD STATE LTD
- VOODOO RIDE HONG KONG

### 汽車改裝美容服務 Automotive Conversion & Beauty Services

- 415 COBRA車工房(GIBSON/CRAFTPLUS)
- KUHL RACING
- 舞杏
- CHIDORI AUTO SHOP 千鳥汽車精品
- GP RACING TRADING CO
- LOONG WAH MOTORS GROUP LTD 龍華汽車有限公司
- OCEAN ENGINEERING COMPANY(H1 PRO)
- TT AUTO BEAUTY LTD
- YRD
- A-CARS WORKSHOP
- CERAMIC PRO 時耐保
- EXCEL LINKAGE LTD 越領有限公司
- GOLDPOWER MOTOR SERVICE LTD 金力汽車服務有限公司
- PRO KIT FILM & DESIGN LTD
- PROFESSOR DIP
- PROMISE BEAUTY CAR CO LTD 諾彥美汽車有限公司

### 其他汽車服務 Other Automotive Services

- G.A.Y. TRADING LTD 知您意貿易有限公司
- MODEL CAR EXPO 名車博覽
- PRORACING SIM AND TRAINING CENTER
- TARGET INSURANCE CO LTD 泰加保險有限公司
- UBER (ASIA) LIMITED
- CAR MAT HK 汽車精品店
- 馬龍貿易(香港)有限公司

(更多參展商，不能盡錄)

\*\*如有更改，恕不另行通知



# 密集式宣傳攻勢 強大宣傳網絡 Intensive Promotional Strategies Mass Promotion Platform

## 港鐵廣告 MTR Advertisements



於各大主要車站放置燈箱廣告、全線扶手電梯廣告、全條電梯廣告(九龍塘站、東鐵線)、電子廣告板(東鐵線、屯馬線)、港鐵手機應用程式廣告。

Concourse /Trackside Lightbox in major MTR stations, Escalator Crown Network, Whole Escalator Crown Bank — Kowloon Tong Station (East Rail Line), Digital Panel (East Rail Line, Tuen Ma Line), MTR mobile app.

## 大型戶外廣告及巴士廣告宣傳 Outdoor Billboard and Bus Advertisement



於人流眾多的地點如旺角彌敦道等加設戶外廣告，以及於巴士車身加設T-shape 廣告。

Displaying outdoor Billboard at crowded places such as Nathan Road, etc. T-shape advertisement is also displayed on KMB bus body.

## 電視、電台及主流報章、網上廣告宣傳片

### TV, Radio and Major Newspaper Advertisement, Promotional Video



於TVB、商業電台、頭條日報等電視及主流報章投放廣告，並邀請藝人拍攝宣傳影片，並上載至各大社交平台，包括YouTube、Facebook及Instagram等。

Widely advertised on TV and Major Newspaper such as TVB, Headline Daily. Shooting and producing promotional video with artist, and uploaded to various social media platforms, including YouTube, Facebook and Instagram.

## 其他宣傳渠道 Other Promotion Channels



於超過100個零售點、會所、商場等派發過百萬張入場贈券，包括麥當勞、加德士油站、醫院管理局、允記集團、新鴻基旗下物業及商場、基滙資本全線商場、華潤集團、太興集團、煤氣公司、世紀21、馬拉松等。

The Organizer partner with promotion channels including McDonald's, Caltex HK, Hong Kong Hospital Authority, Wan Kee Group, Sun Hung Kai's properties and shopping malls, Gaw Capital's shopping malls, China Resources Group, Tai Hing Group, Hong Kong Town Gas, Century 21, Marathon, etc., to distribute million of complimentary tickets at over 100 spots!



# 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店、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 • 會場背景廣告 • 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.



## 參展商評語 Exhibitors' Comments



### 中國移動

「今次展覽人流十分多，尤其聖誕節連假，不少人帶同一家大小前來參觀，場面熱鬧。另外，大會的網上及戶外宣傳均有不錯成效，而場內宣傳如消費萬利券等，更有效吸引入場人士消費，對品牌推廣相當有幫助」。

### China Mobile

"The exhibition has a great traffic this year, especially during the Christmas holidays, many visitors came with their family. In addition, the online and on-site promotion have achieved good results. For example, the Wow Coupon successfully attracted visitors to spend and was helpful for brand awareness."



### 榮冠(集團)實業有限公司

「展覽人流很多，加上客人消費能力佳，所以生意很不錯，當中最熱賣的有汽車美容產品、汽車入油添加劑等。公司平時以傳統廣告、社交媒體宣傳為主，今次參展就可以直接接觸顧客，有助拓展客源」。

### Well Crown (Group) Industries LTD

"The visitors' traffic was great and they had a strong spending power. Our best-selling products were car beauty products, car oil additives, etc. Our company usually focuses on traditional advertising and social media promotion. Through this exhibition, we could connect with our customers directly and expand our customer sources."

## 傳媒廣泛報導 Media Coverage (excerpted partly)



### 各大傳媒、網上媒體及網紅廣泛報導 Media, Online Platform & KOL Coverage

TVB、頭條日報、AM730、有線電視、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、Yahoo 新聞、香港高登論壇、Baby-Kingdom、香港討論區、Cosmopolitan、Try.Eat! 等。

TVB, Headline Daily, AM730, i-Cable, Sing Tao, HKET, On.cc, Ming Pao, Wen Wei Po, Commercial Radio, Weekend Weekly, U Lifestyle, Unwire, , Yahoo News, HK Golden, Baby-Kingdom, HK Discuss, Cosmopolitan, Try.Eat!, 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

## 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。

## 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

## 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



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