

HALL OF FAME

品牌薈萃廊



Hong Kong Electronics Fair (Spring Edition)

香港春季电子产品展

13-16/4/2011

Hong Kong Convention and Exhibition Centre
香港会议展览中心

Perfect platform for premium brand names

The right environment can make a strong brand name even more outstanding. The **Hall of Fame** at the HKTDC Hong Kong Electronics Fair (Spring Edition) creates a setting that gives maximum exposure to brand image. Underlining the significance of this zone is its prestigious location in Hall 1, which will enjoy enhanced accessibility and impact with the completion of the Atrium link expansion. All this makes the Hall of Fame the ideal platform for innovative products and premium brands.

As the most important highlight of the fair, the Hall of Fame is a focus of attention for buyers. In 2010, **over 335 exhibitors** appeared in the Hall of Fame showcasing **more than 430 brands**. This year, the Hall of Fame will continue to deliver the extensive range and high quality branded products which trade buyers in this stratum can identify. Place your brands in the spotlight at the Hall of Fame where it will once again deliver the right environment to promote better business.

In addition, the Hall of Fame is incorporating a number of themes, including **Digital Entertainment, Home Tech, Wireless & Communications, Personal Electronics World** and **Power & Accessories**. This initiative adds to the user-friendly environment of the section, enabling buyers to easily and effectively identify the suppliers most relevant to their interests.

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展示优秀品牌的上佳平台

出色的展览环境最能彰显优秀品牌的慑人魅力。于香港贸发局香港春季电子产品展内设置的**品牌薈萃廊**，布置高雅，为参展商的品牌产品提供理想的展示平台。这个重要展区位于香港会议展览中心展览厅1，随著会展中庭扩建工程完成，人流势必更加畅旺。凭著这些有利因素，品牌薈萃廊得以成为创新产品和一流品牌的上佳展示平台。

品牌薈萃廊是香港春季电子产品展的亮点，凝聚买家目光。2010年，超过**335家企业逾430个品牌**在该区参展。今年，品牌薈萃廊继续网罗各色优质品牌产品，以满足买家的采购需要。在该区参展，可充分展现品牌魅力，推动业务更上层楼。

此外，品牌薈萃廊内更设立多个主题区域，包括**数码娱乐、家居科技、无线及通讯、电子精品**，以及**电源设备及配件**，方便买家寻找符合业务需要的供应商，提高采购效率。



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1 Who are eligible to join the Hall of Fame?

Companies with registered brand names or trade mark in Hong Kong, Chinese mainland, Taiwan or overseas; or companies who are authorised by the brand name owner to exhibit and distribute the branded products.

2 What are the benefits of exhibiting in the Hall of Fame?

A unique, theme section dedicated to showcasing branded products in an exclusive and magnificent setting. It will be the special highlight of the fair and it is located in the most prominent location of the fair venue – Hall 1. It provides an excellent platform for exhibitors to gain more international exposure and to boost their company image.

3 How to join?

All applicants should submit **(1) an application form; (2) business registration copy; (3) copy of brand name / trade mark registration; or an authorisation letter from the brand owner to allow the applicant to exhibit and distribute the branded products; (4) latest product catalogues (5) materials for publicity purposes:** (i) electronic file of registered brand / logo (EPS or JPEG format), (ii) electronic file / photo of products (at least 300 dpi or above) before the application deadline.

4 Booth option & prices

* 15sq.m. Deluxe booth : US\$9,705
* Raw space : US\$416 per sq.m. (minimum 30sq.m.)

5 When should companies join?

Act now! Supply of space is limited. Please send us your application and successful applicants will be notified by end of 2010.

6 Publicity

- Special highlight in "electronic-Fair Daily"
- Hall of Fame on-line feature
- Tailor-made direct mailing exercise to worldwide electronics buyers
- Exhibitors can nominate their buyers to join the buyer sponsorship programme
- Additional exposure at the fairground

7 Key facts

Name of thematic section: Hall of Fame
Venue: Hall 1, Hong Kong Convention and Exhibition Centre
Gross Area: Over 10,000 sq.m

1 谁有资格于品牌荟萃廊参展？

举凡于香港、中国内地、台湾或海外拥有注册品牌或商标的公司，或获品牌持有人授权展出及分销品牌产品的企业，均有资格参展。

2 参展可带来甚么裨益？

品牌荟萃廊是一个别具特色的主题展区，布置高雅不凡，专门呈献品牌产品。这个展区是春季电子展的亮点，设于展览厅1，占据会场最瞩目的位置，为参展商缔造理想平台，向更多国际买家推广产品，并提升企业形象。

3 如何参展？

所有申请参展公司须于申请截止日期前递交**(1)申请表; (2)商业登记证副本; (3)品牌/商标注册证副本或有关品牌持有人允许申请人展出及分销品牌产品的授权书; (4)最新产品目录; (5)供宣传用的资料，包括：(i)注册品牌/商标的电子档案(EPS或JPEG格式)，(ii)产品硬照/电子照片(最少300dpi)。**

4 展览摊位及费用

* 15平方米高级展台：9,705美元
* 展览净地：每平方米416美元(最少租用30平方米)

5 何时报名参展？

展览面积供应有限，请立即报名参展。成功申请者将于2010年底接获通知。

6 宣传攻势

- 于《每日展讯》电子版作重点介绍
- 品牌荟萃廊网上专集
- 向全球业内买家发出度身订造的直销邮件
- 参展商可提名买家参加资助计划
- 在展览现场进行宣传

7 重要资料

主题展区名称：品牌荟萃廊
地点：香港会议展览中心，展览厅1
展出面积：超过10,000平方米

Sales Enquiry Contacts 参展查询

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