

"Exhibition+" Physical Showcase Display + Online Promotion Package

Seamless online-offline promotion for connecting with global buyers

International buyers have a strong inclination towards attending physical exhibitions and utilizing omni-channel sourcing. To stand out from other suppliers, consider incorporating **product displays** and leveraging the **"Scan2Match" dedicated QR code service** at trade fairs, along with the **hktdc.com Sourcing platform** and the **"Click2Match" business matching service**, you can effectively promote your products to the global market and leave a lasting impression on potential buyers!



Showcase Display at Fairground

Product display zone¹ locates at prominent area to showcase your products and attract buyers' enquiries. The HKTDC Marketplace App streamlines buyer-supplier interactions for smoother sourcing and negotiation.



"Click2Match"² Smart Matching Platform

Access AI-driven recommendations on the business matching platform, empowering you to proactively discover potential buyers and exhibitors. Send messages, meeting invitations, and seamlessly conduct online meeting, streamlining the process of closing deals.

SCAN 2 MATCH 掃碼易



"Scan2Match"² Offline-to-Online Connection

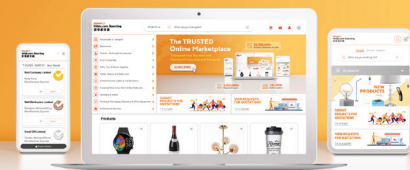
By scanning the dedicated QR code, buyers can view supplier's product details, send enquiries, schedule online or physical meetings, and add supplier to their favourite list for future sourcing. Suppliers can obtain a list of buyers who have shown interests in their companies and continue to communicate with them even after the fair.

OFFLINE



ONLINE

HKTDC hktdc.com Sourcing 貿發網採購



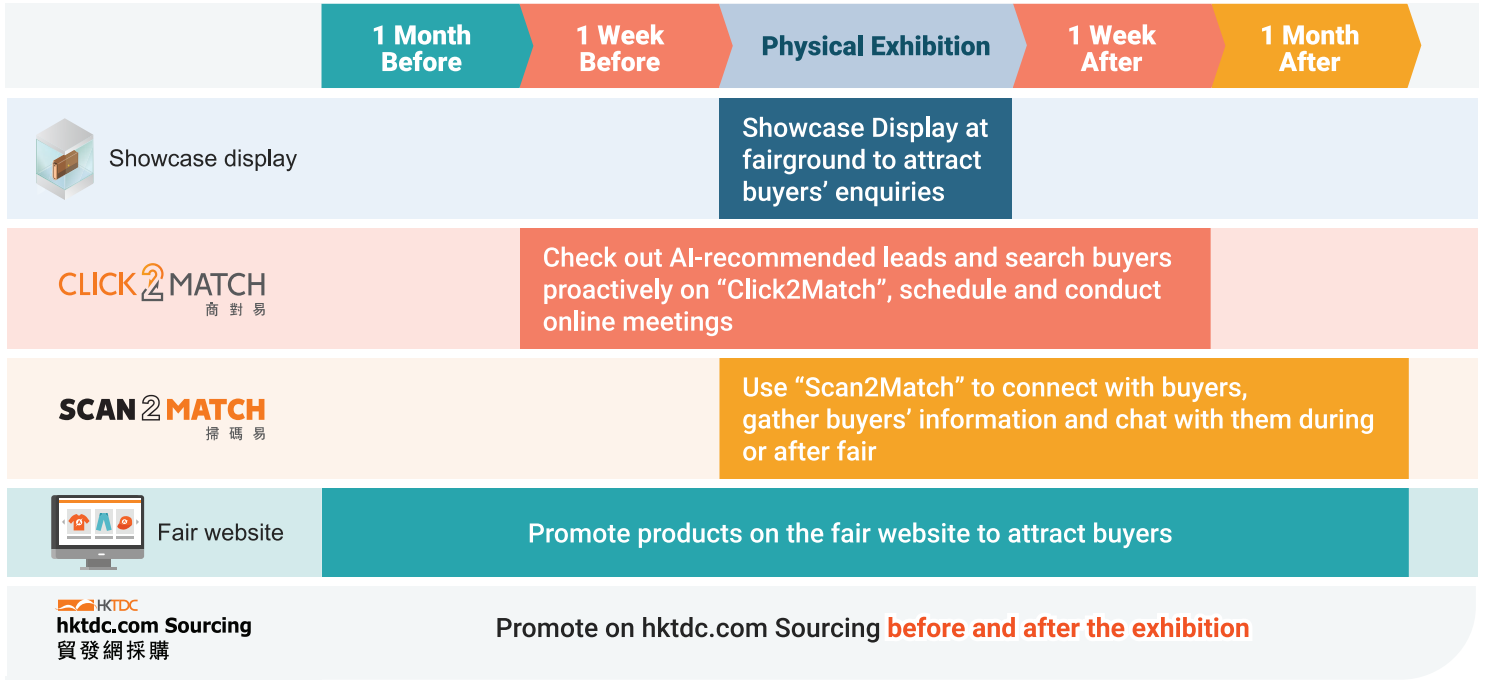
hktdc.com Sourcing Promotion Package

Buyers can browse your latest products and information anytime, anywhere through the platform.

- ✓ 2-month online exposure
- ✓ 3GB media storage space
- ✓ Reply to buyers' RFQ

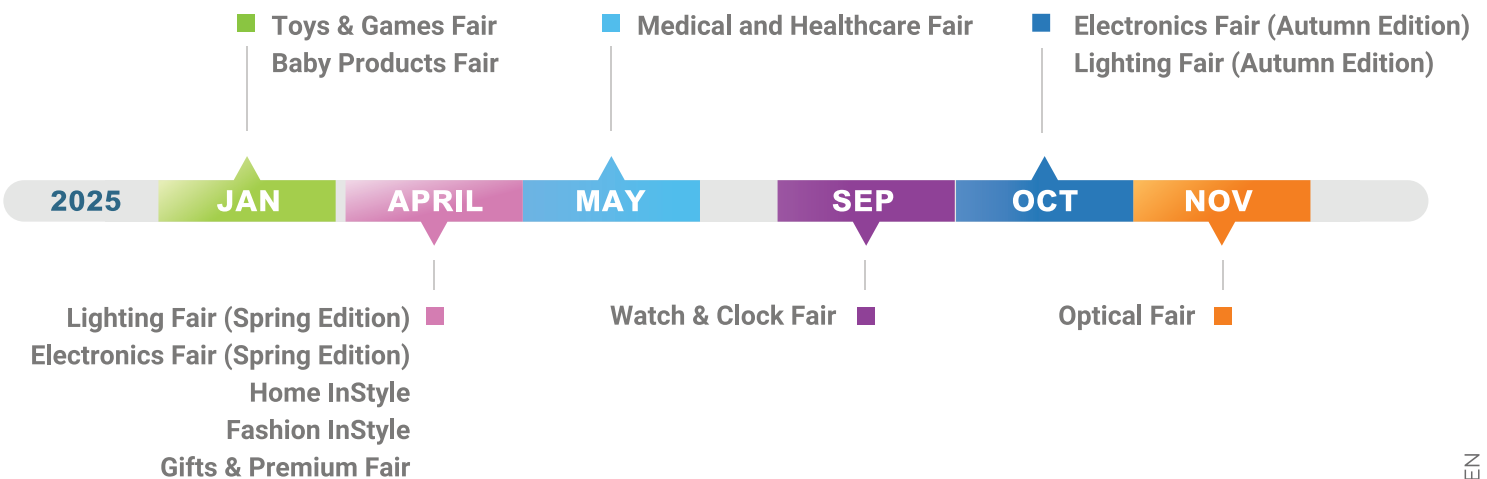
Advertising Fee³ : **HK\$17,000 / US\$2,620**

The Hong Kong Trade Development Council (HKTDC) introduces 'EXHIBITION+', a brand-new exhibition model integrating online-and-offline trade show formats, extending face-to-face interactions from its world-class exhibitions in Hong Kong to an online smart business matching platform to help you connect business partners proactively.



Contact our sales representative now to get started!

Applicable to the Following HKTDC Exhibitions



- Product display at the Fashion InStyle will be arranged in garment rack format. The location of the showcase will be assigned by ballot and is subject to the availability of specific fair. Products displayed by suppliers should be relevant and related to the trade fair in which they are participating.
- Suppliers have to launch their company profile page on hktcdc.com Sourcing at least one month prior to the exhibition in order to enjoy this offer.
- The above advertising items and rates are for reference only. The Hong Kong dollar price applies to Hong Kong applicants only. Non-Hong Kong applicants please pay in US dollars. Please contact the HKTDC for the latest fees and package details. In the event of a dispute, the HKTDC reserves the right of final decision.



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