



To : Consulate General of Vietnam in Hong Kong
Re : Proposal for participation at Home InStyle (20 – 23 Apr 2024)

Greetings from the Hong Kong Trade Development Council! We welcome the opportunity to work with your esteemed organisation for the coming Home InStyle. Please find below a preliminary proposal for your kind perusal.

The fairs will be held alongside the Fashion InStyle at the **Hong Kong Convention and Exhibition Centre** with details as follows:

- **Physical Fair Date and Venue:** 20 – 23 April 2024 ▪ HK Convention and Exhibition Centre
- **Online Fair Date:** 13 – 30 April 2024 ▪ Online – Click2Match

(A) Introduction of Home InStyle

- In April 2023, Home InStyle was rebranded from Houseware Fair as a business event which sparks inspiration and connection for design and lifestyle communities with good feedback from our exhibitors and buyers. An effective promotional platform that connects exhibitors, buyers, and all members of the trade around the world.

“Exhibition+” Hybrid Package

To help SMEs capture the business opportunities presented by the “new sourcing normal”, HKTDC launched an “**Exhibition+**” hybrid package to facilitate exhibitors and buyers to connect with each other and conduct business in both physical and virtual formats. The key components “Exhibition+” Hybrid Package includes:

- 1) **Physical Exhibition at HKCEC (20 – 23 April)** – the pivotal platform to provide valuable business connections with a “touch-and-feel” of products for those who physically join and visit the Fair. Exhibitor will also be able to meet international buyers and showcase their products face-to-face.
- 2) **“Click2Match” service (13 – 30 April)** – an easy-to-use online platform and interface, powered by AI-recommendation engine, for both exhibitors and buyers to identify each other, schedule appointments and conduct online meetings.
- 3) **“Scan2Match” service (20 April – 19 May)** – an offline-to-online platform for buyers to bookmark favourite exhibitors at the physical fair and for exhibitors to gather buyers’ information, connect each other to explore more business opportunities during or after the exhibition.
- 4) **hktcdc.com Sourcing (20 March – 19 May)** – 2-month online exposure on hktcdc.com Sourcing with 3GB media storage space to present your company, product photos, and videos, etc.

This “Exhibition+” Hybrid Package is priced at physical booth fee plus an obligatory participation fee of ~~US\$420~~ (Original: US\$1,560) for #2 & #3 & #4 services as aforementioned per exhibitor.



Snapshots of Thai Pavilion in Home InStyle 2023

(B) Participation Proposal

Barter Booth Collaboration

- Hong Kong Trade Development Council will offer one 9-sq.m. standard booth and default online package at Home InStyle 2024 to Consulate General of Vietnam in Hong Kong, total value at US\$ 6,027.3
- Consulate General of Vietnam in Hong Kong will promote Home InStyle via their marketing channels with equivalent value. List of barter items needs to be approved by HKTDC before confirming.

Option 1: 9 sqm Standard Booth x 5

| | US\$ |
|--|-----------------|
| 9 sqm standard booth x 5 (with top-up display package) | 33,485 |
| Less: 10% special zones discount | - 3,348.5 |
| Default online package for 5 exhibitors* (US\$420/exhibitor) | 2,100 |
| Discounted participation fee | 32,236.5 |

^ Corner charge is not included (if any).

* Varies depending on the number of exhibitors included.

Option 2: 45 sqm Custom-built Participation (5 exhibitors)

| | US\$ |
|--|---------------|
| 45 sqm x US\$589 per sqm | 26,505 |
| Top-up display package * 5 | 4,085 |
| Less: 10% special zones discount | -3,059 |
| Default online package for 5 exhibitors* (US\$420/exhibitor) | 2,100 |
| Discounted participation fee | 29,631 |

^ Corner charge is not included (if any).

^^ Custom-built participation comes with carpet only. Booth design and booth construction to be borne by exhibitor.

* Varies depending on the number of exhibitors included.



Other Incentives:

- i) **Travel Sponsorship** – overseas pavilion with 36 sqm or above can enjoy the below incentives:
 - a. HK\$3,000 to exhibitor per 9 sqm participation
 - b. Travel sponsorship at HK\$3,000 & 1 return flight ticket for 1 representative from the pavilion organiser
- ii) **Speaking Opportunities (to be confirmed with the organiser)**
Only available for 45 sqm or above participations
- iii) **Exhibitors' Briefing to facilitate the participation**

(C) Other Promotional Package

- 1) **Extended Online Promotion Package** – 10-month post fair online promotion with 3GB storage on hktdc.com Sourcing to enhance exposure and meet business need.

Price: US\$ 2,310 per exhibitor

2) Onsite and Online Advertising Opportunities

| Items* | US\$ |
|--|-------|
| Standing Lightbox Y along the hall concourse - Size: 3.01m (W) x 1.425m (H) | 4,750 |
| Escalator ad (Glass Pane) | 4,560 |
| Hanging banner above booth - Size: 3m (W) x 1.8m (H) (2-sided with same artwork) | 3,330 |
| Hanging banner along Hall 1 concourse - Size: 2.7m (W) x 5m (H) (2-sided with same artwork) | 9,170 |
| hktdc.com Sourcing Banner (for group image) | 1,540 |



Standing Lightbox Y



Escalator ad



Hanging banner
above booth





Hanging banner along Hall 1
concourse

hktdc.com Sourcing Banner ad

Pavilions are welcome to contact us for more details about onsite advertising opportunities.

**All onsite ads are subject to availability*

Tailor-made package to be offered by request

Please contact us for more information

Head Office

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