



To : Consulate General of Vietnam in Hong Kong
Re : Proposal for participation at Fashion 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 Fashion InStyle. Please find below a preliminary proposal for your kind perusal.

The fairs will be held alongside the Home 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 Fashion InStyle

- An all-in-one sourcing platform with products ranged from upstream materials and trims to apparel, fashion accessories, fashion tech and so on
- 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) **hktdc.com Sourcing (20 March – 19 May)** – 2-month online exposure on hktdc.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 from Fashion InStyle 2023

(B) Participation Proposal (valid till 31 Jan 2024)

Barter Booth Collaboration

- Hong Kong Trade Development Council will offer one 9-sq.m. standard booth and default online package at Fashion InStyle 2024 to Consulate General of Vietnam in Hong Kong, total value at US\$ 5,665.
- Consulate General of Vietnam in Hong Kong will promote Fashion 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

HKTDC offer	US\$
9 sqm standard booth x 5	26,225
Less: 15% early bird discount	- 3,933.75
Less: 10% selected countries' presence discount	- 2,622.5
Default online package for 5 exhibitors* (US\$420/exhibitor)	2,100
Discounted participation fee	21,768.7

^ Corner charge is not included (if any).

* Varies depending on the number of exhibitors included.

Option 3: 45 sqm Custom-built Participation (5 exhibitors)

HKTDC offer	US\$
45 sqm x US\$507 per sqm	22,815
Less: 15% early bird discount	- 3,422.25
Less: 10% selected countries' presence discount	- 2,281.5
Default online package for 5 exhibitors* (US\$420/exhibitor)	2,100
Discounted participation fee	19,211.2

^ 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) Mini Parade

Mini Parade showcases the latest fashion trends to media and buyers, helping exhibitors to reach more potential buyers, attracting media's attention and exploring more business opportunities.

Standard package – US\$2,965

- 24 outfits
- 15 mins show duration
- Venue, fitting, rehearsal, audio, show production, choreography, etc.
- 6 female models and make up



Snapshots of Mini Parade in Fashion InStyle 2023

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

Price: US\$ 2,310 per exhibitor

3) 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	3,330



- Size: 3m (W) x 1.8m (H) (2-sided with same artwork)	
Hanging banner along Hall 1 concourse	9,170
- Size: 2.7m (W) x 5m (H) (2-sided with same artwork)	
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

Contact Person:

Yannis Chan

Email: yannis.sy.chan@hktdc.org

Tel: (852) 2240 4067

Writing Mok

Email: writing.wt.mok@hktdc.org

Tel: (852) 2240 4076

Vicky Lui

Email: Vicky.cl.lui@hktdc.org

Tel: (852) 2240 4821