

THE TASTING OF EXCELLENT BUSINESS

Hong Kong, 10 – 12 May 2023

International Trade Fair
for Wines and Spirits.

www.prowine-hongkong.com

香港
**Sponsorship & Advertising
Opportunities**

As part of:



Supported by:



Invest**HK**

Organised by:



Become a Sponsor

ProWine Hong Kong @ HOFEX – the leading trade fair to bring a World of Wines the foremost trading-hub of Southeast Asia, offering global producers an international business expansion gateway to Asia. Regional importers can source from the latest and best-selling wines, spirits, and solutions for trade professionals from across the globe.

Different types of sponsorships and advertising opportunities are listed out in this brochure for help increase your visibility and booth traffic. Exhibitors are welcome to communicate your thoughts with us and let us know your goals, budgets, and levels of sponsorship in mind. A tailored package can be specifically designed for you upon request, pitching your target audience with high frequency and carrying your brand identity far and wide!

Book your sponsorship package today to outshine your competitors to extend your reach to your target buyers!

For more details on advertising and sponsorship, please contact:

Mr Derek Lau
Account Manager

Tel: +852 3187 5785
Email: pwa@hofex.com

Notes:

1. The deadline for all sponsorship & advertising booking is **10 Mar 2023**.
2. Artwork of name / logo is to be supplied in Adobe Illustrator (Ai) format by the sponsor.
3. Images of sponsorship products are for reference only.

Official Website

	Item	Size (W x H)	Unit Price	Remarks
A.	Exhibitor List & Product Showroom	---	US\$500	---

10 - 12 MAY 2023 | EXPO | HONG KONG
098 DAYS 18 HOURS 09 MINS 39 SECS

THE TASTING OF EXCELLENT BUSINESS
10 - 12 May 2023 Hong Kong
ProWine

SHOW INFO LATEST NEWS EXHIBITORS & PRODUCTS VISITORS EXHIBITORS PRESS TRAVEL & ARRIVALS PROWINE WORLD

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EXHIBITORS

"Below are exhibitors who participated in ProWine Hong Kong 2021" Heading
Official mobile APP will be available soon.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Company Name	Booth Number	Region/Country
A		Hong Kong

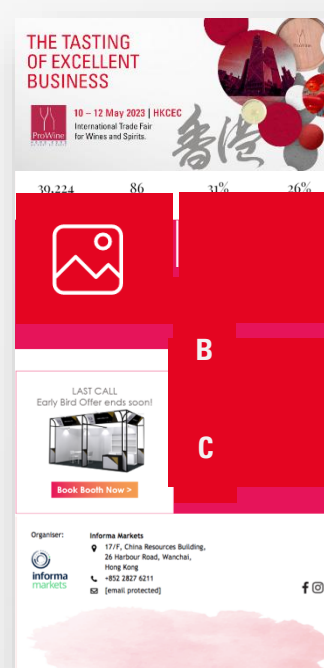
E-newsletter

Reach over 60,000 international industry professionals

	Item	Size (W x H)	Unit Price
B.	Product Highlight (50-word description)	150 x 150px	US\$1,000
C.	Bottom Banner	300 x 300px	US\$1,500
D.	Standalone e-newsletter	---	US\$3,500

Material Specifications:

- JPG, GIF no larger than 100kb, with linked files and supplied by the advertiser




Registration Confirmation Letter

Exhibit Catalogue available both in print and online 2 months before the show


	Item	Size (W x H)	Unit Price
E.	Registration Confirmation Letter (Qty: 25,000) (Exclusive)	600(W) x 220(H) px*	US\$20,000

Material Specifications:

- JPG, GIF no larger than 100kb, with linked files and supplied by the advertiser



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10 – 12 May 2023 | HKCEC
International Trade Fair
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香港

VIP PRE-REGISTRATION CONFIRMATION & E-BADGE

Thank you for registering ProWine Hong Kong @ HOFEX 2023 and your registration has been confirmed.

Please present the below QR code on your mobile device or a printed copy of this letter at the hall entrance to access to the shows. The Organizer reserves the rights to request for your business card to prove your trade identity during shows.

If you prefer having a physical admission badge, please present this letter at the registration counter for redemption at the Hong Kong Convention & Exhibition Centre.

PERSONAL INFORMATION

Surname : MAN
Given Name : TESTFOURTEEN
Name in Chinese :
Company : URL LIMITED
Job Title : LEADING SPECIALIST
Email : url.man123@noemail.com
Reference no. : PWA23-ZPP3DZPWf4

MANAGE YOUR REGISTRATION
• Edit Profile

SHOW HOURS

DATES	TIME
10 – 11 May 2023 (Wed-Thur)	10:30-18:30
12 May 2023 (Fri)	10:30-17:00

INVITE YOUR COLLEAGUES

All trade buyers of related fields are most welcome to visit ProWine Hong Kong @ HOFEX 2023. Click [here](#) to invite your colleagues and business partners to pre-register and visit with you.

Add to Apple Wallet

Banner

TESTFOURTEEN MAN

URL LIMITED

VIP

E

Onsite Promotion – Show Guide

Distributed to 30,000+ trade buyers attending the show

	Item	Size (W x H)	Unit Price
F.	Full Page Inside Front / Back Inside Cover	148(W)mm x 210(H)mm*	US\$4,000
G.	Full Page ROP	148(W)mm x 210(H)mm*	US\$2,500
H.	Half Page	148(W)mm x 105(H)mm	US\$1,800

*Bleed: 5mm on all sides

Material Specifications:

- 300dpi PDF, JPG, EPS, TIFF, AI, with linked files and supplied by the advertiser



Onsite Promotion – Buyer's Materials

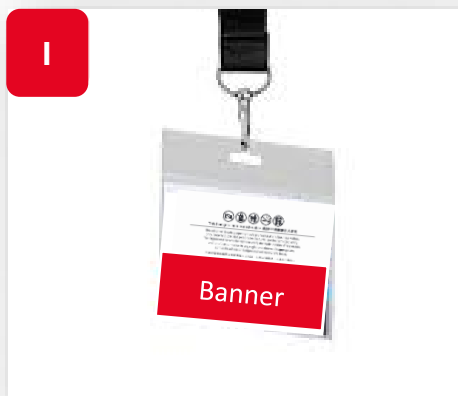
	Item	Quantity #	Price
I.	Buyer Badge (Exclusive)	8,000 pcs	US\$15,000*
J.	Lanyard (Exclusive)	8,000 pcs	US\$15,000*
K.	Show Bag (Exclusive)	5,000+ pcs	US\$15,000*
L.	Gifts & Souvenirs	500+ pcs #	US\$2,500+*

#Quantity can be adjusted according to sponsor's needs

**Production inclusive*

Material Specifications:

- CMYK MAC format, 300dpi PDF, JPG, EPS, TIFF, AI
- High-resolution images and fonts need to be embedded or outlined



Onsite Promotion – Facilities

	Item	Package	Price (during show days)
M.	Cyber Kiosk / Mobile Charging Station	<ul style="list-style-type: none"> 5PCs with internet access / charging kiosk Company name / logo to be displayed on the kiosk 	US\$10,000
N.	VIP Lounge	<ul style="list-style-type: none"> A special rack in the lounge reserved for your marketing materials Company name / logo to be placed in the lounge 	US\$12,000



Onsite Promotion – Displays

	Item	Location	Size (W x H)	Price (during show days)
O.	Hanging Banner	Above exhibitor's own stand	2m x 3m Hall 3FG	US\$1,300* Double-sided
			3m x 3m Hall 1A-E Hall 3D-E	US\$1,600* Double-sided
P.	Floor Sticker	Please contact sales representative	1m x 1m	US\$500up* each

**Production and installation inclusive*

Material Specifications:

- CMYK MAC format, 300dpi PDF, JPG, EPS, TIFF, AI
- High-resolution images and fonts need to be embedded or outlined



Maximum banner size:

- Hall 3FG: 2mH x 3mW
- Hall 1A-E, 3D-E: 3mH x 3mW

Onsite Promotion – Displays

	Item	Location	Size (W x H)	Price (per week)
Q.	Standing Lightbox	Hall 1 and 3 Concourse	1.5m x 2.5m	US\$3,000
R1.	Giant Lightbox	Harbour Road Entrance	590cm x 261cm	US\$9,600*
R2.			590cm x 261cm	US\$9,100*
R3.			311.5cm x 130cm	US\$7,700*

**Production and installation inclusive*

Material Specifications:

- CMYK MAC format, 300dpi PDF, JPG, EPS, TIFF, AI
- High-resolution images and fonts need to be embedded or outlined



Onsite Promotion – Displays

	Item	Location	Size (W x H)	Price (per week)
S1.	Escalator Ad	Silver Plate	Various	US\$5,000*
S2.		Glass Pane		US\$5,000*
T.	Exterior Pillar Banner	Harbour Road Entrance	150cm x 250cm	US\$3,000*

**Production and installation inclusive*

Material Specifications:

- CMYK MAC format, 300dpi PDF, JPG, EPS, TIFF, AI
- High-resolution images and fonts need to be embedded or outlined



	Item	Location	Quantity	Size (W x H)	Price
U.	Leaflets Placement	Registration Counter	15,000+ pcs	1.5m x 2.5m	US\$8,000*

Material Specifications:

- Format: CMYK MAC format, 300dpi PDF File, Jpeg, EPS, TIFF, AI (Illustrator)
- All high resolution images and fonts are needed to be embedded or outlined.

*Production cost is not included.



Event Sponsorship

(A) Wine Forum 2023

ProWine Hong Kong Wine Forum features a round of seminars and forums, with cutting edge topics and sought-after speakers including Asia's first Master of Wine – Debra Meiburg MW, and more. Wine professionals are invited to join this fascinating business-focused symposium designed to boost the success of their wine-related businesses.

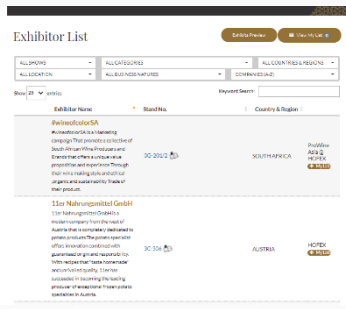


Sponsorship Fee: US\$51,282


Digital Solutions

Sponsorship Opportunities	Entitlement	Price per item
A. Webinar /Virtual Events	30mins per speaker session	US\$7,000
B. Digital Showroom	1. Homepage banner 2. Top position on listing 3. Additional listing	US\$2,000 US\$1,000 US\$300
C. Business Matching Opportunities	Pre-screen and shortlist relevant and quality suppliers for meetings	Please contact our representative for details

Digital Showroom



Business Matching



Sponsorship Opportunities	Entitlement	Price per item
D. Online Advertising	(a) Basic Package SEM (keywords search ad) + Retargeting GDN (Google Display Network) Banner <ul style="list-style-type: none"> All links within the posts are directed to the brand/ product page in the HOFEX's online exhibitor list to generate qualified leads 	US\$8,000 for 3 months (included 15% service charge)
	(b) Advanced Package SEM (keywords search ad) + Retargeting GDN (Google Display Network) Banner + Gmail Ad + Discover Ad (new) <ul style="list-style-type: none"> All links within the posts are directed to the brand/ product page in the HOFEX's online exhibitor list to generate qualified leads 	US\$15,000 (included 15% service charge)
	(c) Social Media Post	US\$2,000 per feed per channel (included US\$200 boosting)
E. Additional Support	1. Creative support: Banner design, video production 2. Professional Copy writing: Bilingual write ups for ads and content	Please contact our representative for details