



《第 15 屆百家寶 BB 購物展暨兒童全方位學習博覽》

Date : 6, 7, 8 May 2016 (Fri, Sat & Sun)

Time : 6-7 May 10:00am – 8:00pm

8 May 10:00am – 7:00pm

Venue : Hall 3D&E, HK Convention & Exhibition Centre

Exhibition Introduction 展覽簡介

Here comes the Peegaboo Expo 2016! This is where you can find crazy deals, academic parenting seminars, and interesting programs and activities for babies, parents, families... All in one spot!

With 300+ booths, 10,000+ products, the Expo is satisfaction guaranteed!



Scope of Exhibits 展覽範圍

- Infant and kids products / services
- Parenting seminars
- Kids mock interview rooms
- JETSO giveaways
- Exciting activities and Stage programs
- All-rounded kids learning zone
- Play and Game zones
- Sampling opportunity
- Summer Course Special offers



Irresistible Attractions 超級亮點

1. Gift give-aways 集中禮品送大禮

Exhibitors sponsored products with face value at \$5,000 or above (NO samples or coupons included), will get image exposure on Peegaboo's facebook/website and/or e-newsletter.

參展商若贊助價值\$5,000 或以上貨品(不包括試用品及禮券)，其產品將會在「百家寶親子網站」/facebook 及/或電子通訊上刊登。

Sponsor Credit mentioning/Ad-lib during Metro Info program promotion (subject to Channel final approval and airtime availability). 於新城知訊台節目鳴謝贊助商(受制於時段可得性 (airtime availability)，新城電台擁最終決定權。

2. \$25 entry ticket is also a \$25 voucher 刺激大眾消費，\$25 蚊俾你使！

Same as last year, \$25 entry ticket comes with a \$25 voucher for purchase up to \$100 or above (not applicable to F&B)

繼承去年傳統，只要在參展攤位消費滿\$100 元，\$25 元入場費將附設\$25 元優惠券作為現金購物使用(飲食除外)。

3. Best Price Guarantee 三日最抵價保證!

To work as one!

Encourage exhibitors participating in the **“Best Price Guarantee Campaign”**, Organizers (Peegaboo & Metro) both will endeavor to promote the “Campaign” through various channels (eg. facebook/EDM/website/radio broadcast)

當所有參展商能同心協力一起參與這次「三日最抵價保證」運動，主辦單位將竭盡所能透過不同的平台積極宣傳，以達至最佳效果。

Promotion Channels 宣傳渠道

Integrated promotions via various channels including :

- Radio Advertising 電台
- Newspaper/ Magazine 報章/雜誌
- Online Advertising 網絡廣告
- Social Media Advertising (eg. Facebook/EDM/website) 社交媒體
- Mobile App Advertising 流動手機應用程式廣告
- Supporting Organizations & Partners 支持單位機構及合作伙伴
- Press Release 新聞稿



Participation Cost 參展費用

Booth Type 展位類型	Booth Size 展位尺寸	Cost 費用 (HK\$)
*Standard Booth 標準展位 <ul style="list-style-type: none"> - Fascia with company name - Info Counter x 1 - Chair x 2 - Spotlight x 2 - Waste Basket x 1 - Socket x 1 (500W) - Fully Carpeted 	9 sqm (3m x 3m)	\$35,800 Include 20 x 20-sec on-air spots (for booth promotion only) on FM99.7 Metro Info
	36 sqm (6m x 6m)	\$106,800 Include 80 x 20-sec on-air spots (for booth promotion only) on FM99.7 Metro Info
Raw Space 光地 <ul style="list-style-type: none"> - Front row, island booth 4-side open (<u>NOT</u> applicable to exclusive exhibitors) 	36 sqm (6m x 6m)	\$158,000 Include 80 x 20-sec on-air spots (for booth promotion only) on FM99.7 Metro Info
	54 sqm (6m x 9m)	\$192,000 Include 100 x 20-sec on-air spots (for booth promotion only) on FM99.7 Metro Info
Remarks <ul style="list-style-type: none"> - * HK\$3,000 loading for corner booth, <u>NOT</u> applicable to Raw space. - Early Bird Discount of 15% available on or before Jan 15, 2016. - Subject to availability and is on first-come-first-serve basis. 		
Extra Promotion 額外宣傳		Cost 費用 (HK\$)
Coupon Book 優惠券於優惠券小冊子 150mm(W) x 90mm(H)		\$4,000 / page
Hanging Banner (Double sided) 懸掛橫額 (雙面) 4m(W) x 3.5m(H)		\$15,000 / pc
Guide Map Ad 地圖廣告 Full Page 全版 - 210mm W x 297 mm H (Bleed : 3mm) Half Page 半版 - 210mm W x 148 mm H (Bleed : 3mm)		\$10,000 / full page \$6,000 / half page
Win-win Promotion Partnership 雙贏宣傳伙伴計劃 <i>Only applicable to exhibitors with purchase of 2 x standard booths or above.</i>		FREE! Super-privileged offers are required and they should match up to the "Irresistible Attractions" abovementioned but subject to organizer's final decision.
Remarks : All booking is subject to availability and on first-come-first-serve basis.		



Early Bird Offer

Peegaboo - Early Exposure (Commit on or before Jan 15, 2016) –

- Kick off on Dec 30 2015 on its webpage (eg. BB 展精彩產品/參展商巡禮)

Metro - Early Bird Offer (Commit on or before Jan 15, 2016) –

- 1 x FREE on-air non-commercial (approx. 1-2 min.) telephone interview during Metro Info program (subject to Channel final approval and airtime availability).
- Only applicable to Exhibitors committing 36m² or above booth (standard booth or raw space).

Past Sponsors/ Supporting Organizations (in no particular order)

過往贊助商或支持單位 (排名不分先後)



Terms & Conditions 條款及細則:

1. Commercial production cost is NOT included but available at a standard rate.
2. The Organizer has the sole and absolute discretion in scheduling the Exhibition rundown and allotting the area in the Exhibition venue for the positioning or construction of Stands and determining the location of such Stands. All decisions to such effect shall be final and no request for change will be entertained.
3. All additional stand materials (e.g. special equipment, lighting system etc.) are NOT included in the booth service cost and to be further quoted.
4. All booking shall be non-cancelable once the contract is signed. If an Exhibitor withdraws, for whatever reason, the Booth Service Fee paid will be forfeited.
5. All commercial spots must be utilized **by 7 May 2016** otherwise forfeited.
6. Payment in advanced is required and please refer to contract details.
7. The package offer is valid until **29 February 2016**.