

May 14–16  
2025

Hong Kong  
China



ProWine

Hong Kong

# THE TASTING OF

International Trade Fair  
for Wines & Spirits

**ProWine Hong Kong 2025  
Sponsorship Brochure**

For  
trade visitors  
only!

# EXCELLENT BUSINESS.

Hong Kong | 香港

→ [prowine-hongkong.com](http://prowine-hongkong.com)

As part of



Supported by



Organized by



informa  
markets



Messe  
Düsseldorf  
China

# Become a Sponsor

**ProWine Hong Kong**, the International Trade Fair for Wine & Spirits will return to the Hong Kong Convention and exhibition Centre from 14 – 16 May 2025. Industry professionals including exhibitors, trade visitors, and partners from around the world gathered here to discuss the future trends of the global wine and spirits market, and to share opportunities and challenges in the wine market. ProWine Hong Kong provides a gateway for global wine producers to expand their business into Asia, while also providing a high-quality platform for local buyers to source the best wine from around the world.

With all the exhibiting companies at ProWine Hong Kong @ HOFEX 2025, book your sponsorship package today to outshine your brands!

For more details on advertising and sponsorship, please contact:

Ms Carmen Leung

Tel: +852 3709 4981

Email: [pwa@hofex.com](mailto:pwa@hofex.com)

# Official Website

	Item	Size (W x H)	Unit Price	Remarks
<b>A</b>	Exhibitor List & Product Showroom	---	US\$500	---
<b>B</b>	Visitor Registration Portal Banner	290 x 230px	US\$3,200	Open up to 10 exhibitors only

\*JPG, PNG not exceeding 250kb, with landing page, provided by the advertiser

International Trade Fair for Wines & Spirits  
14-16 May 2025  
Hong Kong, China

THE TASTING OF EXCELLENT BUSINESS.

ProWine Hong Kong

Online Show Directory

EXHIBITORS | PRODUCT HIGHLIGHTS | MY LIST

SEARCH

ALL SECTORS | ALL CATEGORIES  
ALL COMPANIES (A-Z) | ALL COUNTRIES / REGIONS

Show 24 entries

**A** **A** **A** **A**

AGRIGEO S.S. COUNTRY/REGION: ITALY SHOW: PROWINE HONG KONG  
AMASTUOLA SOCIETA' AGRICOLA SRL COUNTRY/REGION: ITALY SHOW: PROWINE HONG KONG  
AVEINE COUNTRY/REGION: FRANCE SHOW: PROWINE HONG KONG  
AZ. AGRICOLA MONTARIBALDI SS DI TALIANO LUCIANO E TALIANO ROBERTO COUNTRY/REGION: ITALY

## VISITOR PRE-REGISTRATION

HOFEX is strictly open to professional trade and business visitors only.

- One Admission Pass to visit 2 events (Retail Asia Conference & Expo) over 3 show days
- Save onsite registration time
- Receive e-badge for onsite admission pass redemption

Online pre-registration deadline: 1 April 2020

## SELECT YOUR REGISTRATION TYPE BELOW



Individual  
Pre-registration



Group  
Pre-registration  
(For 5 to 15 people)



Press  
Pre-registration  
(For Newspaper, Publications  
and Reporters only)

CLICK HERE to login for

- Edit Profile
- Check Your Registration Status
- Resend Confirmation Letter

# E-newsletter

Increase your branding and drive traffic to your website by advertising in the e-newsletters that will be sent to industry professionals, decision-makers and past attendees of the event. Regular updates of the show will be sent to over 60,000 recipients in our database

	Item	Size (W x H)	Unit Price
<b>C</b>	Product Highlight (50-word description)	150 x 150px	US\$1,200
<b>D</b>	Bottom Banner	300 x 300px	US\$1,500
<b>E</b>	Standalone e-newsletter	---	US\$3,500
<b>F</b>	Logo Exposure on E-newsletter		US\$500

Material Specifications:

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

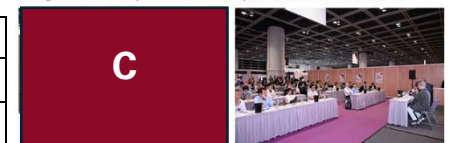


## Book your stand at ProWine Hong Kong 2025!

Co-organised by Messe Düsseldorf China and Informa Markets, ProWine Hong Kong 2025 will continue to be held as part of HOFEX 2025 - Asia's Leading Food & Hospitality Tradeshow.

Building on the show's successful collaboration with the food and hospitality sectors ProWine Hong Kong 2025 will bring a diverse assemblage of established international labels while offering the best practices, credibility, and global recognition associated with ProWine Düsseldorf - the World's No.1 international trade fair for wines and spirits.

ProWine Hong Kong - the international trade fair for wines and spirits - will return to Hong Kong from 14 - 16 May, 2025. The exhibition has become a crucial local wine trade fair of extraordinary significance. The arrival of ProWine Hong Kong 2025 is not only a signal of an active market, but also a driving force for the development of the wines and spirits market in Northeast Asia market.



Seize this opportunity to showcase your brand to a targeted audience of key decision makers from



# Registration Confirmation Letter (Exclusive)

Include the visual to promote your brand in our buyer registration confirmation letter.

	Item	Size (W x H)	Unit Price
G	Registration Confirmation Letter (Qty: 25,000) (Exclusive)	600(W) x 220(H) px*	US\$6,000

## Material Specifications:

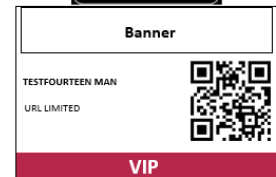
\*JPG, PNG not exceeding 250kb, with landing page, provided by the advertiser



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 Organiser 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-ZPP3D2PW4



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



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.

\*Registration counters will be closed 30 minutes before the show ends daily.



# Onsite Promotion

## Show Guide

Reach your buyers during the show and after! An informative and handy guide (A5 size) provided free of charge to all visitors attending the exhibition. A company advertisement here will be seen by more than 30,000 trade buyers.

	Item	Size (W x H)	Unit Price
<b>H</b>	Full Page Inside Front / Back Inside Cover	148(W)mm x 210(H)mm*	US\$4,200
<b>I</b>	Full Page ROP	148(W)mm x 210(H)mm*	US\$2,700
<b>J</b>	Half Page	148(W)mm x 105(H)mm	US\$2,000

\*Bleed: 5mm on all sides

### Material Specifications:

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



\*Examples on the Visitor Guide of ProWine Hong Kong 2023

# Onsite Promotion – Buyer’s Materials

## (K) Buyer Badge & Lanyard (Exclusive)

Enjoy the exclusivity of being the ONLY sponsor, to have your company name / logo printed on the badge and lanyard to be worn by 8,000 visitors.

**Buyer Badge Quantity: 8,000 pcs**

**Sponsorship: US\$15,000**

**Lanyard Quantity: 8,000 pcs**

**Sponsorship: US\$15,000**

*\*Show logo will also be printed. Image is for reference only; final design is to be confirmed.*

*#Quantity can be adjusted according to Sponsor’s need.*



## (L) Show bags (Exclusive)

Advertise your brand on ONE FULL SIDE of our Show Bags that are distributed to VIPs and key buyers. These bags are non-woven and 100% recyclable.

**Quantity: 5,000+ pcs**

**Sponsorship: US\$15,000**

*#Quantity can be adjusted according to Sponsor’s need.*



## (M) Gifts & Souvenirs (Exclusive)

We always impress our VIPs and key buyers with a one-of-a-kind welcome gift or giving our pre-registrants a special souvenir to thank for their presence. Impress them with your company name or logo printed on the gift.

**Quantity: 500+ pcs**

**Sponsorship: US\$2,500+**

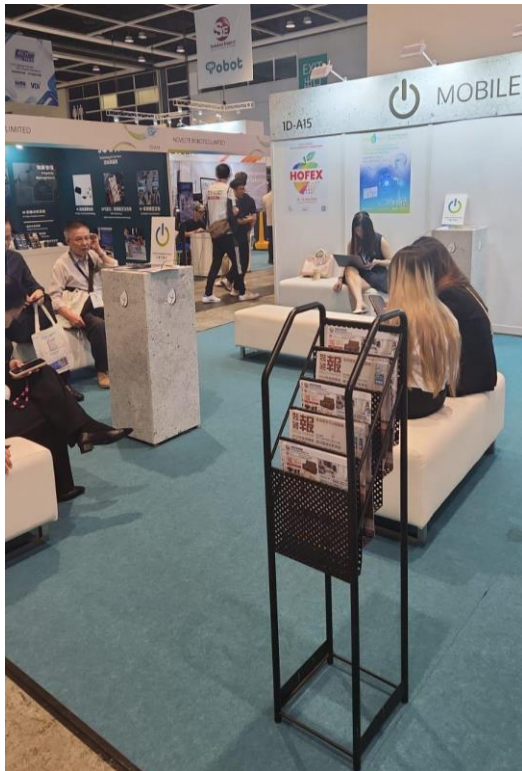
*Material Specifications:*

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

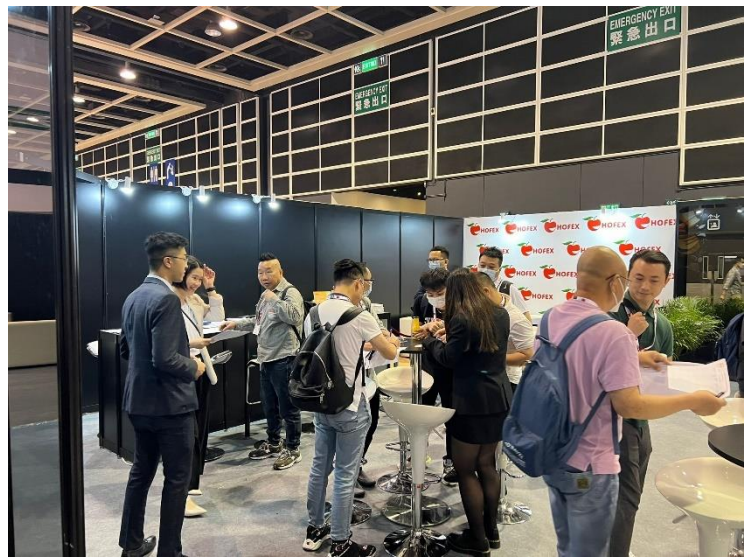


## (N) & (O) On-site Facilities

Maximise your visibility with prime placement in the exhibition halls. Our mobile charging stations are highly trafficked by buyers, offering you the perfect opportunity to display your logo and capture the attention of engaged attendees. While our VIP Lounge serves as a dedicated meeting space for VIP buyers, providing a more direct opportunity for your brand to interact with the key decision makers.



Cyber Kiosk / Mobile Charging Station



VIP Lounge

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

## (P) & (Q) Onsite In-Hall Display

Enhance your brand exposure with striking hanging banners and floor stickers positioned above and outside your booth. These strategic placements are perfect for capturing the attention of buyers as they explore the exhibition.

	Item	Location	Size (W x H)	Unit Price
<b>P</b>	Hanging Banner	Above exhibitor's stand	2 x 3m Hall 3FG	US\$1,500* Double-sided
			3 x 3m Hall 1A-E Hall 3D-E	US\$2,000* Double-sided
<b>Q</b>	Floor Sticker	Please contact sales rep for details	1 x 1m	US\$500+ per sticker

*\*Production and installation inclusive.*



Floor Sticker

Hanging Banner



### Material Specifications:

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



## (R) & (S) Onsite Lightbox Display

Illuminate your presence with our vibrant lightbox advertisements! These stunning displays attract attention with their bright visuals and engaging designs, making them impossible to overlook.

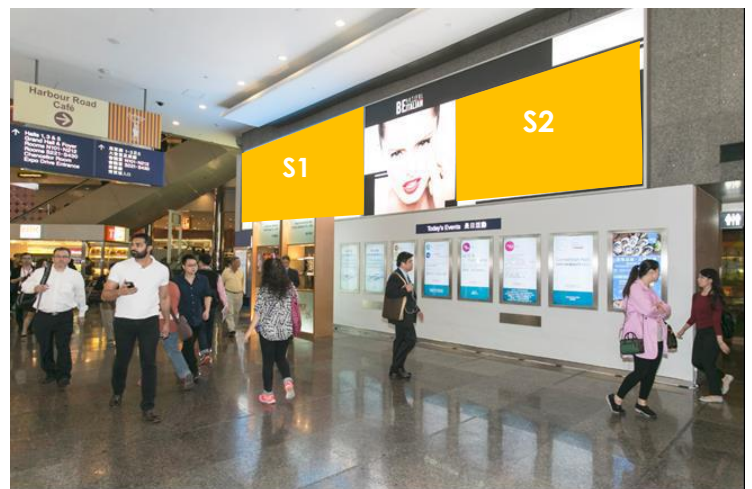
	Item	Location	Size (W x H)	Price (per week)
<b>R</b>	Standing Lightbox	Hall 1 & 3 concourse	1.5 x 2.5m & 1.5 x 0.5m	US\$3,500
<b>S1</b>	Giant Lightbox	Harbour Road Entrance	590 x 261cm	US\$9,600
<b>S2</b>			590 x 261cm	US\$9,600

\*Production and installation inclusive.

Standing Lightbox



Giant Lightbox



## (T) & (U) Other Display

	Item	Location	Size (W x H)	Price (per week)
<b>T1</b>	Escalator Ad	Silver Plate	Varied	US\$5,000
<b>T2</b>		Glass Pane		US\$5,500
<b>U</b>	Exterior Pillar Banner	Harbour Road Entrance	150 x 250cm	US\$3,000

\*Production and installation inclusive.

### Material Specifications:

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



## (V) Leaflet Placement

	Item	Location	Quantity	Price
<b>V</b>	Leaflet Placement	Registration Counter	15,000 pcs	US\$3,000

\*Printing cost inclusive.



### Material Specifications:

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

## Digital Solutions

	Item	Details	Price
<b>A</b>	Webinar / Virtual Events	30 mins speaking session	US\$7,000
<b>B</b>	Digital Showroom	<ol style="list-style-type: none"> <li>1. Homepage banner</li> <li>2. Top position on listing</li> <li>3. Additional listing</li> </ol>	US\$2,000 US\$1,000 US\$300
<b>C</b>	Business Matching Opportunities	Pre-screen and shortlist relevant and quality suppliers for meetings	Please contact sales rep for details
<b>D</b>	Online Advertising	(a) Basic Package SEM (keywords search ad) + Retargeting GDN (Google Display Network) Banner <ul style="list-style-type: none"> <li>• All links within the posts are directed to the brand/ product page in the HOFEX's online exhibitor list to generate qualified leads</li> </ul>	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"> <li>• All links within the posts are directed to the brand/ product page in the HOFEX's online exhibitor list to generate qualified leads</li> </ul>	US\$15,000 (included 15% service charge)
		(c) Social Media Post	US\$2,000 per feed per channel (included US\$200 boosting)
<b>E</b>	Additional Support	<ol style="list-style-type: none"> <li>1. Creative support: Banner design, video production</li> <li>2. Professional Copy writing: Bilingual write ups for ads and content</li> </ol>	Please contact sales rep for details