

The NFT Revolution happening now and how it is changing our world

NFT • METaverse EXPO 2022

MUSIC • ART • FASHION • CULTURE • GAMING • METaverse • ECOMMERCE • COMMUNITY



23-25.9.2022
HKCEC Hall 5BC



www.exhibitiongroup.com.hk

Find us on NFT. Metaverse Expo

Organizer
EXhibition
展覽集團 Group

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NFT • METaverse EXPO 2022

NFTs, non-fungible tokens, is currently taking the virtual and collectibles world by storm. The trend is going to change the future by giving a new definition to ownerships and assets. Since the Hong Kong market has shown strong appetite for the trend, we would like to be a pioneer to boost the local NFT business by launching the first NFT • Metaverse Expo in HKCEC on the coming September. It is going to be a huge platform for networking and trading.

Expecting More Than **200,000** Visitors

Almost **500** Booths

B2B • B2C

ARTWORK



MUSIC & VIDEOS



FASHION



GAMING



HIGHLIGHTS

01

Artwork

- Graphic Designs
- Photographs
- GIFs
- Drawings

02

Musics & Videos

- Song
- MV
- Short Film

03

Fashion

- Exclusives
- Virtual Items

04

Gaming

- Limited Digital Goods
- In-Game Items
- Collectibles
- Avatars

NFT • METaverse EXPO 2022

Bridge Your Blockchain To Success!

OUR AUDIENCES

NFT Developers
(Technology &
Design)



Brands/Companies/
Marketers who are
seeking a NFT
business partner



NFT Companies who
would like to promote
their services and
products



Potential Investors
and Interested
Individuals



Showcasing your
latest and unique
NFT technique and
designs to increase
your brand presence



Meeting new potential
clients to create more
business opportunities



Building connections and networks
with other NFT stakeholders across
the global and local markets



Attracting new
investors to the NFT
market



Maximising the
potential of your NFT
and Metaverse
projects.



Connecting you to
the high potential
NFT and Metaverse
projects in HK.



KEY BENEFITS



Marketing Channels

- MTR Advertising
- Billboard
- TV Commercial
- Radio Broadcasting
- Newspaper Advertising
- Online Media/Platform
(e.g. Facebook, IG, YOUTUBE)
- KOLs



NFTs going mainstream is inevitable.



Apply SME Export Marketing Fund (EMF)

Save up to
50% of the
booth rental

參展方式 Participation Format

標準攤位

租金：HK\$39,800 面積：9平方米（3米×3米）
設施包括：參展商公司名牌、圍板、長臂燈2支、詢問檯1張、摺椅2張、基本清潔。

淨地攤位

租金：HK\$36,800 面積：由18平方米起，淨地攤位只提供指定地方及基本清潔（不包括標準攤位的設施及電力裝置）；如淨地攤位為兩層設計，額外租金費用為HK\$4,550/平方米。

Standard Booth

Rent: HK\$39,800 Area: 9 m² (3m × 3m)
Facilities Included: company name fascia board, wall partitions, 2 long-arm spot lights, 1 information desk, 2 folding chairs, basic booth cleaning service.

Raw Booth

Rent: HK\$36,800 Area: 9 m² (min. 18 m²), basic booth cleaning service only (not including standard booth facilities & electrical installations). If the booth decoration is a double-flat design, an extraparticipation fee of HK\$4,550 / m² would be involved.

贊助形式 Sponsorship

歡迎商戶贊助會場內各項活動（例如：活動冠名贊助、大會活動協辦單位、大會代發禮品宣傳等）。如有垂詢，請賜電2466 9663。

You are welcomed for any kind of sponsorship, e.g. title sponsor of the activities, co-organizer for particular activities, promotional giveaways etc. For enquiries, please contact us at 2466 9663.

預訂攤位及 付款方式 Application & Payment Method

參展商須將填妥的參加表格連同50%參展費用之支票交回主辦機構，支票抬頭請註明「展覽集團有限公司」。參展商須於2022年6月10日或之前繳付餘下的費用予主辦機構。如參加表格並未連同有關費用支票，本公司將不會預留有開展覽攤位。任何支票延誤將不會受理，本公司有權再出租有關攤位，而不會安排退票或退款予該參展商。

Applicant should submit the Application Form together with a cheque deposit of 50% of the participation fee, payable to "Exhibition Group Limited". Applicant should settle the remaining balance on or before 10th Jun 2022. Application without the cheque deposit will not be processed and no reservation will be guaranteed. Any late payment would not be accepted, Exhibition Group Limited has the right to withdraw the application and release the booth area to other companies without refund.

以上所有資料只作參考，一切展覽策劃內容及規劃將以主辦機構最後公佈為準，主辦機構擁有展覽策劃內容之一切最終決定權。

The above information is for reference only, and is subject to change with Exhibition Group Limited's announcement

中英文版本之內容如有差異，概以中文版本為準。

In the event of inconsistency or conflict between the English and Chinese versions, the Chinese version shall prevail for all purposes.

Tel: (852) 2466 9663

Fax: (852) 2466 6240

Web: www.exhibitiongroup.com.hk

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NFT • METaverse FORUM 2022

23-24.9.2022

Create? Utilise? Invest?

NFT

▶ ▶ ▶ Make The Best Out Of NFTs!

NFTs in Music Industry

01

- Potential Value of Music NFTs
- Use of NFTs for Concerts & Events
- Strategies for Music NFT Releases
- Impacts of NFTs to the Music Industry



NFT Art

02

- NFT Art Creation and Collection
- Curating NFT Art



NFTs to Fashion and Luxury Brands

03

- The Role of NFTs in Fashion
- How Luxury Brands to be involved
- Brand Building with NFTs



Explore how NFTs impact Music, Art, Fashion and Cultural Industries surrounding leading NFT creators and platforms!

NFTs in Gaming Industry

04

- How NFTs Are Transforming Games
- Play-to-Earn Economy within the Metaverse



NFTs Investment

05

- Are NFTs Worth Investing In?
- NFTs and Intellectual Property
- E-Commerce with NFTs



Organizer

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cs.l. 1010



Supporting
Partner

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YUEN YING CULTURE
YUENYING.COM

NFT • METAVERSE GALA 2022

Music/Fashion/Esports

25.9.2022

Let's Party and Show Off Your NFTs!

Kick-Off
發佈會/啟動禮



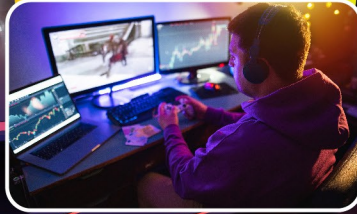
**Mini
Concert**
迷你音樂會



**Fashion
Show**
虛擬時裝展



**Esports
Competition**
電子競技比賽



Organizer:

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Apply SME Export
Marketing Fund (EMF)

Save up to
50% of the
booth rental

The funding scope of **SME Export Marketing Fund (EMF)** has been expanded and the eligibility criteria has been relaxed to cover **non-listed Hong Kong enterprises** for a period of two years.

Each eligible non-listed enterprise can receive **up to HK\$100,000 Marketing Fund**. The funding scope includes booth rental fees, booth construction / decoration / design costs, and expenses on exhibition publications or leaflets, etc.

Expenditure Items Eligible for EMF

1. Rental fee for exhibition booth charged by organiser/co-organiser for exhibitions, or rental fee charged by organiser/co-organiser for other forms of participation for exhibits to be displayed at a fixed location throughout the whole period of the activity concerned, including showcase, table-top display and mannequin/garment rack (viz. "other forms of participation"), if the applicant enterprise is listed as an exhibitor on the exhibitors' list with its full company name and Hong Kong contact information.
2. Construction, set-up and design fee of booth, transportation expenses for the components of booth and exhibits (but excluding goods intended for sales purpose), and rental charges for booth furniture for exhibitions. Expenses for purchasing reusable items and the operation costs of booth (such as salaries of employees) will not be funded.
3. Participation fee charged by organiser/co-organiser for taking up a speaking session at an exhibition by booth exhibitors at the activity concerned.
4. Fee for placing advertisement in the catalogue of an exhibition and fee for printing of brochures/leaflets (excluding souvenirs) bearing the full company name of the applicant enterprise and the activity concerned; those brochures/leaflets must be solely for use in that activity.
5. Fee charged by organiser/co-organiser for exhibitors of an exhibition to place on-site advertisements, including hanging banner, poster, promotional sticker and display on electronic panel at a fixed location inside the contracted exhibition venue throughout the whole period of the activity concerned. The on-site advertisement must show the full company name and Hong Kong contact information of the applicant enterprise.

Eligibility

An enterprise applying for funding support under EMF must fulfil the following requirements:

It must be a non-listed enterprise registered in Hong Kong under the Business Registration Ordinance (Cap. 310).

It must have substantive business operations in Hong Kong at the time of making the application. An enterprise holding a shell business registration or having its main business operation outside Hong Kong will not be regarded as having substantive business operations in Hong Kong.

If it has previously received funding support under EMF, the cumulative amount of funding received must not exceed the prevailing cumulative funding ceiling. Applicant enterprises which have similar business registration details (e.g. nature of business, address, contact numbers, shareholder/directorship) will be treated as connected enterprises. For the purpose of calculating the cumulative funding ceiling, connected enterprises are treated as if they are one enterprise, i.e. the cumulative amount of funding received by the connected enterprises concerned are aggregated and must not exceed the cumulative funding ceiling.

It must not be the organiser/co-organiser/service provider or a related company of the organiser/co-organiser/service provider of the promotion activity and the related services covered by the application.

Application Period

within 60 calendar days after the completion date of the exhibition (Reimbursement)

Application Form



Sample



Supporting Documents



Organiser :

Exhibition
展覽集團 Group

Show Date & Address

23-25.9.2022

HKCEC Hall 5 BC

(852) 2466 9663

(852) 2466 6240

www.exhibitiongroup.com.hk

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Early Bird Offer
租金早鳥優惠

BOOK NOW 10% Off

**即時確認展位
可享 9折優惠**

Booth Selection 展位選擇

The exact booth selection date for each priority group will be announced on **by the end of June 2022**. The following are the guidelines for the booth selection priority.

每個組別的展位選擇日期將於**2022年6月下旬**公佈。以下為展位選擇次序之準則。

Number of Booth(s) Purchased (under the same Company Name)

Booth Selection Priority Level

12 Booths or Above

FIRST Priority

(our representative will be in touch with you shortly)

9 — 11 Booths

2nd Priority

6 — 8 Booths

3rd Priority

2 — 5 Booths

4th Priority

1 Booth

5th Priority

參展展位數目

展位選擇組別

(以相同公司名義購入的展位數目)

12 個展位或以上

優先安排 (將有專人與閣下聯絡跟進)

9 — 11 個展位

第二組別

6 — 8 個展位

第三組別

2 — 5 個展位

第四組別

1 個展位

第五組別

★ Within the same priority group, the more the number of booth(s), the earlier the booth selection date.

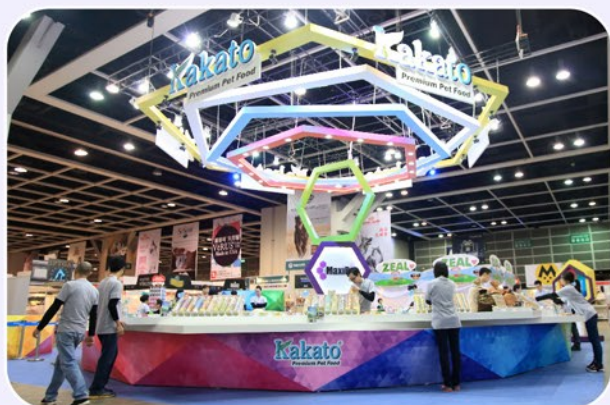
同一組別內，展位數量越多，展位選擇日期越早。

★ The booth selection sequence will be decided by drawing lots for exhibitors who have purchased the same number of booth(s).
購買相同數量展位的展商將通過抽籤形式決定展位選擇次序。

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Booth Size Reference 展位規模參考



20 Booths (展位)



9 Booths (展位)



6 Booths (展位)



4 Booths (展位)



2 Booths (展位)



1 Booths (展位)

- ★ Within the same priority group, the more the number of booth(s), the earlier the booth selection date.
同一組別內，展位數量越多，展位選擇日期越早。
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購買相同數量展位的展商將通過抽籤形式決定展位選擇次序。

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Main Stage 主舞台
30 mins (分鐘)



NFT • Metaverse Forum
30 mins (分鐘)



NFT • Metaverse Gala
60 mins (分鐘)

Packages 推廣套餐

Bronze

- Main Stage
- Logo Exposure
- 1 Facebook Feed
- VIP Tickets

- 主舞台時段
- 商標曝光
- 官方Facebook帖文
- VIP門票

Silver

- NFT • Metaverse Forum
- Logo Exposure
- Media Exposure
- 1 Facebook Feed
- VIP Tickets

- NFT • Metaverse Forum
- 商標曝光
- 媒體曝光
- 官方Facebook帖文
- VIP門票

Gold

- Main Stage
- NFT • Metaverse Forum
- Logo Exposure
- Media Exposure
- Ceiling Banner
- Pin-To-Top Facebook Feed
- VIP Tickets

- 主舞台時段
- NFT • Metaverse Forum
- 商標曝光
- 媒體曝光
- 懸掛橫額
- 置頂官方Facebook帖文
- VIP門票

NFT • METaverse EXPO 2022

Package 推廣套餐

	Bronze	Silver	Gold
原價 Original Amount (HK\$)	68,000	80,000	120,000
鳴謝 Entitlements	✓	✓	✓
開幕禮 Opening Ceremony			
獲邀以剪綵嘉賓身份出席開幕禮 Invited to attend the ceremony as ribbon-cutting guest	--	--	✓
獲頒發感謝狀 (主舞台上) Receive a Certificate of Appreciation (on the main stage)	✓	✓	✓
活動 Activities			
Main Stage (30 mins per session) NFT.Metaverse Forum (30 mins per session)	1 節/Session	1 節/Session	1 節/Session
宣傳品/印刷品 Promotional/Printing Materials			
於海報刊登公司/機構商標 Logo on Poster	✓	✓	✓
於門票刊登公司/機構商標 Logo on Ticket	✓	✓	✓
於場刊刊登公司/機構商標 Logo on Showguide	✓	✓	✓
於其他宣傳品刊登公司/機構商標 (如適用) Logo on other promotional materials (if applicable)	✓	✓	✓
場刊廣告位 Advertisement Placement	x 1	x 1	x 1
展覽場內宣傳懸掛橫額 Promotional Ceiling Banner in Exhibition Hall	--	--	x 1
廣告 Advertisement *			
於大型戶外廣告牌刊登公司/機構商標 (如適用) Logo on Billboard (if applicable)"	✓	✓	✓
於印刷報章/雜誌刊登公司/機構商標 Logo on Newspaper/Magazine "	✓	✓	✓
於電子報章/雜誌刊登公司/機構商標 Logo on e-Newspaper/e-Magazine	✓	✓	✓
於電視廣告刊登公司/機構商標 Logo on TV Commercial	✓	✓	✓
於公共交通廣告刊登公司/機構商標 Logo on Transport Advertisement	✓	✓	✓
*會因應實際情況而有所改動 Subject to change according to the actual situation			
媒體曝光機會 Media Exposure			
媒體曝光 Media Coverage (e.g interview/advertorial) * *會因應實際情況而有所改動 Subject to change according to the actual situation	--	✓	✓
宣傳帖子發佈於 NFT.Metaverse Expo Facebook 專頁 (文字/圖片/影片內容由贊助商提供) Promotional Post on NFT.Metaverse Expo Facebook Page (Word/Picture/Video content provided by Sponsor)	獨立帖子 Individual Post x 1	獨立帖子 Individual Post x 1	置頂(2天)獨立帖子 Pinned To Top (2-day) Individual Post x 1
於新聞稿刊登鳴謝 Acknowledgement in Press Release"	✓	✓	✓
門票及票務 Ticketing			
VIP入場門票 VIP Ticket	20	20	50
入場門票換領券 Redemption Ticket	100	100	300