



第二届
2021 海南新春
年货购物节

2nd | 2021 Hainan Spring Festival Purchase Shopping Exhibition

海南国际会展中心

2021年1月22—26日

Hainan International Exhibition and Convention Center
January 22-26, 2021

主办单位：海口市商务局
Sponsor: Haikou Commerce(Exhibition) Bureau

承办单位：海南共好国际会展集团股份有限公司
Organizer: Hainan Gonghao International Exhibition Group Co., Ltd

支持单位：广东省进口食品协会
Supporters: Guangdong (China) Imported Food Association

聚 焦 海 南

FOCUS ON HAINAN



2021海南新春年货购物节，是为深入贯彻中央关于扩大内需、促进消费、惠及民生的战略部署，本届展会围绕国际旅游岛消费中心建设，旨在满足海南本地居民、候鸟等人群春节前夕的消费需求，迎合过年主题，采购年货、家人团聚、过个好年。同时结合本土风俗新春文化的消费特点，致力将其打造成为广大市民置办年货必去的逛展购物场所。

The expo deeply implements central government's strategic plan to expand domestic demand, promote consumption and benefit the people's livelihood. Focus on the construction of international tourism island consumer center, it aims to meet the consumption needs of local citizens and migrated-bird groups and other groups. People can buy purchases for the spring festival, get together with families and enjoy the special day. Combined with local consumption customs and characteristics, we are dedicated to making the show a shopping venue where citizens buy special purchases for the spring festival.

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EXHIBITION REVIEW



面积及展位数 **20000** m²
(约1000个标准展位)

参观人数 **89974**人次

现场营业额 **超2000**万元 (人民币)

展会背景

EXHIBITION
BACKGROUND



2021海南新春年货购物节以“刺激消费、促进产销、服务民生、助力脱贫”为主题，满足新春时节市民、游客消费需求。

基于首届展会的运作模式和经验，本届展会坚持刺激消费、惠及民生的理念，聚焦消费和民生两大领域，加强同有关机构合作，汇聚各方组展力量，力争将2021海南新春年货购物节办成海南首个大型消费类的年货购置平台及节庆活动。

Based on the theme of "stimulating consumption, promoting production&sale, developing people 'livelihood and assisting to be free from poverty, 2021 Hainan Spring Festival Purchase Exhibition satisfies the consumption needs of local citizens and tourists during the lunar new year.

The Expo, based on the operation mode and experiences of the first show, sticks to the concept of stimulating consumption and benefiting people 'livelihood, focus on consumption and people's livelihood. We will cooperate with related organizations and gather the organizing strengths together to make the expo become the first spring-festival goods purchasing platform and festival activity.

展 区 规 划

EXHIBITION AREA PLANNING



2021海南新春年货购物节预计展出面积**2万平米**，划分为**5大展区**：
国际商品展区、港澳台展区、各省市展区、海南各市县展区、节日礼品展区。

The expo is expected to have the exhibition area of 20,000 square meters, divided into five exhibition areas:

国际商品展区：各类食品、美妆个护、服装、家居用品、工艺品、装饰品、保健器具等进口商品；



港澳台展区：港澳台地区特色食品酒水、伴手礼、文创商品、工艺品、日常消费品等；



各省市展区：各省市及地方无公害、绿色食品、有机食品、纯天然食品、名优特产、糖果、各类地方特产、特色食品、休闲食品、营养食品、保健食品、各种婴童用品、粮油食品、调味品、服饰等；



海南各市县展区：海南本地市县特色食品、扶贫产品、农副产品、生鲜、水果、土特产品等；



节日礼品展区：礼品、艺术品、饰品、根雕、花卉、春联、窗花、年历、年画等各种节庆用品等。



International commodities area: imported commodities covering food, beauty, clothing, household supplies, artwork, ornaments, health-care equipment, etc.

Hongkong, Macau and Taiwan areas: local special food and beverage, present, cultural and creative products, artwork, daily necessities, etc.

Provinces and cities area: non-polluted products, green food, organic food, natural food, local specialties, candies, leisure food, nutritious food, health-care food, baby-caring products, grain and oil products, condiments, clothing, etc.

Hainan cities and counties area: local special food, poverty-alleviation products, agricultural subsidies, fresh products, fruit, native products, etc.

Holiday gift area: gift, artworks, ornament, root carving, flower, spring couplet, window grille, calendar, New Year pictures, etc.

现场活动

CONCURRENT
ACTIVITIES



1 入场礼 限量领

每天前300名观众
免费领取精美入场礼。

Limited collection for
admission gift: the first 300
visitors have a fine
admission gift each day.

2 年货限时 抢购会

配合展商做不同专题的限
时抢购会，例如以柴米油
盐为主的，以糖果糕点为
主的，以酒水类为主的各
类限时抢购会等。

Time-limited flash sale: assisting
exhibitors to organize flash sales
with different subjects, like the
topics of daily necessities,
candies and pastries, or drinks.

3 现场消费 满减特惠

当天消费达一定金额的观
众，可以获得定额的满减
优惠券，在下一笔消费中
直接抵现。

Cash back on site: visitors who
spend a certain amount of money
on the same day, can get a fixed
amount of rebate discount
coupons, which can be directly
offset in the next sale.

4 10秒挑战 商品抱回家

当天消费满一定金额的观众，
可获得商品抢购券一张，凭此
券进入商品挑选区10秒内拿出
的商品可直接抱回家。

Taking merchandise in 10 seconds:
visitors who spend a certain amount
of money on the same day can get a
panic buying coupon to take the
merchandises in 10 seconds.

更多精彩活动
敬请期待!

To be Continued!

预期效果 EXPECTED EFFECTIVENESS

通过投放报纸、电视、电台、户外、网络、新媒体等行业媒体、主流媒体、地方媒体，形成全方位、多层次、立体化的推广格局进行全媒体覆盖宣传。

预计广告辐射**1040**万人次，逛展人数达**20**万人次，全场整体销售额约**1**亿元。

Putting advertisements in the industry media, mainstream media and local media, like newspaper, television, radio, outdoors, network, new media, etc, forming all-round, multi-level, three-dimensional advertising framework for full media coverage.

Advertisement radiating 10.4 million persons, expecting 200,000 visitors. Sale volume totally reaches about 100 million.

广宣渠道

网络/新媒体广告：百度、新浪、网易、腾讯新闻、今日头条、抖音等渠道进行展会预热；
 纸媒广告：海南日报、南国都市报、国际旅游岛商报等发布展会信息及活动；
 电视/广播广告：海南广播电视总台、海口广播电视台的广播、电视、转台等栏目频道发布展会信息；
 户外广告：公交车、电梯、户外大牌、影院等媒体发布展会信息；
 异业合作：资源置换，扩大展会影响力。

Advertisement channels

Network/new media: preheating in Baidu, sina, Netease, Tencent News, Toutiao, Tik Tok etc.
 Newspapers media: posting information and activities about the show in Haian Daily, NANGUO DUSHIBAO, International Tourism Island Commerce Daily etc.
 Television & Radio: posting information about the show in Hainan Broadcasting Group and its radio, TV, turntable adverting and other channels.
 Outdoor advertisement: bus, elevator, outdoor screen, cinema and other medias.
 Horizontal cooperation: replace resources, expand influence of the exhibition.

观众邀约

团队电话邀约：电话邀约国内专业采购商、采购团体到会，为展商开拓国内市场，提升品牌商机。
 地推活动：省内地推活动，让更多的游客及市民能够第一时间知晓年货展资讯，计划派发200000+份单页。

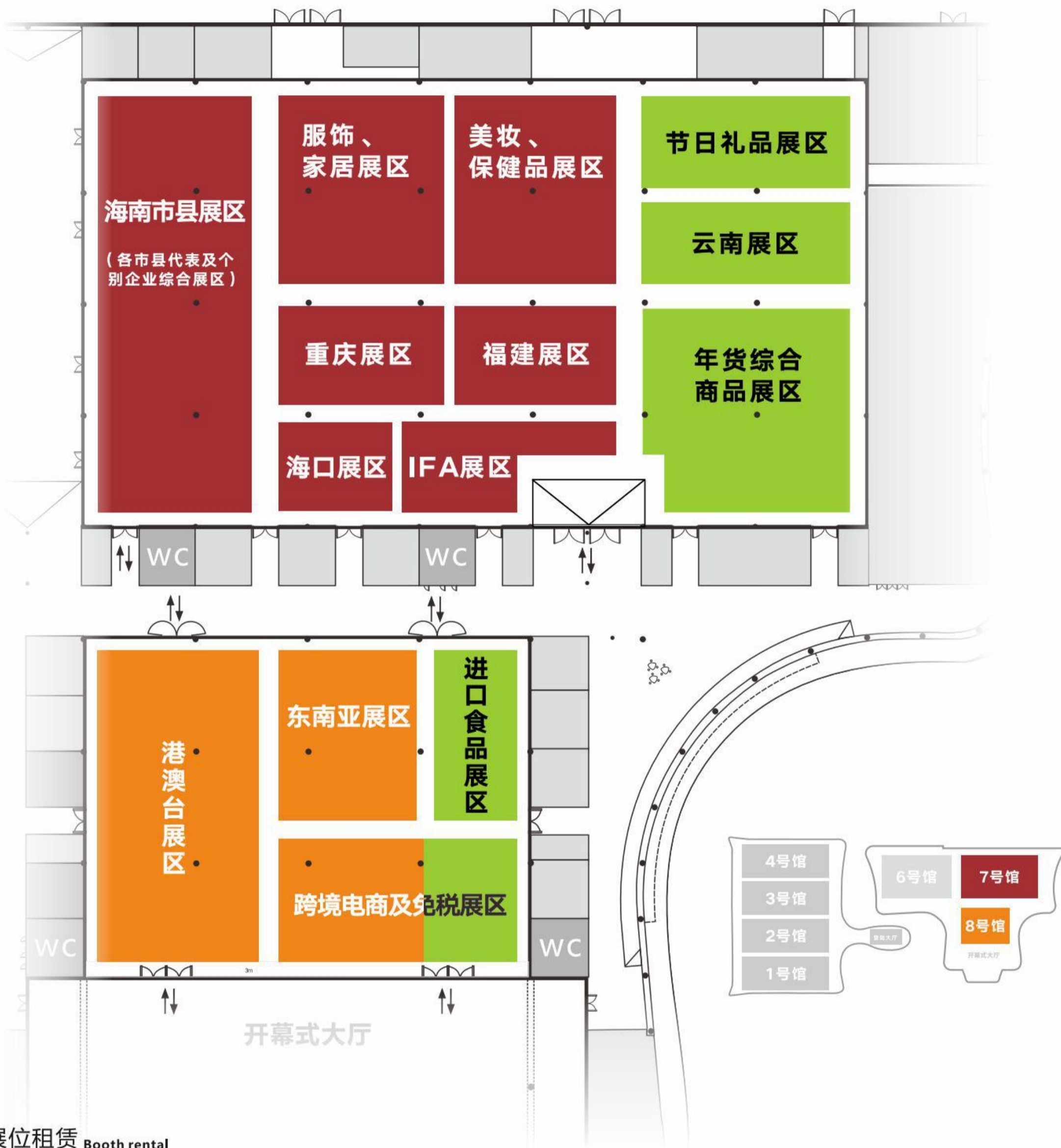
Visitor Invitation

Telephone Invitation: inviting domestic professional purchasers/purchasing team to the show, expanding the market and promoting brand business opportunity for them.
 Outdoor promotion: make tourists and citizens know more about the show's information, plan to distribute 200,000 copies of leaflets.



展位图 & 价格

BOOTH LAYOUT & PRICE



展位租赁 Booth rental

经济展位 (6m²) Economic booth 单开口 3m x 2m 5200 RMB	经济展位 (6m²) Economic booth 双开口 3m x 2m 5800 RMB	标准展位 (9m²) Standard booth 单开口 3m x 3m 6800 RMB	标准展位 (9m²) Standard booth 双开口 3m x 3m 7800 RMB	光地展位 Raw space 680 RMB /m ²
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参展手续 Exhibition Procedure

请您仔细查看展位平面图。签订参展合同后，参展相关费用请在 7 个工作日内汇至组委会指定账号，并将付款凭证复印件快递或传真至组委会。

Please carefully review the floor plan. After signing the contract, exhibition related charges should be remitted in 7 working days and a copy of the payment receipt must be faxed or expressed to the committee.

大会指定账户 The Bank Account

户名：海南共好国际会展集团股份有限公司
Account name: Hainan Gonghao International Exhibition Group Co., Ltd

开户行：工商银行海口银都支行
Opening Bank: Haikou Yindu Sub-branch of Industrial and Commercial Bank of China

账号：2201 0010 0920 0103 419
Account Number: 2201 0010 0920 0103 419



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共好会展 C&E

海南共好国际会展集团股份有限公司
Hainan Gonghao International Exhibition Group Co., LTD

地址 / 海南省海口市滨海大道123号鸿联商务广场12B
Add / 12B, Hong Lian Business Plaza, No. 123 Binhai Avenue, Haikou, Hainan

联系人 Contact /

叶经理: 联系电话: 15889601356 座机: 400-8110220

Domestic Investment Attraction 国内招商
☎ **0898-65251933**

International Investment Attraction 国际招商
📞 **+86-0898-68580631**

传真 Fax / 0898 - 68580685





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本单位决定参加2021年1月22—26日在海南国际会展中心举办的“2021第二届海南新春年货购物节”，保证展出展品、项目与技术的合法性，保证其不存在任何知识产权纠纷问题，保证所有提交资料的真实、准确和合法，并同意遵守主办机构的各项参展条款，服从大会统一安排。

参展申请表

参展单位资料	单位全称 (中文)				
	单位全称 (英文)				
	地 址		网 址		
	联 系 人		电 话		
	参展商品		传 真		
	招展信息 获取来源				
展位资料	订购展位	<input type="checkbox"/> 经济展位	展位号 () 共 () 个, 每个3m*2m	费用 (元)	
		<input type="checkbox"/> 标准展位	展位号 () 共 () 个, 每个3m*3m	费用 (元)	
		<input type="checkbox"/> 特装展位	光地 () m ² 区域号 () 36m ² 起租	费用 (元)	
	会刊广告	广告版面及位置		费用 (元)	
	其他广告	广告种类及数量		费用 (元)	
	费用合计	(大写): 拾 万 仟 佰 拾 元 (小写)			
	备 注	经济/标准展位提供: 公司中英文楣板、一桌两椅、日光灯、1个220V电源插座。 特装展位(光地)只提供光地面积, 展商需自行设计搭建展台。 提交申请表的同时组展商/参展商需提供参展公司营业执照、法人身份证复印件、产品相关资质证明等材料, 最终确定展位以材料通过审核后为准。最终展位销售价格以签订合同价格为准			
展商服务	自带活动 (备注)				

参展报名负责人:

联系电话:

电子邮箱:

联络: 海南共好国际会展集团股份有限公司

地址: 海南省海口市滨海大道123号鸿联商务广场12层B区

电话:

传真:

经办人:

手机:

参展单位(盖章):

大会指定账户

户 名: 海南共好国际会展集团股份有限公司

开户行: 工商银行海口银都支行

账 号: 2201 0010 0920 0103 419

经办人:

电 话:

日 期: