

# 【澳門會展嘉許獎 2020】 報名表 - 品牌展覽獎



## “Macao Convention and Exhibition Commendation Awards 2020” Entry Form - Brand Exhibition Award

### 展覽項目基本資料 Exhibition Profile

參選展覽名稱 (中文) Name of Exhibition nominated (in Chinese)

參選展覽名稱 (英文) Name of Exhibition nominated (in English)

舉辦日期 Date(s) of Exhibition

舉辦地點 Venue of Exhibition

展覽簡介 (包含展覽背景、規模、宗旨、理念、目標等, 800 字以內)

Brief Description of Exhibition (including background, scale, mission, concept, objectives, etc. within 800 words)

主 / 承辦方名稱 (中文) Name of Organizer (in Chinese)

主 / 承辦方名稱 (英文) Name of Organizer (in English)

負責人 / 職稱 Person in Charge / Title

聯絡人 / 職稱

Contact Person/Title

電話 Contact Tel

傳真 Fax

聯絡人郵件 Contact email address

網站 Website

主 / 承辦方簡介 Brief Description of Organizer

# 評選標準 REQUIREMENTS FOR JUDGING



## 打造品牌及優勝之處 (佔 30%)

- 如何打造品牌形象
- 在品牌塑造方面有何優勢

## How to build up the brand and its competitive advantages (30%)

- How to build up the brand image?
- What are the advantages in brand building?

## 佈展及統籌 (佔 20%)

請提供以下展覽資料作參考 (請附上簡單的圖片說明)

- 展館平面圖 / 規劃圖, 及展位佈局圖
- 展館主舞台開幕, 特裝展位 (如有) 及標準展位之相片 / 錄影
- 展館各角度環境相片 / 錄影 (盡量可展示展館內人流、入口處標誌、登記處 / 諮詢處、大廳指示牌、橫額、海報等元素)
- 嘉賓入場證、觀眾入場券、會刊之相片 / 樣本
- 現場協調、觀眾指引等之相片 / 錄影
- 其他 (請註明)

## Exhibition Set Up and Coordination (20%)

Please provide the following information with attachment of brief caption of photos :

- Event floor plan and booths layout
- Event main stage for Opening, photos/videos of customized booths (if any) and standard booths
- Photos/videos are taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters, etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audiences
- Photos/Videos of on-site coordination and guidance of audiences
- Others (please specify)

## 開拓商機 Business Generation (20%)

- 如何在招展招商中發揮營銷策略，向參展商及專業觀眾 / 買家推介該展覽項目的優勢及商機
- 如何為參與各方提供服務（如洽談配對等），搭建有效的互動交流合作平台以達成更多合作機會
- Explain how the marketing strategies were used to attract exhibitors and buyers, i.e. introducing to the exhibitors, professional audiences/buyers the advantages and business opportunities of the event
- Explain how an effective interactive exchange platform was built up for all involved participants in terms of services provided (e.g. business matching, etc.) to achieve more cooperation opportunities



## 持續性的實踐 Sustainable Practices (15%)

- 請陳述透過哪些具可持續性發展的實踐（如危機管理、系列活動等）以不斷提升辦展質素
- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

## 總體效益 Overall Impact (15%)

- 展覽的意義與重要性，以及對澳門有何積極影響
- 是否達到預期的社會效應及經濟效應
- Explain the meaning and importance of the Exhibition and its positive impact on Macao
- Has it achieved the expected impact on the society and economy?

MCEA reserves the final right for discretion and decision on this event  
澳門會議展覽業協會對是次活動保留最終解釋權及決定權

❖ If there is not enough space to write in box, please use additional paper  
如以上表格欄位不足，請另加補充頁陳述