

## Important Circular: Brand-new Scan2Match Service

### SCAN 2 MATCH

掃碼易

#### Offline-to-Online Connection



To enhance your experience for HKTDC's EXHIBITION+ experience, we have launched a brand-new service called "Scan2Match".

**A physical foamboard printed with a unique QR code for will be pre-installed / delivered to exhibitor for each exhibitor on or before 26 October (move-in day).** Buyers can use the HKTDC Marketplace app to initiate business connections with you by scanning the QR code. This allows buyers to chat with exhibitors, make enquiries, schedule meetings, view products/service details, add them to their favourites and view the e-floorplan.

Exhibitors can access the dashboard via the fair website or [hktdc.com](http://hktdc.com) Sourcing, which provides a summary of the buyers' profile including the buyer's name, company, country/region and scan date. Using the Message Centre, exhibitors can initiate a chat with the buyer to start a conversation and build business connections even after physical fair ends.

For more information, please visit:

<https://eplussupport.hktdc.com/hc/en-us/articles/20414911990041-Scan2Match-Introduction-Who-has-scanned-my-QR-Code-English-5-min-32-sec->

Sample illustrations and recommended placement of the QR Code could be found at:

<https://hkelectronicsfairae.hktdc.com/pdf/2023/circular/Scan2Match-QR-Code-Illustration-Recommended-Placement.pdf>



**重要通告：全新「掃碼易」(Scan2Match) 服務**

**SCAN2MATCH**

掃碼易

線下到線上 無縫聯繫



為提升您的「展覽+」參展體驗，大會今年推出全新的「掃碼易」(Scan2Match) 服務。在 10 月 26 日 (進館日) 或之前，大會將於當日派發或預先在展商攤位安裝一個實體二維碼展示板。買家可以使用 HKTDC Marketplace (香港貿發局商貿平台) 應用程式，在展位和產品陳列櫃中掃描 Scan2Match 二維碼，與展商建立商貿聯繫。方便買家與展商聯絡、發送訊息、預約會議、瀏覽產品 / 服務詳細信息、將其添加入我的最愛以及查看電子平面圖。

展商則可以通過展會網站或「貿發網採購」後台，帳戶概覽 (dashboard) 提供買家概況摘要，包括買家姓名、公司、國家/地區和掃描日期。更多資訊，可瀏覽：

<https://eplussupport.hktdc.com/hc/zh-hk/articles/20414911990041-%E6%8E%83%E7%A2%BC%E6%98%93%E7%B0%A1%E4%BB%8B-%E8%AA%B0%E6%8E%83%E6%8F%8F%E4%BA%86%E6%88%91%E7%9A%84%E4%BA%8C%E7%B6%AD%E7%A2%BC-%E5%BB%A3%E6%9D%B1%E8%A9%B1-6%E5%88%86-42%E7%A7%92->

二維碼展示板的樣本和建議擺放方法可參考：

<https://hkelectronicfairae.hktdc.com/pdf/2023/circular/Scan2Match-QR-Code-III-ustration-Recommended-Placement.pdf>





## Scan2Match FAQ 掃碼易常見問題

### 1. Is there any recommended placement?

有建議的黏貼位置嗎？

Ans:

Yes. It is recommended to place your company's Scan2Match QR Code at 1850mmH, facing the main aisle(s) where feasible. If there are multiple foamboards, it is recommended to place them in consistent areas. The recommended placement is illustrated for respective booth formats in the Appendix 1 for your reference.

有。建議將貴公司專屬的掃碼易二維碼貼於展台可行範圍面向主通道、離地 1850 毫米的地方。如有多塊泡沫板，建議黏貼於整體一致的位置。有關不同展台形式的建議位置，請參閱附件。

### 2. Is the format of QR Code boards standardized?

二維碼展示版是統一的？

Ans:

Yes. All QR Code are standardised for Booths in 210x210mm size, made of 5mm foamboard.

是。大會統一為 210x210 四方形的 5 毫米厚泡沫板，背有雙面膠紙以便參展商自行黏貼。

### 3. What should I do if the QR Code broken / missing?

二維碼板損毀 / 遺失怎麼辦？

Ans:

Please provide your booth number and contact information to our Sales Representative for reprint and pick up at the FMO.

如需重印，請提供攤位號碼、聯絡方法予相關的營業代表以便我們為你安排重印及領取。領取地點為主辦機構辦事處。

4 . How long does a reprint take?

重印需時多少天？

Ans:

Please expect the reprint of QR Code would be ready on or before noon the next day.

最快當天或翌日的中午前。

5 . What is Scan2Match?

掃碼易是甚麼？

Ans:

The **Scan2Match** QR Code is provided for buyers to scan and open the You Company's (Exhibitor's) own profile page via the Marketplace APP. For more information, please visit the **Scan2Match** webpage <https://www.hktdc.com/event/exhibitionplus/en/shared-contents/scan2match>.

掃碼易二維碼供入場人士透過 Marketplace APP 掃瞄打開貴公司的專有頁面。了解更多，請瀏覽掃碼易網頁<https://www.hktdc.com/event/exhibitionplus/tc/shared-contents/scan2match>

(繁)或<https://www.hktdc.com/event/exhibitionplus/sc/shared-contents/scan2match>

(簡)。

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# Scan2Match QR Code Illustration / Recommended Placement

Date  
Oct 2023

# Standard Booth

- Material:
  - 5mm Foamboard, with a clip can open 8mm both sides
  - **OR**
  - 5mm Foamboard, with double-sided and removable tape at the back's top and bottom
- Size: 210 x 210mm
- Recommended Placement: 1850mmH on the Left & Corner Poles / Structures, facing the main aisle(s)



**OR**





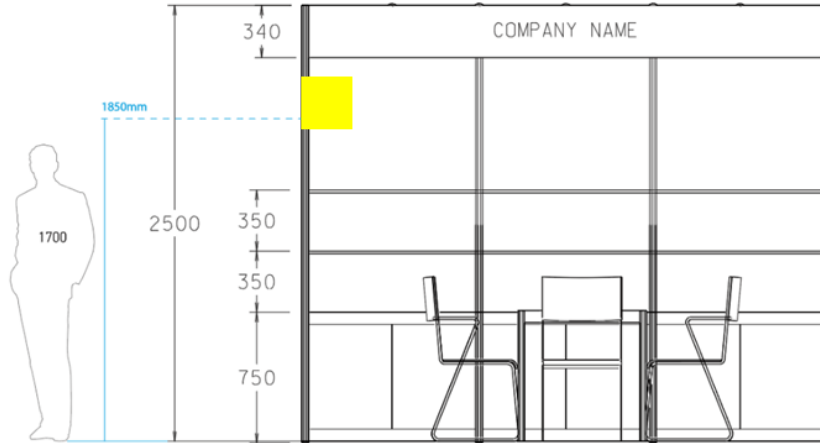
# Custom-built Participation (a.k.a. Raw Space)

- Material: 5mm Foamboard, with double-sided and removable tape at the back's top and bottom
- Size: 210 x 210mm
- Recommended Placement: 1850mmH eye-level, facing the main aisle(s), and/or at the main entrance, reception table



# Placement (Standard Booth)

- Eye level (1850mmH) on the Left Pole and/or Corner Pole



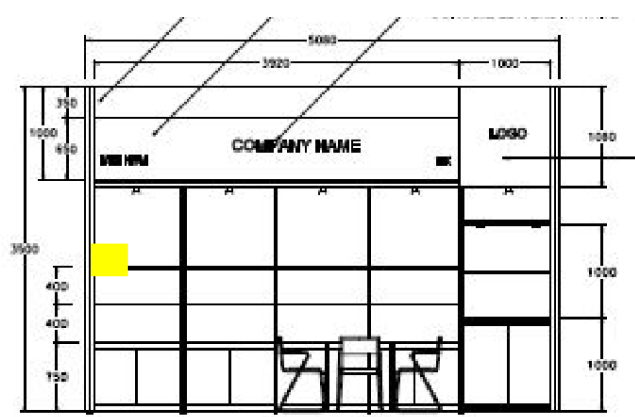
FOAMBOARD ON STANDARD TRADE BOOTH 3X3

Not Drawn to Scale

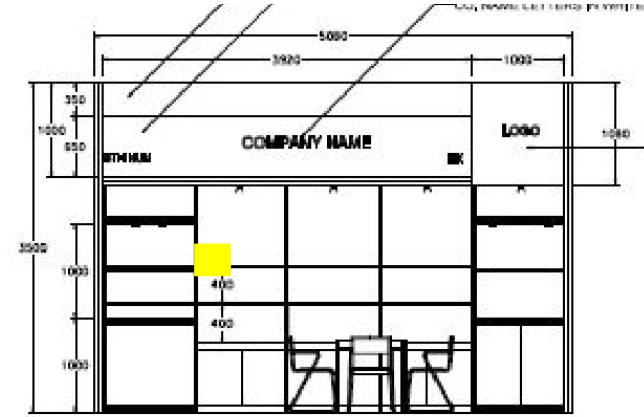


# Recommended Placement (Deluxe Booth)

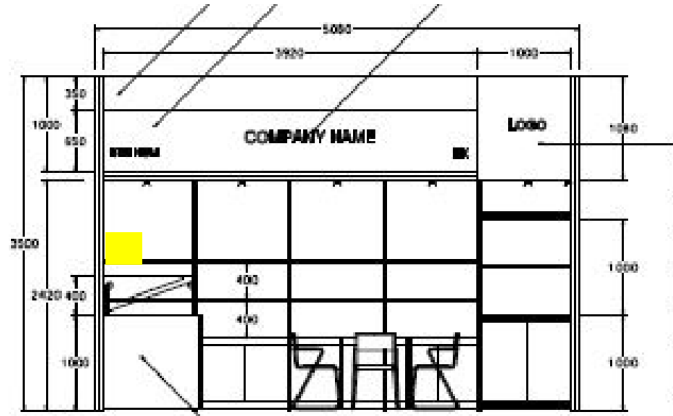
Not Drawn to Scale



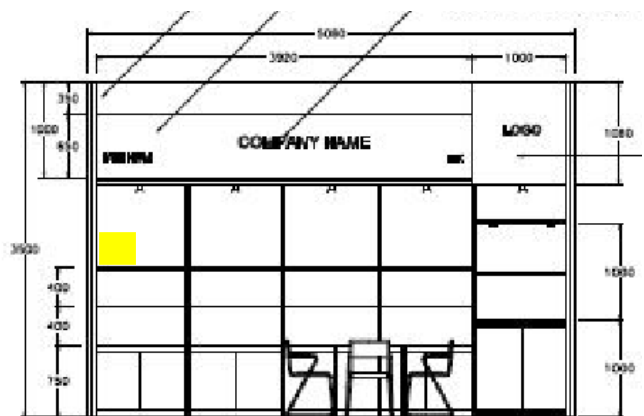
Deluxe A



Deluxe C



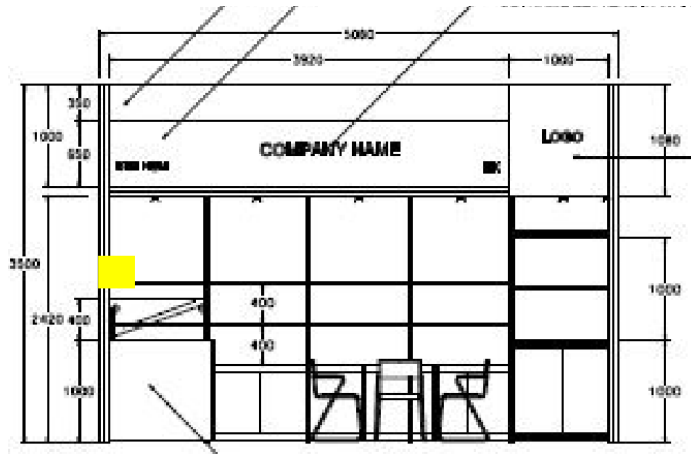
Deluxe B



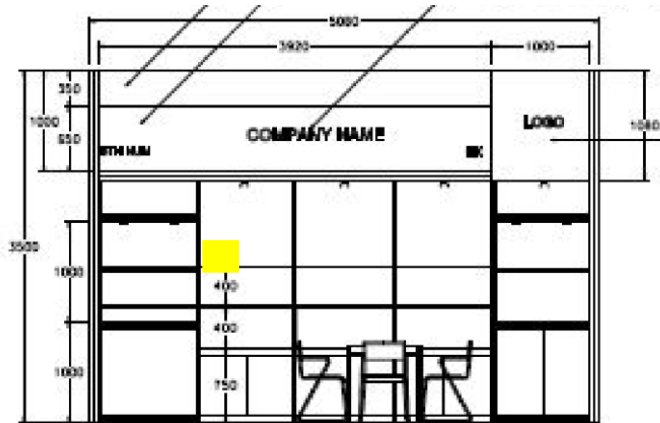
Deluxe D

# Recommended Placement (Deluxe Booth )

Not Drawn to Scale

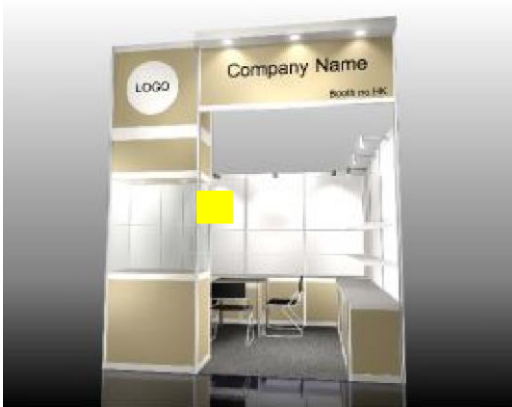


Deluxe E



Deluxe F

# Recommended Placement (Premium Booth )



Premium A



Premium C



Premium B



Premium D

Not Drawn to Scale

# Recommended Placement (Start Up Booth )



Not Drawn to Scale  
Booth Layout for ref only

# Recommended Placement (Raw Space)



Photo for ref only





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