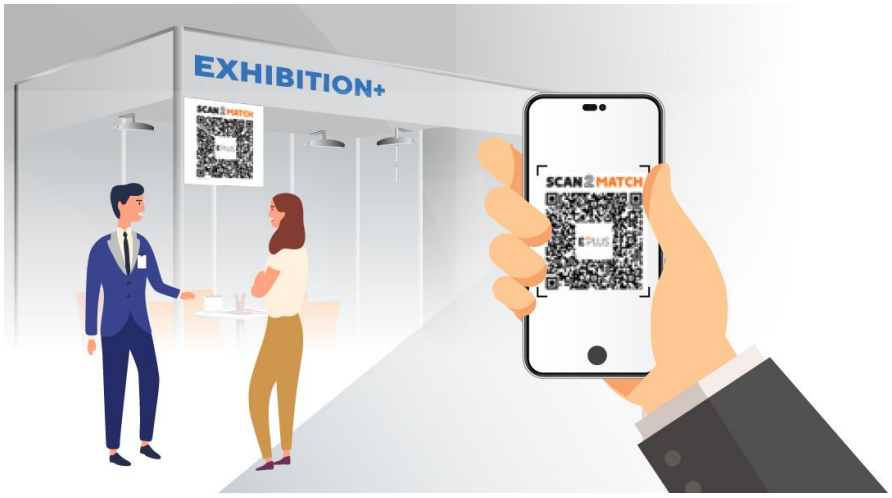
Join the Most Scanned Exhibitors Campaign and Boost Your Business

"**Scan2Match**" is one of the key components of the *Exhibition Plus* hybrid exhibition model, enabling buyers to stay connected with exhibitors online, allowing the sourcing journey to continue even after the fair period. To foster even stronger business connections between buyers and exhibitors, the "**Most Scanned Exhibitors**" campaign will be launched during **HKTDC Food Expo PRO** to drive greater adoption and utilisation of the Scan2Match service.

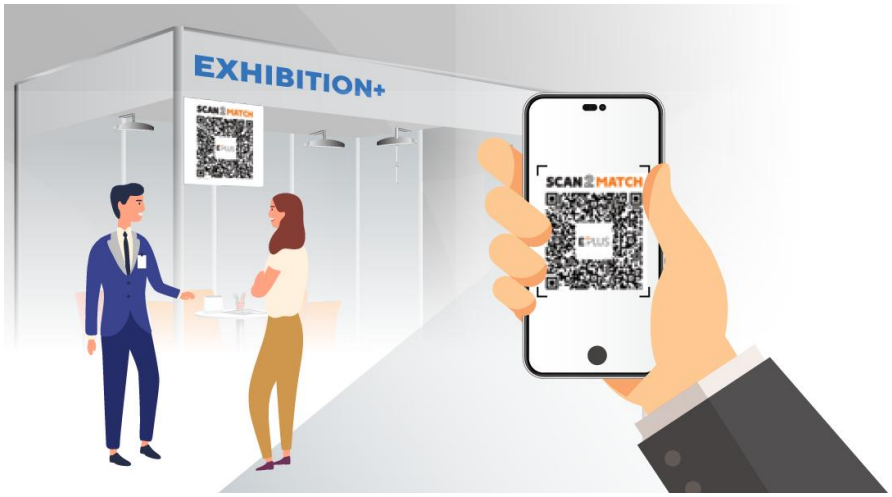


If you have the Scan2Match QR codes, display them at your booth and encourage buyers to scan them so that you can stay connected with the buyers even after the fair. The top 5 exhibitors with the most accumulated scans will enjoy **FREE EXPOSURE** daily* to highlight their achievements. The leaderboard will be displayed on digital screens located in various halls of the fairground. Additionally, it will be featured on our social media channels. Don't miss this chance to boost your exposure and business potential at the fair.

**The number of scans will be counted based on unique buyers. If a buyer scans an exhibitor more than once, it will only be counted as one scan. No campaign activities will be held on the last day of the fairs.*

參加「最多買家掃描的參展商」活動 打開無限商機

「**掃碼易**」(Scan2Match)」是「展覽+」線上線下融合展覽模式的重要元素之一，讓買家能夠在線上與展商保持聯繫，即使在實體展會後仍可繼續採購之旅。為了促進買家和展商之間更緊密的業務聯繫，「最多買家掃描的參展商」活動將在**香港貿發局美食商貿博覽**舉行，以推動更多買家使用「掃碼易」服務。



請緊記在您的展位上展示「掃碼易」的二維碼，鼓勵買家掃描，即使展覽會結束後，您仍可以繼續與買家保持聯繫。累計的買家掃描次數最多的首 5 名參展商將每天獲得**免費宣傳機會***。參展商名單將於貿發局的社交媒體及場館內的電子屏幕上公布。不要錯過這個讓您在展會增加曝光率的好機會！把握「最多買家掃描的參展商」活動，連繫更多買家。

**掃描次數按每一買家計算，如買家對同一展商進行多次掃描，也只會計算為一次掃描。展會最後一天將不會舉辦任何宣傳活動。*