

THE MOST ANTICIPATED BRIDAL SHOWS IN THE MIDLANDS!

Live Entertainment Theatre . Free Bridal Trials . Special show offers...and much, much more...

the *Wedasia*

'a brides best friend' *bridal show*

Sunday 30th Jan 2011
Ramgarhia Community Centre
Leicester
Ulverscroft Road, LE4 6BX

OVER 80 STALLS & 1000'S OF VISITORS EXPECTED...
...A SHOW NOT TO BE MISSED!

Show Time: 11.00am - 6.00pm
FREE ENTRANCE & PARKING



presented by:



sponsored by:



supported by:



WIN!
A WEDDING
HAMPER
WORTH
£1000'S
VISIT:
WEDASIA SHOW.COM
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DETAILS

For more information about Stand Bookings and Sponsorship please call:

T: 01162 611041 • M: 07866 730 692 • www.wedasiashow.com

MEDIA
PACK

1: introduction

Being part of the Asian wedding industry, you will be well aware of the increasing competition in the market place. The average spending on an Asian wedding in the UK is now a staggering £30,000 and growing. The industry is worth an amazing £300 million a year and full of opportunities, and is very profitable for those companies who get their marketing correct.

The continued success of the Asian community in the UK is resulting in unbelievable sums of money being spent on extravagant and opulent weddings. As a result, higher standards are being demanded by the brides and grooms. One of the most effective tried and tested ways of marketing is for companies to showcase their services at wedding exhibitions. Shagun and Wedasia aim to be a part of your marketing plan to increase your market presence.

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2: company background

With great pleasure we introduce to you The Wedasia Bridal Show and The Shagun Asian Wedding Directory.

The Shagun Asian Wedding Directory (Now known as The Wedasia Bridal Directory)

Established in 2003, Shagun Asian Wedding Directory (SAWD) has become a very trusted and effective brand which is appreciated by both our customers and consumers. SAWD is the first FREE annual publication of its kind, created with the sole purpose to help brides and grooms-to-be, plan their perfect wedding.

The consistency of our clients is a powerful testimony to the success of Shagun, which has gifted 7 innovative and attractive issues within 7 years, each growing in size and creativity.

The Shagun Asian Wedding Directory is a directory with a difference, which is published annually, with very competitive advertising options, to cater for all budgets.

The Wedasia Bridal Show

The year 2009 marked a joyous year for all at Shagun as we celebrate our 6th year, with not only our sixth issue but we have also successfully launched our very own bridal shows known as THE WEDASIA BRIDAL SHOW.

On 18th January 2009 the first Wedasia Bridal Show was hosted in Leicester. This joyous and colourful event was held at Ramgarhia Community Centre, one of Leicester's most popular venue, located in the heart of the Asian community. The Wedasia Bridal Show was a huge success where over 3500 visitors were spoilt for choice with a range of 80 exhibitors, each showcasing their individual products and services. To date we have held 4 bridal shows in the Midlands (Leicester and Birmingham), and are in preparation for our 5th show in Leicester.

The Wedasia Bridal Directory combined with The Wedasia Bridal Show is the most effective platform to promote your business in a printed, web and an exhibition format.

3: aims & objectives

Our aim will always remain to constantly innovate and bring something new to the Asian wedding sector. Whilst holding the bridal shows in the heart of the Asian community we aim to provide an advertising medium that will be highly lucrative for businesses with a price structure which is very competitive catering for all budgets.

One of the most effective methods of business promotion is face to face interaction; this is where The Wedasia Bridal Shows accommodate for such promotions allowing businesses to have direct contact with potential clients. This is particularly good as brides and grooms have an opportunity to see, feel, try and enquire about your services. This is paramount as brides and grooms are most likely to book their services in this kind of an environment.

We are confident you will agree that the forthcoming Wedasia Bridal Shows are going to be shows not to be missed.

see**feel**tryask

an investment in
your business

4: leicester - bridal show

Venue - Ramgarhia community centre

The venue is ideally located in the heart of the Asian community, only 2 minutes away from the Indian golden mile, Belgrave Road.

Date - Sunday 30th January 2011

Free - Entrance & Parking

Dedicated website - www.wedasiashow.com

80 + Exhibition Stands

3000 + Visitors expected

5: bridal show - format

We will be incorporating a cloth booth system in our exhibitions. The reason for this is that, whilst allowing a friendly and welcoming environment, it will also allow for a professional presentation of your business.

Please find below a few illustrations for the cloth booths.



6: marketing/promotion of show

The Forthcoming Wedasia Bridal Show will be promoted through various mediums which include:

- Radio
- The Shagun Asian Wedding Directory
- Leaflet Distribution
- Posters
- Billboard Advertising
- Trailer Advertising.
- Email Flyers
- Internet Advertising.

The exact details of each of the above will be confirmed shortly, and will be available upon request.



big & bold advertising

Floor plan - 30th Jan 2011 - Ramgarhia Centre



