

Presents

## Birmingham & Leicester Wedding Shows

Autumn &amp; Winter 2020 / 2021

Joint Show Promotor



Joint Show Promotor

The  
*Bridal Show*

### About us

- Established in 2003 – with 80+ Shows so far.
- Pioneers of Asian Wedding Show in Midlands
- Leicester Shows promoted as The Global Wedding Shows / East & West Wedding Shows
- Winners of Regional English Wedding Awards 2017 & 2018.
- Semi Finalist for Niche Wedding Awards 2018

2017 & 2018  
Regional Winners  
The English Wedding Award  
Category:  
Best Wedding Shows



Semi-Finalists  
Niche 2018  
Business Awards  
Category:  
Best Wedding Services



### Dates & Venues

Our wedding shows are hosted at very prestigious venues\* in the Midlands and for forthcoming shows the dates and venue are:

- Sunday, 22 November 2020 – Mercure Leicester – The Grand Hotel, Granby Street Leicester LE1 6ES
- Sunday, 06 December 2020 – The New Bingley Hall, Hockley Circus, Birmingham B18 5PP

### Highlights:

- Upto 120 Stands at each show.
- 100+ Wedding Professionals / Specialist at each Event
- Competitive stand prices. Starting from £225 for 2x2m space.
- Stands available as Open Plan or with Pole & Panel systems (Booth Style)
- Fashions Shows (Subject to Government Guidelines during Covid19)
- Easy Access from the Motorways (M1 & M6) and public transport
- FREE parking for all at our shows
- FREE Entry to the show when registered online.  
Nominal fee at the door donated to a registered charities\*\* (tbc)

To name a few, our previous venues included: King Power Stadium Leicester, Leicester Tigers Rugby Stadium, Holiday Inn Leicester, Morningside Arena Leicester, Edgbaston Cricket Club. Aston Villa Football Club, Ramada park hall Wolverhampton, DoubleTree by Hilton Coventry.

\*\*Our previous charities included: LOROS Hospice and Midland Air Ambulance. We have raised £4500+ in last three years.

### Our Wedding Shows :

- Biggest Asian Shows in Midlands
- Biggest Wedding Show in East Midlands
- Also Most Diverse (East & West) Show in Leicester. – in terms of attendance & wedding specialist
- 650+ Brides-to-be along with their Grooms, Friends & families have attended each of our show historically.
- Positive feedback from standholders.





## Fashion Shows

Fashion shows are an integral part of our wedding shows and we provide an opportunity for businesses to showcase their latest collection of Bridalwear, Menwear and Evening wear, Jewellery and other products.

- Two Fashion shows at each event : 1.00pm and 4.00pm (Will take place Subject to Government Guidelines during Covid19)
- Choreographed & produced by Experienced team
- Professional Models
- Stage & Lighting sponsored by Professional Audio Visual Company



MORE PICTURES ON OUR WEBSITES / SOCIAL MEDIA ...

## How we promote our Shows

- Local Asian Radio Stations
- Social Media : Facebook, Instagram, Twitter
- Our website and other wedding Websites :
- Posters, Banners, Flyers
- Ads in selected local papers / magazines
- Direct Emails Marketing to businesses / brides to be.



## Our Media Partners

include:

- Leicester Mercury, LeicestershireLive UKBride, WeddingFairs.com
- Sabras Radio, Kohinoor Radio
- **And a few more...**

Leicester Mercury



## Sponsorship Availability

We do get asked for availability of the sponsorships of our show and are introducing the following for the forthcoming shows;

- Headline sponsor of the Show (Two sponsors per event)- Costs £4000\*
- Radio / Visual Ad Sponsor (Three sponsors per event) – Costs £2000\*
- Fashion Show Sponsors (Four sponsors per event only) - £1000\*
- Video Clips / Ads on In-House TV Screens at Leicester Show only – Costs £500\*

For more details of sponsorship package please contact us.

**\*Please Note:** Costs do not include any stands or preparing of video clips.

## Other Marketing Opportunities

To stay ahead of your competitors, we offer following marketing opportunities for your business.

- Mutual Social Media Promotion – **Join Early | Early Exposure for your business**
- Ads in our 12th Edition of our wedding Guide. Costs start from £250 per Page (A6 / Post card size)

## Exhibition Stand Costs

- 2m (W) x 2m (D) - £275
  - 3m (W) x 2m (D) - £385 (Limited stands at stands at £350-Leicester Only)
  - 3m (W) x 3m (D) - £500
  - 3m (W) x 4m (D) - £600
- In addition at Leicester Shows we also offer:
- Budget stands starting from £2225 (ie Stands without power or partitions)

(m= meters, D = Depth, W = Width) , No VAT payable.

For more information, stand locations etc , please see our floor plans

For More info Please contact:

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E: [info@asian-celebrations.com](mailto:info@asian-celebrations.com)

W: [asian-celebrations.com](http://asian-celebrations.com)

## CORONA VIRUS & COVID 19

**In the safety and interest of all our clients (ie both exhibitors & visitors at the shows) and all staff , the show will proceed in accordance to & subject to Government Guidelines during Covid19 . This includes and NOT just limited to Our strong recomendation for social distancing and wearing protective clothing and masks etc for all exhibitors, staff and visitors to the show . This will be updated more nearer the time of the show**

Correct as of 02 Sept 2020