

Why Choose the “Asian Celebrations” & “The Bridal Show” – Wedding Exhibitions - 2011/ 2012

The Asian Celebrations & The Bridal Show series of the exhibitions are the biggest bridal shows in the Midlands, UK. Held four times a year, twice in each of the cities of Birmingham and Leicester. Both cities are very conveniently located and easily accessible to over 70% the Asian population in UK.

About our Exhibitions:

- **OFFERS MOST COST EFFECTIVE MARKETING STAGE TO BOTH ASIANS AND NON-ASIAN BRIDES** (See about our shows below)
- **WELL ATTENDED EVENTS:** over 850 **Brides & Grooms per event** including approximately 5000 other visitors per event
- **FREE ENTRANCES** including Fashion shows
- **High Media Coverage for each event** : including Radio advertising, mainstream Newspapers. Other awareness raised by bill board type banners, flyers (over 25000 per event) , face book and website presence, e-marketing etc.
- Up to 130 stands per exhibition.
- **BREATHTAKING & GLAMOUROUS FASHION SHOWS** : sponsored by Award winning International Fashion houses,
-

About Us

- Pioneers of Asian Wedding Shows in the Midlands (in 2003)
- Pioneers of and promoters of most successful “East & West” Wedding” in UK since 2009
- All shows in Leicester are promoted as "East & West" Wedding shows - a clear benefit to our exhibitors.
- Have promoted 31 wedding shows up to end February 2011 Excellent working relationship with prestigious venues (see dates) .
- Established clientele including some of the most prestigious wedding service providers in the country (see list below)

About Our Shows:

This highly awaited bridal exhibitions are brought to you by Asian Celebrations in conjunction with ‘ The Bridal Show’ , are regarded as the largest and most successful promoters of Asian Exhibitions in the region.

These shows should not be missed by any Brides/Grooms (especially the ones in The Midlands and The North of England) as they are extravagant, **Free to public** and therefore offers a very cost effective marketing solution to any wedding supplier/business.

Following our extremely popular shows in Leicester (which have been targeted to both Asian and Non- Asian Brides), we are bringing the **new unique concept of promoting “East & West” wedding exhibitions** under one roof to Aston Villa Football Club, home of Premier League Football Club in Birmingham

As an exhibitor, this unique concept and benefit must not be overlooked because your products and services are promoted to Brides and Grooms from various cultural backgrounds and not just one segment of the society. Statistically: Only 15% of the population in Midlands is Asians. But on the other hand average spend on an Asian Wedding is almost 3 times more than a typical Non-Asian Wedding. So whether you are a large corporate business or class your self as a “Non-Asian” Wedding Service provider, you could be missing out on the revenues your business could generate from this niche and lucrative segment.

With the UK’s best Wedding Suppliers (both Asian & non-Asian) at our wedding exhibition, Leading Fashion houses will showcase designer bridal wear and jewellery fit for The Royals. Highly skilled Hair, Makeup and

Henna artists will ensure that you look no less glamorous than any Hollywood or Bollywood star. The venues, caterers, mandaps / venue decorators will add a magical touch to your chosen wedding venue. The travel experts will tip you with a 'dream honeymoon' at locations anywhere in the worldwide. The photographers will capture those special moments forever. With over 100 stands at each exhibition, you will also be tipped by other numerous exhibitors, as it will be your "Buyers Galore" - spoilt both for choice and at competitive prices. Of course you will also witness the Glamorous and Breathtaking Fashion Shows at no cost.

All our exhibitions are held at some of the UK's prestigious venues: Dates for our 2011/2012 shows are:

Birmingham: Sunday 30 October 2011 : The New Bingley Hall, Hockley Circle, Birmingham
Leicester: Sunday 27 November 2011 : King Power Stadium Leicester City Football Club
Leicester : Sunday 15 January 2012 : King Power Stadium Leicester City Football Club
Birmingham: *Two Days Extravagance "Wedding Exhibition and Life Style Show"***
Saturday & Sunday 25th & 26th February 2012 : Aston Villa Football Club**

Each of our exhibitions has attracted up to 850 Brides (and about 5000 unique visitors per day/per show) In the past.

We are pleased to announce SET ASIA TV (Sony Entertainment TV) as our TV media Sponsors in addition to our other local media partners which include local Asian radio stations, newspapers and magazines. Therefore we are aiming to surpass previous years extensive media coverage. Therefore it is anticipated to be even bigger and better as it will be attended by public from various walks of life.

*****PLEASE NOTE: Two Day Event in Birmingham on Saturday 25 & Sunday 26 February 2012 :**

In addition to the exhibitors from the wedding industry, the two day event in Birmingham in February 2012 will promoted as "East & West Wedding Show combined with a "Family Fun Day" to include Artists, Entertainers, children's zone and exhibitors from other walks of life including religious and voluntary non profit making groups.

What is also unique is that **ENTRANCES TO ALL OUR EXHIBITIONS AND FASHION SHOWS ARE FREE** for the all brides and Visitors.

Pictures from our Wedding Exhibitions can be found on Punjab.2000.com website.



<http://www.facebook.com/asian.celebrations>

