

Asian Wedding Experience Wedding Showcase 2019 (AWE2019)

The Showcase

The 2019 Asian Wedding Experience Showcase will take place at the prestigious **Hilton Manchester Deansgate** hotel, on **Sunday 10th February 2019**, from 11.00am – 6.00pm.

The showcase is designed to bring together the region's best and trusted suppliers to provide the modern Asian couple with ideas and inspiration for their wedding day. We personally select and invite businesses in the sector we feel reflect our target audience.

The structure of show is simple and designed to give the visitor value for money and a unique fair experience. We believe in free entry for all visitors, free reception drinks for all visitors, free food sampling and a fashion show.

We have been running this event for the last 11 years and have continually had proven success with both suppliers and visitors alike.





Our History

- Our first event in 2008 at **The Menzies Avant Hotel** in Oldham attracted over 30 exhibitors and over 700 visitors
- In 2009, at the **Britannia Country House Hotel** in Didsbury the show attracted over 900 visitors, two sell out fashion shows and 40 exhibitors.
- At **Capesthorpe Hall & Pavilion** in Macclesfield the 2010 generated 450 visitors, 45 exhibitors, 120 wedding couples, workshops and master classes and the regions only ever £10,000 wedding giveaway
- At **Renaissance Manchester City Centre Hotel** in 2013 the show attracted 650 guests and launched the inspirational **Couture Lounge** and **Wedding Lounge**
- The 2014 event took place at the prestigious **Mercure Manchester Piccadilly Hotel** in the heart of Manchester city centre attracting 975 visitors.
- Our 2015 showcase was held on the 8th of March 2015 at the **Mercure Last Drop Village Hotel & Spa Bolton**. The Show attracted over 45 exhibitors, 650 guests
- Our 2016 showcase at the **Mere Golf Resort & Spa in Knutsford**. The showcase attracted over 55 exhibitors & 1200 guests
- The 2017 showcase was once again held at the **Mere Golf Resort & Spa in Knutsford** on the 29th January 2017. The 2017 showcase attracted over 50 exhibitors & 1100 guests
- Our most recent showcase was held at the iconic **Hilton Manchester Deansgate Hotel** in Manchester city centre on the 18th February 2018 which attracted 50+ exhibitors & a staggering footfall of 1500+ guests during the event

The Venue

The host venue for this year's Asian Wedding Showcase is the **Hilton Manchester Deansgate hotel**. Located in the heart of the Manchester city centre, within the stunning Beetham Tower.

Hilton Manchester Deansgate hotel is renowned as one of the most exclusive conference and events venues in the city. Combining creativity, gastronomic flair, and the ability to rise to any occasion, we provide the space, style and personalized service that you want and expect.



Whether you picture an intimate dinner for family and friends or a lavish reception, Hilton Manchester Deansgate has all the ingredients to make your event unforgettable. An experienced team of planners provide a customized service to ensure your day is as just as you imagined. The exquisite Deansgate Suite can accommodate events from 70 to 500 guests.

Hilton Manchester Deansgate hotel showcases stylish rooms and suites, a stunning cocktail bar with panoramic views and magnificent event space, all in the heart of Manchester. Housed in the 47-story iconic Beetham Tower, this Manchester hotel is a destination in itself. The hotel is fabulously located on Deansgate and within walking distance to Manchester Central and MCCC, a few minutes' walk from Deansgate Station, and St Peter's Square metrolink station.

HILTON MANCHESTER DEANSGATE

303 Deansgate
Manchester
M3 4LQ

The Promotion

During the weeks leading up to the wedding show, an extensive advertising campaign will take place in the regions. With media support from National Asian Wedding Magazines, Asian Image, Asian Lite, Probash Bangla, Asian Leader, Didsbury Magazine, Hale & Bowden Magazine, MediaCity Magazine, Bonus Sapor and Probash Bangla TV. Asian Image will be running a special feature on all suppliers attending the wedding show.

- Advertise in local and regional publications
- 40,000 leaflet & 1000 poster distribution in Manchester and surrounding areas (covering Greater Manchester, Lancashire, Cheshire & Yorkshire)
- Fleet of vans wrapped in AWE2019 artwork
- Dedicated website www.asianweddingexperience.com
- Promoted in selected Asian bridal magazines
- Email marketing campaign via AWE Newsletter to over 1500 consumer subscribers
- Dedicated PR and Marketing team to maximise publicity for the event
- Dedicated Social Network team
- Targeted Facebook campaign in last two weeks of marketing campaign
- Expected audience footfall of 1200 plus throughout the day



Visitor Research

- Age range of Brides was 25-32
- Median Age of the Couple 27
- Average travel distance was 30 miles
- Furthest travelled 110 miles
- Median budget was £27,200

Why us?

The Asian Wedding Experience is the regions longest running show with track record. Our team of event managers have been managing and marketing events for over 11 years.

- Proven track record
- Free entry for all visitors
- Only Asian Wedding Show to share client database with stall holders
- Cost effective and value for money

Short video of 2014 event click [here](#)

Short video of 2015 event click [here](#)

Short video of 2016 event click [here](#)



Further Information

Exhibitor CRM: Juel Khan **07971272544**

Stalls & General Info: Fritz **07971876467**

Press & Marketing: Monir Ali **07984864723**

Website: www.asianweddingexperience.com

Instagram: [@aweshowcase](#)

Twitter: [@aweshowcase](#)

Facebook: <https://www.facebook.com/aweshowcase>

Email: info@asianweddingexperience.com

Stand Booking Form - Sunday 10th February 2019

Company Name:

Contact Name:

Telephone:

Email Address:

Address:

Postcode:

Website:

Facebook Profile ID:

Twitter Profile ID:

Instagram Profile ID:

Product or service that you are promoting (please note only one product/service is allowed per stand, additional services will incur full stand price. Only listed product/service will be approved):

Services required – (Please circle as appropriate):

Electricity: Yes / No

Tables: Yes / No

Chairs: Yes / No

Number of Chairs Required:

Stand Size Required – (Please tick as appropriate):

Standard Stall (8ft x 6ft) @ £425

Double Stall (16ft x 6ft) £700

Fashion Show Only @ £600

Fashion Show + Standard Stall (8ft x 6ft) @ £850

Total Price: £

We can accept bank transfers or cheque payments.

Make bank transfers to: **A/c Name: Simplicity Events Limited, S/C: 12-24-82, A/c No.: 02105496, Bank: Bank Of Scotland.** Make cheques payable to: **SIMPLICITY EVENTS LTD** and return along with the completed booking form to the address on the bottom of this form.

Terms & Conditions

- Payment schedule: The booking of the exhibition space will only be confirmed after receipt of this completed booking form & receipt of payment for the stand
- No refunds will be issued if booking is cancelled
- Exhibition stands must be manned during exhibition times (11.00am – 6.00pm)
- All stands must be ready for visitors by 10.00am
- All "stands" are one table and will come with two chairs, table cloth (unless requested above)
- A mandatory £50.00 cleaning deposit must be paid prior to the showcase opening. Refund of cleaning deposit will be provided on satisfactory inspection of your stall location / area

I have read & understood the terms and conditions of the Asian Wedding Experience Showcase and have made a bank transfer / enclose a cheque payment for the sum of £_____, as payment and reservation of an exhibition stand at the Asian Wedding Experience Wedding Showcase on the 10th February 2019

SIGNED:

DATE:.....

And post to: **Simplicity Events, 20 Beechwood Drive, Royton, Oldham, OL2-5XR**