



The **Wedding** show  
 It's Your Wedding  
 2024

RESERVE YOUR  
**PRIME  
 LOCATION  
 TODAY!**

**LIMITED**

SPACE  
 AVAILABLE

ORGANIZED BY



Be a part of  
**SRI LANKA'S**  
 MOST PRESTIGIOUS  
 WEDDING *Exhibition!*

[www.theweddingshow.lk](http://www.theweddingshow.lk)

**FEBRUARY**

@ BMICH | 10AM - 8PM

**16**

**17**

**18**

FOR ATTRACTIVE SPONSORSHIPS & STALL RESERVATIONS

**0716 231 231 | 0706 233 433 | 0716 996 644**





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Dear prestigious customer,

**“THE WEDDING SHOW 2024” IN FEBRUARY AT BMICH –COLOMBO**

We take this opportunity to thank your valuable support towards the success of “The Wedding Show “, which is currently the most prestigious wedding show in town and greatly appreciate your continuous support rendered to us for the past 17 years, which helped us to achieve greater heights.

We announce that **“The Wedding Show 2024” in February**, is an exclusive Bridal exhibition which is organized by Asia Exhibition & Conventions (Pvt) Ltd, in association with Wijeya Newspapers Ltd with the experts and professionals in the respective fields. It is scheduled from **15<sup>th</sup> to 17<sup>th</sup> February 2024** at the **Sirimawo Bandaranaike Memorial Exhibition Center**, Colombo (SBMEC).

To briefly introduce ourselves, we have started with a mission of providing a better service for event management, which comprise of organizing exhibitions, events conventions, etc. for entire satisfaction and convenience of every customer.

**““The Wedding Show 2024” in February** is to create a highly exclusive platform for premium product and service providers such as **bridal dressers, salons, beauty therapists, designers, cake decorators, caterers, gift items, beauty salon products, health products, cosmetics, printers, Jewellers, photographers, hotels, banks, Insurance co. etc.** This event gathers all industry pioneers and highly reputed product/service suppliers under one roof and will comprise of over 250 stalls.

We would like to invite you to participate this glamorous wedding show. The details of investment, benefits & the cost are given below for your kind consideration.

We look forward to your early confirmation for this event and in the meantime, for further information / clarification please contact me on **0711911323 / 070 6233433**

Thanking You,

**INVESTMENT COST WITH BENIFTS RS.160, 000/= (PER STALL)**



## EVENT MARKETING CAMPAIGN

### **Electronic Media Campaign**

This event is promoted via a strong campaign via TV trailers, LIVE updates during the exhibition, Radio Trailers and LIVE TV interviews.

- SirasaTV
- HiruTV
- DerenaTV
- Swarnavahini
- SunFM
- HiruFM

### **Press Campaign**

Strategically selected daily and weekly print media in keeping with the relevant concept of the event in Sinhala & English in Fifteen newspapers & Magazines

### **E-marketing Campaign**

A three months comprehensive e-marketing campaign using online ads, social media marketing and email marketing (over 1,000,000 e-mails through professional email marketing companies)

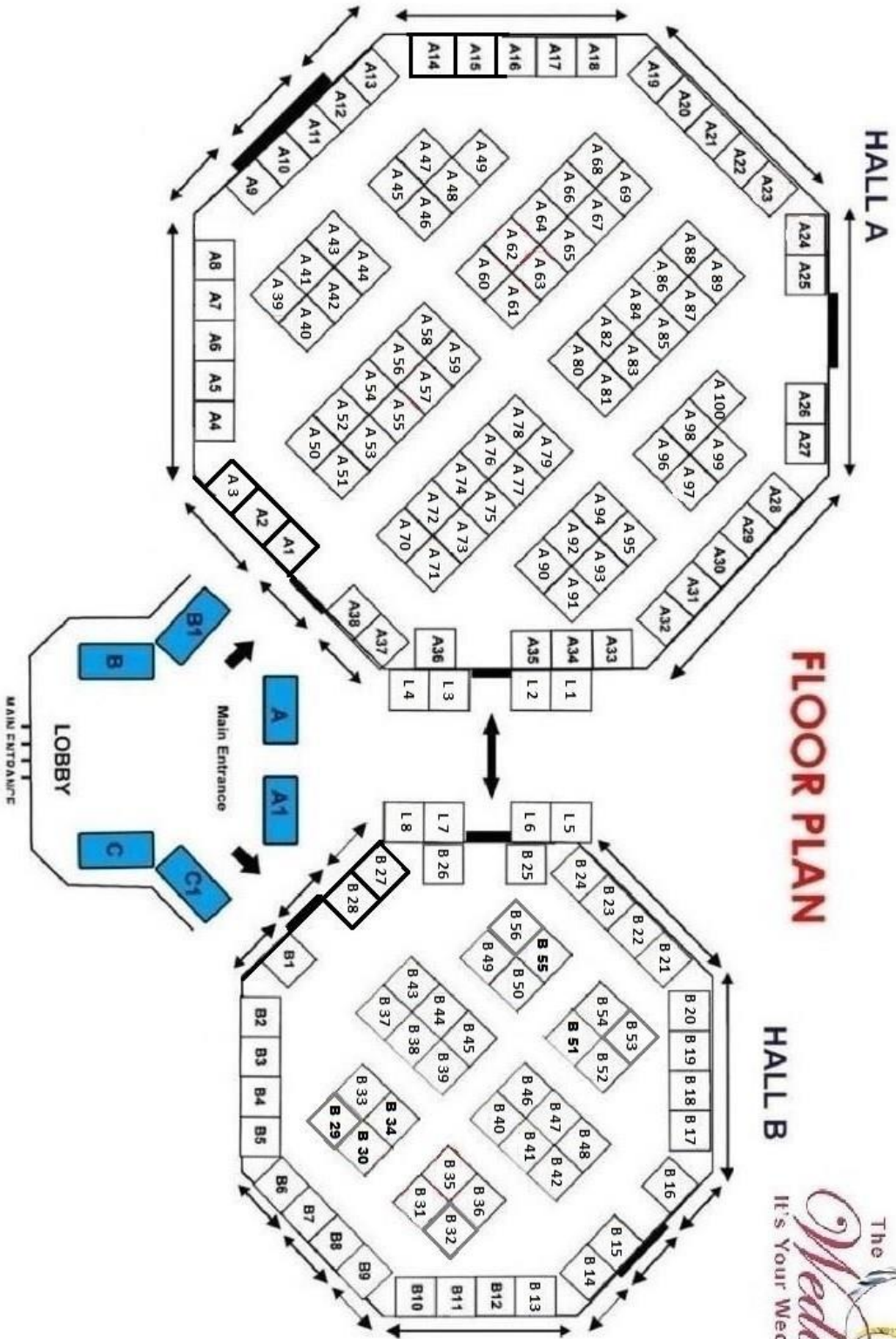
### **Social Media Campaign**

Publicity via Asia Exhibition & Conventions (PVT) LTD Facebook page. The Facebook page of The Wedding Show, Campaign will be available to access for all users.

## **OUTDOOR EVENT PROMOTIONS**

- **LED Outdoor Billboard campaign**  
A trailer campaign will be broadcasted via strategically located outdoor LED billboards
- **Illuminated event Cut-Out**  
Company logo on Pandol at the main entrance of BMICH





**FLOOR PLAN**

HALL B

