



WEDDING WOWS

THE FINEST WEDDING EXPO



*Everything about Grand Weddings*



## *An Inspiring Industry*

One can say that 'Marriages are Made in Heaven', but the grandeur and wedding extravaganza are definitely made in India. Thanks to COVID-19, many deferred the 'big fat Indian wedding' plans, Some weddings got shrunk in size, but the grand ones are back in business. For a \$50 billion Indian wedding industry – a recovery is on the cards!

We are very optimistic about the upcoming wedding season! With larger gatherings of up to 200+ being permitted, it is likely that we will see many more Luxury Destination weddings taking place!

Whenever the 'band, baaja, baarat' should be set in motion, the first step for wedding planning in India is visiting the premium wedding expo, **Wedding Wows**.

## *The Story*

Wedding Wows facilitates Hotels, Tourism Boards & Wedding service providers across world, to access the untapped USD 5bn Indian Wedding Market, which is growing at a rapid rate of 30% p.a.

This is India's FIRST OF ITS KIND Wedding Exhibition in HYBRID MODE with over 40+ categories, displayed in 100 stalls. We have the best of the Indian wedding industry present here!

The event offers productive one-on-one meetings with the Top Wedding Planners and crème-de-la-crème of the society resulting in volume business for hotels. It also hosts tons of insightful seminars, hands on workshops, interesting grooming sessions and a lot more... prepare for weddings - the big fat Indian way!



# The Hybrid Expo

One of its kind where the opportunity to interact with Exhibitors physically at the Venue HICC Interact.

virtually on 3D Virtual Expo Platform.

All proceedings and Events are live streamed to Global Audience.

Digital Content, Active Live Communication by Chat/ Audio/ Video.

## About HICC

State of the art Global Convention Center; HICC Novotel with a carpet area of 40,000sft. and robust infrastructure as per MHA Guidelines for safety of guests.





## *Key Highlights of Expo*

Wedding Wows ensures the event is extravagant, bolder and vibrant with larger participation, knowledge sharing and active networking Physically & Virtually. 3 Day Event is clearly worth your time!  
**Connect | Associate | Promote.**

Larger Exhibitor Space. (12 sq. mtrs./ stall)

Participation of Tourism Boards and Ministries

Dedicated time slots for B2B Networking on Day 1 & Day 2.

Exclusive Premium Fashion Show on Day 2

Entertainment and Awards Night on Day 2

Visitors Entry by Prior Registration and Invite ensuring Desired visitor Class

Confirmed Hosted Buyers - 100 on Board

Support of 5 Industry Associations.

Industry Experts Seminars

VIP Meeting Lounges

Hyderabad Darshan for Exhibitors & Delegates

## *Participants and Services*

With demand for higher and different experiences in every event, the evolution of new services including technology has taken prominent space. A few of the unique categories represented in the expo are :



Gifting Solutions



Wedding Jewellery



Technology Products



Floral Service Providers



Hotels & Resort



Catering Services



Convention Centers



Wedding Insurance



Photography & Videography



Logistics Services



Cruise-Line Companies



Tourism Boards (Nat'l & Intl)



Tent House & Rental Suppliers



# Event Agenda

## Day 1

9th April, Friday

- 2.00 p.m. Inauguration of Expo and Welcome Speech
- 3.30 p.m. Formal Networking - B2B Event
- 5.30 p.m. Hi-Tea over Networking & Knowledge Session
- 7.30 p.m. Welcome Address & Entertainment Night
- 8.00 p.m. Fashion Show and Networking Dinner



## Day 2

10th April, Saturday

- 9.30 a.m. B2B Networking Expo on Day 2
- 11.30 a.m. Tea Break over Knowledge Session - 45mins
- 1.30 p.m. Formal Networking Lunch - B2B Event
- 5.30 p.m. Hi-Tea over Networking & Knowledge Session
- 7.30 p.m. Welcome Address & Entertainment Night
- 8.00 p.m. Fashion Show and Networking Dinner



## Day 3

11th April, Sunday

- 9.30 a.m. Networking Expo - Day 3
- 1.30 p.m. Formal Networking Lunch - B2B Event
- 5.30 p.m. Hi-Tea over Networking & Knowledge Session
- 6.00 p.m. Expo is closed Officially



# Auspicious Opportunities

## EXHIBIT - CONNECT - NETWORK - TRADE

Wedding Wows is an initiative of Mahati Market Essentialz who has been working towards enhancing Visibility Quotient for their clients by creating various opportunities across media. One such activities is this First of Kind Hybrid Expo which will bring all stakeholders under one roof. It would be a fabulous opportunity to connect - Network and transact. A few means to participate in the exhibition is as follows.

### Sponsor Opportunity

Showcase your brand to all the stakeholders along with the Project Branding across media. Expecting the visibility to cross more than 100,000 desired profiles, the mileage derived would be above the ROI expectations. We have various opportunities to partner as a sponsor in various categories.

Please do reach out to us on  
[info@mahati-me.com](mailto:info@mahati-me.com) or call at 91-9885886632 for more details.

### Exhibitor Opportunity

The exhibition is primarily a platform to showcase the Business and Services to the desired audience. The "Visitor Entry by Invite" concept ensures the filtered profiles to fit and meet the parameters of premium exhibitors. B2B Network Meetings and Association partners ensure that the take away for our stakeholders is at its best.

A 4mtr. X 3mtr. Stall with a Complimentary 3D Virtual Stall for a 3 day Expo at a Price of **INR 100,000** is really a worthwhile investment.

## Buyer/ Association/ Trade Partner

The industry has been witnessing an influx of new Projects, products Services and Properties. With the demand of wider choices by clients, the market is always looking for fresh connections and vendors. We are on a quest to identify and bring them to the Expo, under one roof. For information on Buyers, Associations and Trade Partner benefits

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## Visitor Privileges

A Dream Wedding is a Mega Affair in one's life and needs a lot of co-ordination, connections and understanding. Wedding Wows helps a visitor to connect and discuss their requirements with prefix meetings with Various vendors/ Exhibitors participating in expo to meet their requirements. The Entry is by invite and you're requested to kindly register in advance to receive further information.



## Reach & Visibility

**Audience:** Our Partner associations, Network, Community and stakeholders are creating a wave to reach the desired audience. Media Promotions drive the Brand Recall not limiting to city of Event but across Indian Metros and countries like Thailand, Malaysia, Middle East, Singapore, USA, UK and Australia.

**Exposure:** The Strategy of Wedding Wows promotions is a diverse mix of paid and sponsored campaigns across media. Strong PR Activities and Resource exchanges with Associations will ensure the reach to other geographies where opportunities exists and also those who could join virtually.

**Media & Marketing:** The way we intend to do it is to deliver an exceptional campaign designed around desired outcomes over 2 months of active marketing strategy. Blogs/ Hosting events/ Advertisements/ Print Media etc handled by Media Partner will be ensuring that the coverages are in place.



## Digital Initiatives

**Digital Media & PR:** Editorial Coverages in Social Media handles, digital libraries related to Events, Paid campaigns in Matrimonial Portals and extensive publicity will be highly resourceful for wider coverage. PR Activities promoting media coverages on periodic basis will keep the visibility quotient high.

**Outdoor & Other Media:** Radio Broadcasting and premium outdoor branding across the high traffic movement zones will lead to higher brand recall. Mall Public Spots Branding and similar lines, will drive expected registrations to websites and venues.



*Why Should you be a  
Part of It?*

Wedding Wows is going to be one of the most successful and business generating marketing events that you can participate in! Showcasing your business here will give you access to the widest variety of potential customers, actively looking for suppliers in one place.

It gives you the unique opportunity to meet thousands of customers one-on-one and generate live business queries on a personal level. This Wedding Exhibition promises to not only generate qualified sales leads, but also provides the opportunity to close sales effectively and efficiently.



# *The Biggest Hybrid Wedding Exhibition in India!*

A Wedding Event where the Biggest names in the Indian Wedding industry come together... Think Wedding Wows.

Whether you're a wedding industry professional or have a wedding in your family – The Wedding Wows is definitely the biggest and largest HYBRID wedding exhibition that you just can't miss!

It is a first of its kind, theme based Indian wedding exhibition with answers to all your wedding queries. Be prepared to experience the widest choice of wedding solutions under one roof – where anyone who has anything unique to offer in the Indian Wedding space is sure to be there to showcase the latest wedding concepts and trends.

**When: 9th to 11th April, 2021**  
**Where: Novotel HICC, Hyderabad**





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THE FINEST WEDDING EXPO



Conferences | Exhibitions | Consulting

For Sponsorship Opportunities, Do reach out to us

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