

Desh-Videsh Presents

MyShadi
Bridal Expo

The Largest Event of Its Kind



Photo Courtesy: Peter Nguyen Photography

MEDIA KIT

Consistently producing the finest South Asian Bridal shows in Raleigh Desh-Videsh Media Group and MyShadi Bridal expo proudly presents MyShadi Bridal Expo. It will be a cultural event showcasing unique products and services essential for Hindu, Muslim, Christian, and Sikh weddings. We are committed to providing soon-to-be-weds a one-stop shop to make their wedding dreams a reality.

Year after year, Desh-Videsh Media Group and MyShadi Bridal Expo have attracted more Indian, Pakistani and Bangladesi brides than any other company in Southeast US.

MyShadi Bridal Expos are designed to attract buying brides! We have consistent traffic in exhibit area and offer our brides exciting promotions & giveaways like free trip to India. Our shows give your business the opportunity to showcase your products and services, as well as demonstrate your expertise and generate sales from motivated brides. We know how important face to face time is with the bride, and that's why we make these shows all about YOU and BRIDES!

We want you to be a part of wedding history as we showcase best of the best wedding professionals from Raleigh and nearby areas.

This one of a kind bridal event is going to be staged in a format not yet seen in the Raleigh area. We are offering 100+ reserved spaces in a classy and elegant layout designed to create an ambiance of splendor.



What our Brides are Saying

Very exciting setup.

Well organized and pretty.

Mamata Eagm



Marketing

The My Shadi Bridal Expo has its own extensive advertising program, creating strong awareness of the show and its advertisers. Look for ads in our own magazine Desh-Videsh and our e-newsletter. The Expo will be advertised using other mediums such as television and radio advertisements as well as direct mailings.

Additional Exposure

We have planned several unique and unprecedented items to attract brides, grooms and their families. In addition, several free honeymoon packages, free personal wedding web sites, goody bags, and door prizes will be given away at the Expo.

Reach More Brides

The My Shadi Bridal Expo is a sophisticated marketing avenue that reaches an audience that wants style and substance. South Asian brides are fashion savvy, looking for a unique wedding, and are involved in every detail throughout the planning process. They have a taste for quality and look for creative solutions when planning their event.

What our Customers are Saying

"As a Food Distributor, I go to a lot of shows, but I have never seen such a well-organized and well-attended event."

Kathie Sullivan Fresh Food Sales and Marketing

"It was a great experience and the show was well organized. I look forward to your next events."

- Shaheen Boutique



Wedding Planner Resource Guide

The Desh-Videsh Wedding and Event Planner Resource Guide is a sophisticated marketing avenue that reaches an audience that wants style and substance. South Asian brides and families are fashion savvy, looking for a unique wedding, and are involved with every detail throughout the planning process. They have a taste for quality and look for creative solutions when planning their event.

Our Wedding and Event Planner will be a full color booklet with glossy pages. The booklet will include wedding tip articles as well as a vendor directory. It will be distributed at no charge at every location Desh-Videsh is distributed. Locations currently include Global Mall, Indian and Pakistani grocery stores, and restaurants.

The booklet will also be distributed to everyone who attends the My-Shadi Bridal Expo. In addition, it will be mailed to all who registered, but could not make it to the show.

The wedding industry constitutes approximately \$80 billion a year industry. It is no wonder as brides, grooms, and their families will spend more money on their wedding day than they will on any other day of their lives. Even with a challenging economy, there are wedding professionals who consistently achieve record earning years.

But as you might guess – this does not happen by magic. These successful professionals have a well-designed marketing plan and strategy.

**Take advantage of
our Special
50% Discount**



g Directory 2020

Georgia International Convention Center 770-997-3566 www.gicc.com See our Ad on Page number	4	Hyatt Regency Jacksonville Riverfront 800-233-1234 www.jacksonville.hyatt.com See our Ad on Page number	14
Harbor Beach Marriott Resort & Spa 954-525-4000 www.marriottharborbeach.com See our Ad on Page number	15	JW Marriott Orlando Grande Lakes 407-206-2300 www.grandelakes.com See our Ad on Page number	16
Hilton Charlotte University 704-547-7444 www.CharlotteWeddingHotels.com See our Ad on Page number	99	Orlando Airport Marriott 407-851-9000 www.orlandoairportmarriott.com See our Ad on Page number	16
Hilton-Orlando 407-313-8432 www.thehiltonorlando.com See our Ad on Page number	5	Orlando World Center Marriott 407-239-4200 www.marriottworldcenter.com See our Ad on Page number	16



Photo Courtesy: Digital Dream Studio

DECEMBER 2012 - WWW.DESHVIDESH.COM



Sponsorship Opportunities

- Platinum (Limit to 5)
- Gold (Limit to 5)
- Fashion Show (Limit to 3)

- DJ (Limit to 1)
- Photographer (Limit to 2)
- Videographer (Limit to 2)

	Platinum	Gold	Fashion Show	DJ	Photographer	Videographer
Logo on All Bridal Expo ads in Desh-Videsh	Yes	No	No	No	No	No
Logo on All Bridal Expo ads in other publications	Yes	No	No	No	No	No
Logo on post cards mailings	Yes	No	No	No	No	No
Logo on All email blasts	Yes	Yes	No	No	No	No
Web banner on www.myshadibridalexpo.com	12 Months	6 Months	3 Months	3 Months	3 Months	3 Months
Web banner on www.deshivdes.com	12 Months	6 Months	3 Months	3 Months	3 Months	3 Months
Web banner on www.myshadi.com	12 Months	6 Months	3 Months	3 Months	3 Months	3 Months
Number of FREE Booths	2 Booths	1 Booth	None	None	None	None
Full Page AD in Desh Videsh	3 Months	No	No	No	No	No
Free full page AD in Bridal Expo booklet	Yes	Yes	No	No	No	No
Free half page AD in Bridal Expo booklet	No	No	Yes	Yes	Yes	Yes
Standing banners in Bridal Expo hall	2	1	1	1	1	1
Individual email broadcast	2	1	1	1	1	1
Company focus article in Desh-Videsh	Yes	No	No	No	No	No
Name mentioned on stage during fashion show	Yes	Yes	Yes	Yes	Yes	Yes
Listing of Bridal Expo leads	Yes	Yes	Yes	Yes	Yes	Yes
Number of Posters in Bridal expo Hall	2	1	1	1	1	1
Number of Photos in Photo gallery	NA	NA	NA	NA	5	5
One Minute Video Ad on Large Screen TV	Yes	Yes	NA	NA	NA	NA
30 Second Video Ad on Large Screen TV	NA	NA	Yes	Yes	Yes	Yes
Bridal expo Pictures in Next issue of Desh-Videsh	NA	NA	NA	NA	Yes	NA
Official Photographer for Bridal expo	NA	NA	NA	NA	Yes	NA
Official Videographer fro Bridal expo	NA	NA	NA	NA	NA	Yes



What our Customers are Saying

Thank you for your hospitality and your assistance. I enjoyed working with Aruna, she was a doll and is an asset to your company. She is such a wonderful person to work with. She was always available to assist with any requests. She was there for me prior to the event and as well as during. I have been to other Bridal Expos this year, and to be honest, your show was by far the best I have attended this year. I can ext year.

Imen Melli-Michaels
Hyatt Regency Atlanta

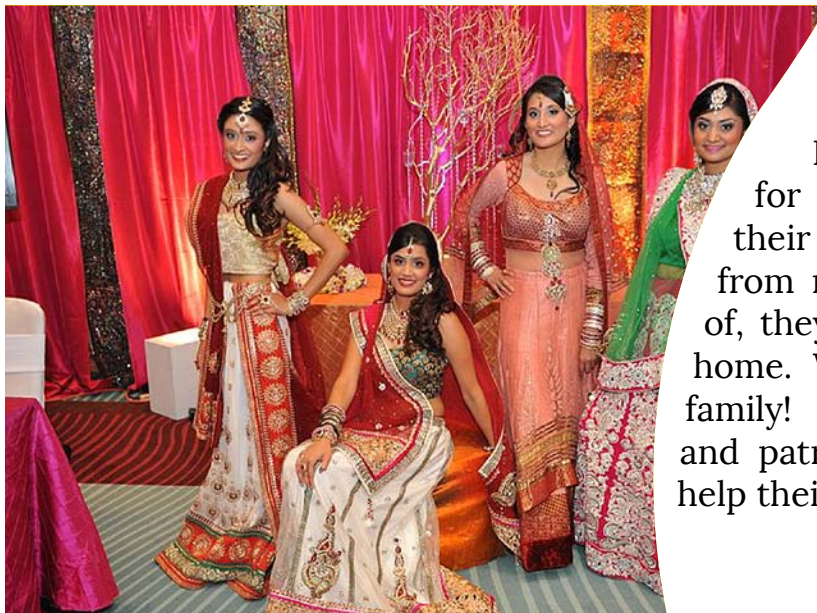


I really enjoyed exhibiting at the show. I think it was a very good show and it gave us a good opportunity to promote our product. Thank you very much for your support and help.

Uma Lalwani

A HUGE thank you to all of you, I very much appreciated you being so cooperative with my booth due to my knee surgery. It was such a relief! You were very kind. I felt the show was great, very professional, energetic!

Gail Satterwhite, Sheraton Atlanta Hotel



Desh-Videsh was an AWESOME experience for IWP Photography & Video. Aruna, Raj and their team, went over and above helping up from many miles away to get ready. On the day of, they went out of their way to make us feel at home. When we finally met, I felt like I was meeting family! They truly want the best for their vendors and patrons. They are always looking for ways to help their "extended family."

Hitesh & Mica Parekh, IWP Photography & Video



The [MyShadi Bridal Expo] was a success for Hilton Marietta.

I've potentially book-ed two wedding receptions!!

JoAnne D. Richards

Hilton Atlanta/Marietta Hotel and Conference Center

From the brides who attended, the general opinion was that it was a nice show, with great vendors and a lot of variety. The brides I invited came and they loved what they saw!

Kemi Atkins

Westin Atlanta Perimeter North

"It was a pleasure participating in Sunday's Bridal Expo. Every vendor put much effort and heart into their booth and displays, your organization and marketing efforts were impeccable, and the brides and clients were all lovely. We look forward to your events in the future."

Patricia Arevalo-

Villabon Avant Gardens

www.avant-gardens.com



"I booked more weddings at the My Shadi Bridal Expo hosted by Desh-Videsh than ever before. It was very well organized and I will definitely be in Orlando in October"

Hasan Akhtar

Salsan International

"Awesome show organized by Desh-Videsh. Our heartiest congratulations! I would like to take this opportunity to thank the organizers from all of us at DEVOTIE. We surely hope to participate in all your future shows.

- Ashit Shah

DEV Industrial Corp/Devotie

www.dev-group.com, www.devotie.us

Destination Wedding Pavilion

If there is one single trend that has been reshaping wedded bliss, it is the growing popularity of destination weddings.

Now, more than ever, the trend in the South Asian community is to plan a destination wedding for a unique and exotic touch. With average Indian wedding costs of \$80,000, no expense is spared. Despite choosing a non-local venue, brides and grooms will continue to spend lavishly on this special occasion.

For the first time ever, Desh-Videsh Media Group will present a unique concept never seen before – a Destination Wedding Pavilion – at the MyShadi Bridal Expo. The Pavilion will present a variety of vendors offering services or products catered to brides and grooms planning a destination wedding. Vendors will include venues, wedding planners, caterers, travel agents, and more.

What our Brides are Saying

“My wedding is in August and I was bit worried before I went to MyShadi Bridal Expo because I had not picked any of my vendors. At the show I finalized Photographer, videographer, caterer, and wedding invitation provider.” Saved me lot of time.

– Nisha Amin, Orlando, Florida



Photos Courtesy: Zamana Lifestyles

Video Advertising Opportunity

Desh-Videsh Media Group is proud to announce an additional advertising opportunity - Video Advertisements at the MyShadi Bridal Expos.

Studies have shown that the average consumer needs to see or hear an advertisement several times before retaining the information. Video advertising campaigns are a powerful marketing medium for this purpose as it combines two main senses, sight and sound, to create an emotive response. A successful advertisement delivers a clear message that engages those senses. When you add a great product or service to the mix, you have a winning combination and a very effective sales tool.

The MyShadi Bridal Expos give you an opportunity to put that sales tool to work as well as to gain brand retention. Several large screen televisions will be placed throughout the exhibit hall at the MyShadi Bridal Expos. Brides, grooms, and their families will have an opportunity to see a video advertisement detailing your product and services several times throughout the day.

To read more comments, please visit our web site, www.myshadibridalexpo.com, click on "Exhibitor" Menu and click on "Testimonials"





What our Brides are Saying

"Thank you for giving my sister (the bride-to-be) and I, one of the best Sunday afternoons we've spent in Raleigh. We hope to use several of the vendors [we met at the Expo.] We were able to make some very good contacts and friends while there. The fashion shows were excellent and very professional. Thank you from all of us!"

- **Gita Patel, Sister of the Bride**

"I thought [the Bridal Expo] was amazing. The fashion shows were great! I really enjoyed it, and best of all, my fiancée enjoyed it too! There were so many vendors it gave me a clearer idea of what I want to choose to be a part of our wedding. Thank you!"

- **Anita Rao, Bride**



Just wanted to let you know how much information we got out of [the Bridal Expo.] With being in the initial stage of planning for my daughter's wedding, we really were overwhelmed. So, we hired a wedding coordinator and probably would never have done that if we had not attended. Thanks for a fun day and all the info."

- **Sunita, Mother of the Bride**

"This was one of the best bridal shows ever!! We had soooo much fun, thank you! Everyone involved for such a great time."

- **Kesha, Bride**



"Thanks for a wonderful time! I've found my photographer and possibly my cake person."

- **Natalie, Bride**

\$1000 Advertising Investment Over Six Months

Advertising Types	Advertising Quantity	Quantity Calls	Quantity Visit	Quantity Sales
Referrals	?	?	?	?
Yellow Pages	1 Inch	10	2	1
Direct Mail	500 Postcards	5	2	1
News Paper	10 Inch x 2	15	3	2
Radio / TV	10 Spots	10	3	2
Web Advertising	Varies Widely	30	10	6
Wedding Magazines	1/8 Page	50	15	7
Bridal Shows	1 Booth	600	30	18

*Source; How To Double Your Wedding Business by Chris Evans

Advertising Effectiveness Rankings Summary

Bridal Shows	9.2	A	Web Advertising	3.1	D
Referrals	7.7	B	Yellow pages – Online	1.2	F-
Wedding Magazine	7	B	Newspaper	1.2	F
Direct Mail	5.1	C	Yellow pages – Printed	1	F
Radio / Television	4.5	C			

*Source; How To Double Your Wedding Business by Chris Evans

Indian Wedding Stats

- An average number of days 3
- An Average Number of Events 3
- An average Number of Guests 290
- An Average Cost \$87,350

*Source; Website Survery: www.myshadi.com and www.myshadibridalexpo.com

A sample budget of the cost of an Indian wedding is as follows:

Event	Expense Range
Reception	35%-45%
Photography/Videography	10%-12%
Bride's Attire	8%-10%
Entertainment/Music	8%-10%
Honeymoon	5%-8%
Flowers	5%-8%
Sangeet, Garba, Mehendi	4%-5%

Event	Expense Range
Ceremony	3%-4%
Jewelry	3%-5%
Gifts	2%-3%
Parking/Transportation	2%-3%
Miscellaneous	1%-2%
Stationary	1%-2%
Groom's Attire	1%-1.5%

*Source; Website Survery: www.myshadi.com and www.myshadibridalexpo.com

Reasons to Attend the Largest Event of Its Kind

- Meet over 100 wedding professionals
- Free wedding websites for registered couples
- Event to be covered by TV ASIA, National South Asian Television Channel
- Live Mehndi and Bridal Style Demos
- Mehndi Design, Bridal Makeup, and Hairstyle Competitions
- Reception Table Decorating Competition

Partnership Benefits

By participating in MyShadi Bridal expo, you have the opportunity to develop a strong partnership with a community based media company thus giving your business access to a growing intelligent, and powerful South Asian community. The opportunity to expand brand awareness within this community will lead to many advantages for your business.

Features & Benefits

- Higher profits
- An increase in your customer base
- Higher sales
- Greater brand recognition
- Increased brand loyalty
- Low investment per event

**Do You Want More Profits ?
Reserve Your Space in
MyShadi Bridal Expo !**



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