

# THE BIGGEST WEDDING EXHIBITION IN SINGAPORE

Our Consumer Shows that had magneted more than  
1,300,000 visitors & 13,000 exhibitors  
for the past 14 years!

*Transforming  
An Event Into  
A Branding  
Experience*



**MEGA**  
**WEDDING**  
*& Lifestyle*  
and  
*Exotica*  
**INDONESIA**

**9 - 12 January 2014**  
Singapore Expo, Hall 5  
10 am - 10 pm  
Free admission

**Wedding Bliss**  
and  
**LifestyleAsia**

**1 - 4 May 2014**  
Singapore Expo, Hall 6  
10 am - 10 pm  
Free admission

*We*  
*Create Events*  
*That Create Your*  
*Image*

**WEDDING &**  
**Shopping**  
2014  
and  
**INDONESIA Fiesta**

**4 - 7 September 2014**  
Singapore Expo, Hall 6  
10 am - 10 pm  
Free admission



# OVERVIEW

## TREND

The total number of marriages keeps on increasing in Singapore. Despite of the high living cost, compared to regional countries, the trend is moving positively upward.

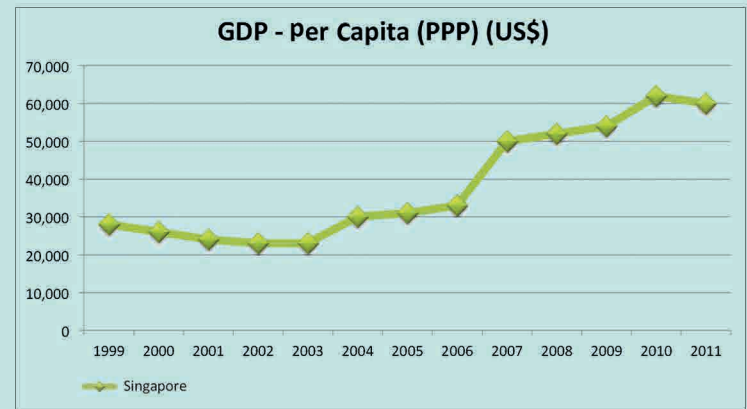
In 2012, the total number was 27, 936 as quoted by Singapore Dept of Statistics. In fact, this constituted 2.5% higher than year 2011.

Muslim marriages increased from 4,418 to 4,802 over the same period.

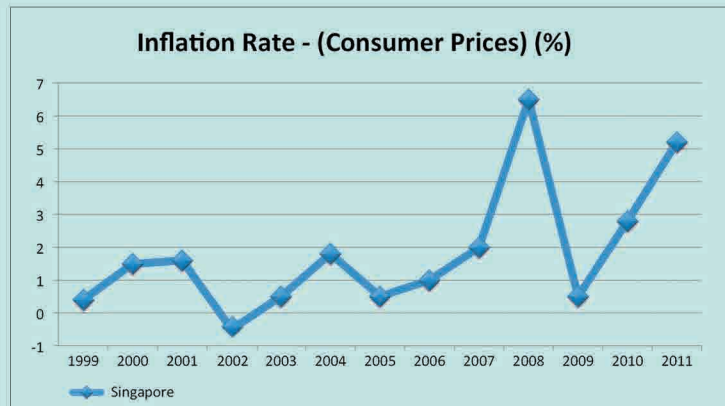
There would be a vast sales potential in this trade. All those related in the wedding line of business should grab this golden opportunity.



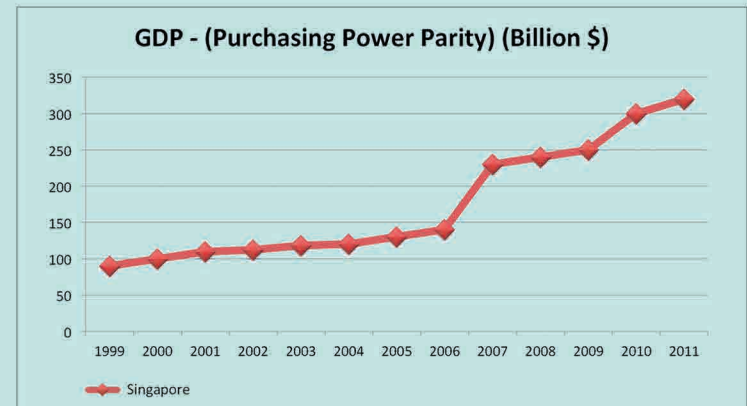
Source: Singapore Dept of Statistics



Source: CIA World Factbook (Index Mundi)



Source: CIA World Factbook (Index Mundi)



Source: CIA World Factbook (Index Mundi)

## WHY YOU SHOULD BE OUR EXHIBITOR

1. Create your presence as a trusted Brand.
2. Recognise every targeted visitor as your Sales Potential.
3. Show your visitors your innovatively-designed products and services rendered satisfyingly.
4. Rubbing shoulders with your industry partners.
5. Diligently and unobtrusively study your competitors' strategies.
6. Unarguably you're partnering with a well-established Exhibition Organiser.



## WHY VISITORS ANXIOUSLY COME

1. 90% of Singapore's wedding & wedding-related trades participate in our Expos.
2. Wide choice, easy access & professionally serviced by our selected, best of the rest, of our Wedding Exhibitors.
3. Being "pulled" by our well-crafted integrated media campaigns.
4. Relaxing with heart-throbs and emotional adventurers from our skilled-search well-known Celebrities & Artistes on stage.
5. Our "Makan Xpress" pavillion added the glitter & glamour to our 4-day events.
6. Only these soul-searching factors could be found in a professionally-managed Organiser.



## WHAT THEY ARE TIRELESSLY LOOKING FOR

### WEDDING

Wedding planners • Bridal boutiques • Make-up artists • Bridal photography • Videography • Beautycare • Spa treatment • Bridal decor • Florists • Wedding caterers • Wedding cakes • Wedding gifts / souvenirs • Wedding venues • Invitation cards • DJ services • Bridal car • Bus rental • "Kendarat services" • Jewellery • Watches • Perfumery • Cosmetic collection • Platinum / gold collection • Credit cards

### LIFESTYLE

Health products • Fitness equipment • Fashionwear • Fashion accessories • Education programmes • Travel & tours agency • Hotels • Vacations • Information Technology • Investment • Insurance • Household appliances • Kitchen utensils • Beds & Bedding • Decorative items • Home entertainment • Furniture • Interior Decor • Curtain & Fabrics • Halal food • Theme caterers • Restaurants • Motor vehicle • Car accessories

# HOW DO WE TRIGGER THAT EMOTIONALLY-DRIVEN ADVENTURE

## VISUAL MEDIA

MediaCorp TV Suria

- 2 versions viewed alternately in TV commercials

## AUDIO MEDIA

MediaCorp WARNA 94.2FM

MediaCorp RIA 89.7FM

- 2 versions broadcasted alternately in selected Radio Stations

## PRINT MEDIA

Local Dailies:-

- a) Berita Harian / Berita Minggu (Malay dailies)
- b) Straits Times
- c) Halal Food & Beverage magazine (Bilingual)
- d) Wedding & Lifestyle magazine (Bilingual)

Both magazines are published by MegaXpress International Pte Ltd and available on both print and digital versions



## SOCIAL MEDIA

- Our Event Website
- Our Mobile Apps
- Facebook
- Instagram

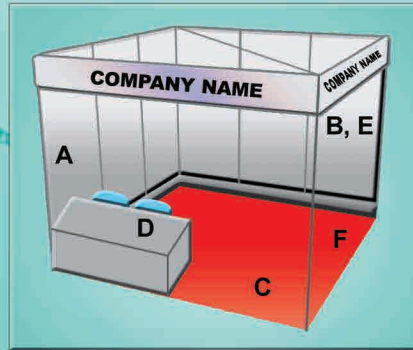


**To integrate all these media platforms, we would reinforce daily activities by having more interactive programmes such as:-**

- a) Cooking Demonstrations
- b) Walk & Talk Product Presentations
- c) Current Thematic Issues
- d) Contests
- e) Local & Foreign Celebrities and Popula: Artistes

*We don't promise much, but we'll do twice as much!*

*We'll  
Create A Perfect  
Platform To Increase  
Your Sales  
Potential!*



## STANDARD SHELL SCHEME

- A) 3mm thick laminated wall panel
- B) Fascia board with Company's name
- C) Needle-punched carpet
- D) 1 no. of information counter (1 table and 2 chairs)
- E) 2 no. of fluorescent lights
- F) 1 no. of 13amp power point

## UTILITY SERVICES

- Additional power point for connections, consumption, light fittings and furniture other than those specified in the contract, should be requested from the Official Booth Contractor at the expense of the Exhibitor.
- Temporary telephone lines / credit card facilities can be arranged upon request at least 2 weeks before the event.

## IMPORTANT

- Booth reservation will be allocated on a 'first-come-first-served' basis.
- All Food Caterers must hold a valid food licence or other related requirements by the relevant authority. Any penalties imposed shall be incurred by the Caterer.

## BOOTH PRICE

- Standard Shell Scheme  
(3 x 4m) : S\$3,700.00    ▪ (3 x 3m) : S\$3,200.00    ▪ (3 x 2m) : S\$2,700.00
- Raw Space : S\$75.00 per sq. m per day

Note: All prices quoted are excluded from GST



## INDONESIAN OFFICE

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Supporting Magazines



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