



**≣INTERNATIONAL WEDDING**EXHIBITION AND FASHION
SHOW-DOHA





10<sup>th</sup> International Wedding Exhibition and Fashion Show Doha (IWED) is the leading exhibition in the Middle East with an all-inclusive destination creating phenomenal wedding arrangements drawing together all in details from wedding designers to wedding planners and to wedding services providers as one.

On its 10th anniversary, the foundation of IWED is more enhanced when it comes to opportunities and breakthroughs that awaits everyone for continuously experiencing its exquisite, seamless and a wide-ranging satisfaction in relation to its industry.

Save the date and be amazed. 10th IWED will take you to the best target wedding ideas you plan to experience.



# 2. Important Dates & Time

Date: 25th - 29th April, 2017 Location: Doha Exhibition & Convention Center

### Show Hours:

Tuesday, 25th April 2017, 12PM - 10PM

Wednesday, 26th April 2017, 12PM - 10PM

Thursday, 27<sup>th</sup> April 2017, 12PM - 10PM

Friday, 28<sup>th</sup> April 2017, 3PM - 10PM

Saturday, 29<sup>th</sup> April 2017, 12PM - 10PM











### 4. Why Visit

The International Wedding Show (IWED) is a wedding event you will treasure; a world class rendezvous showcasing every aspect of wedding planning, wedding fashion, honeymoons, photos & videos, catering, gift registry, hair and beauty products & services, hotels, travel packages and much more in a relaxed, friendly setting.

International suppliers of high quality wedding products and solutions come together at a show designed for trade visitors and their customers. IWED features a designer fashion show and opportunities to experience the latest, innovative wedding products and services available.

### **5 Visitors Profile**

- · Brides-to-be, their family and friends
- · Wedding Planners
- Wedding Organizer
- · Trade Agents
- Public Visitors
- · Special invitations will be offered to local, regional and international decision makers and influential players

### 6. Support

IWED will SUPPORT exhibitors in:

- Promote product launch through a Press Conference.
- · Facilitate the participation in the IWED designers Fashion Show
- · Sponsorship opportunities to maximize your coverage and brand exposure
- · Send invitations to key customers and VIPs to attend the Exhibition and Fashion Show
- Send Invitations to the Exhibitors Prospective Customers
- · Exclusive Interviews with the Media
- · Full Media Coverage of the event, (newspapers, magazines, radio and TV)
- · The opportunity to network and sign contract during the exhibition.







### 9, Fashion Show Package

- IWED Designer Package has been specially arranged for elegant designers
- Looking to gain maximum exposure in a premium IWED location.
- Access the Fashion Show area and its facilities
- Specially designed 600 sqm catwalk area
- Light and Sound
- Backstage storage area during the show
- Backstage makeup designer
- Backstage hair stylist
  - Professional Female/Male Models (more info will be given out upon request)
  - Logo strategically placed on catwalk for maximum exposure during the show.
  - Designer's name and logo on personalized invitation card
  - Press Release promoting the designer's IWED participation
  - Highlighted in Fashion Show related marketing material.
    - ■Video & Photography (DVD and photos will be available for the designers)
    - 2 pages advertising in IWED Catalogue
      - 100 chairs in the Fashion Show Seating Area







# Sponsorship Categories



ponsor Recognition as	Host	Diamond	Pearl	Sapphire	Catwalk	Lanyard	Show Bag
Raw Space in prime location	48 <sup>sqm</sup>	42 <sup>sqm</sup>	36 <sup>sqm</sup>	30 <sup>sqm</sup>	35 <sup>sqm</sup>	7,000pcs	500pcs
Quantities of lanyard/show bags to produce	\$ - 15 \$ - 15	=		-		-	-
Pages advertising in IWED Catalogue	2	2	1	1	1	1	1
ull page editorial in IWED Catalogue	1	1	1	1	1	1	1
ogo displayed on all Outdoor and Indoor /enue advertising materials	V	V	V	V	V	V	V
ogo displayed on all Advertising Collaterals	V	V	V	V	V	<b>V</b>	V
ogo displayed on top left of IWED floor plan	V	/	V	V	V	V	V
Press Release announcing your participation	V	V	V	V	/	/	V
ogo displayed on top left of IWED floor plan	V	V	V	V	V	V	V
Press Conference announcing your sponsorship	/	V	V	V	V	/	V
Head Table seats during the Press Conference	V	V	V	V	V	V	_
One speaking role at IWED Press Conference	V	V	V	V	/	/	<del>-</del>
Branding at IWED Press Conference	V	V	V	V	V	V	V
ogo displayed on IWED website for one year.	<b>V</b>	<b>V</b>	<b>V</b>	V	V	<b>V</b>	V
Exclusive in – show media interviews	V	V	V	V	V	V	V
Branding at Doha Exhibition and Convention Center.	/	V	<b>V</b>	<b>V</b>	V	<b>V</b>	V
ccess to IWED Visitors Data	V	V	V	V	V	V	V
lecognition Award	V	V	/	V	V	V	V
vitations to the Opening Ceremony	100	50	25	25	25	20	20
nvitations to the Gala Dinner	6	5	4	3	3	3	3

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## 10.3 Other Benefits:

### ■ Show Bag Sponsor

- ✓ The Official Show Bag Sponsor makes a huge slash by providing a convenient service to participant and visitors
- ✓ Your bags will be in the hands of every attendee, ensuring they make an impact during and after the show
- ✓ Sponsor's company name and logo will be placed on the show bag
- ✓ Sponsor will have the privilege to insert marketing materials inside the show bag for VIP Guests, exhibitors and visitor.

### **■** Lanyard Sponsor

- √ Worn by all the people you want your message to reach
- Leach branded lanyard ensures every visitor and exhibitor is aware your presence at the show
- ✓ Branded lanyard will be featuring your logo, company name and handed out before and during the exhibition at the registration counters/area



### 11. Master Class Sponsorship

Featuring an everyday definitive and detailed instructional guides from influential makeup artists with customized color charts detailed instructional guides, and beautifully photographed step-by-step demonstrations on the faces of professional models. Helping every woman reach their ideal level of beauty of purpose. Creating fun experience for all men and women who are looking to get their daily dose of beauty sessions in IWED 2017.

Belebrating 10 Tears of Inspiration



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### MAKE UP CLASS ACTIVITY

IWED 2017 will be arranging an interactive makeup classes throughout the days of the exhibition. These daily sessions are designed for those who wish to learn how to do their own makeup for personal and other usage in women's daily basis. These free make up class sessions will inspire you to change up and improve your daily makeup look by learning how to apply products you own or your wish to have.

## Things covered in this class will be:

- Proper tools and techniques to use during your makeup routine
- Skin Care and Skin Type best practices
- Precise eye shadow placement and blending
- A false eyelash demonstration and details on perfecting your brows
- Color correcting and blending
- How to transform makeup from Day to Night
- Correct instruction on placement and selection of products used on the face
- Various tips and tricks to make your makeup application successful and even more beautiful

This is a class you do not want to miss









New! and Added Values to IWED 2017

360 Virtual Walkthrough for IWED 2017

### **Exhibitors' Benefits**

- •The exhibitor will have extra-long time to remain online till the next IWED 2018
- More visitors will access the IWED 2017 and easily walkthrough the IWED, as if they are, actually, inside the event
- More exposure along the year, locally and internationally, till the next IWED 2018
- Promoting the IWED 2017 Virtual Walkthrough inside Qatar Expo website
- Reaching new customers, with our 360 virtual walkthrough, exhibitors can reach potential customers who have not yet made their way to the in-person event

### Visitors' Benefits

- Fast and easy access via Web browser; it is possible to visit IWED 2017 any time, 7/24, after the physical one ends
- Walkthrough the gangways and the entire IWED Hall, very easy and smoothly, by arrows, Map radars and location slider
- Each booth will have a contact details, web address and social media links



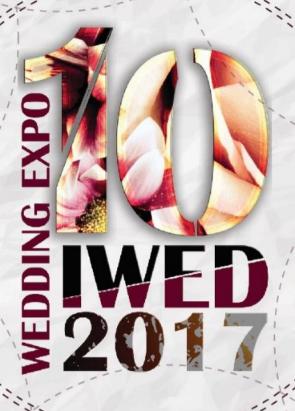
Organized by



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# BOOK YOUR SPACE NOW

CONTACT US



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