

SYDNEY ANNUAL MODERN ASIAN

Wedding

雪梨華人 expo  
婚禮展覽會



17 JULY 2016 | STARSHIP SYDNEY



EXHIBITOR'S INFORMATION

Cover photo credit: KJ Studio







Dear colleague,

I am pleased to advise you that Event Weddings will be producing the third annual Sydney Asian Wedding Expo onboard the luxurious Starship Sydney on Sunday 17 July 2016 between 11AM to 6PM.

This event is strictly by invitation only and is only open to Event Weddings VIP partner suppliers in Sydney.

This is a boutique event with us expecting up to 400 highly qualified Chinese wedding clients. It will feature a How to Plan Your Wedding Seminar, a bridal fashion show lucky draw and of course an array of top wedding suppliers in the Chinese wedding market opening up their stalls.

We are certain that this will be a great opportunity for your business.

I'm looking forward to speak to you personally about the great potential of this event.

Blessings,  
**Sy Chung**  
Senior Wedding Coordinator  
Event Weddings





# About Event Weddings

We are a wedding services agency aimed at the mid to high tier of the Chinese wedding market.

- *Over 85% of our clients are either Chinese or have a partner that is of Chinese origin*
- *Our average client spends from \$40,000-\$80,000 on their wedding*
- *Most of our wedding couples choose high-tier western style banquet venues*

Our company first began in corporate event management and media production. Amongst our clients are national Australian Government TV/Radio Station SBS, the City of Sydney Council, the NSW Government and over 10 Sydney local governments.

Since 2006, we have hosted 400 wedding events the organiser of Australia's first and only Chinese wedding expo event and the publishers of the E+Wedding Magazine, Australia's only English and Chinese language wedding magazine.

We are famous for creativity and production management and we will ensure that all our couples will relax and enjoy their wedding planning process and their wedding day.

Our job is to serve our couples and hard our hard working wedding professionals...





## We are here to serve wedding suppliers...

Event Weddings is about serving wedding service professionals as much as serving wedding couples. We have already partnered up with a large range of Sydney's top wedding venues and other wedding professionals.

Our partnership programme is free to join and offers the following to all our wedding service colleagues by invitation:

Service promotion to qualified clients in store

- Listing on Event Weddings VIP Website
- Listing on E+Wedding Magazine
- Exclusive invitation to events (such as the Chinese Wedding Expo)
- Exclusive invitation to submit advertisements and articles to E+Wedding

When we engage with a client on your behalf, we will help you answer emails, follow up paperwork and payments so that you only need to turn up and do what you are best at doing, while we do what we're best at doing! We play the important role as an independent buffer between you and the client when you need it the most.



We will do everything to get to know what makes your business special and your packages to help you make the sale. Of course, you may still contact your client as much as you want.

In return for our work, we receive an agreed client management fee for all successful sales we make for you provided that you haven't met with them and spoke about the prices.

We also ask for a special VIP upgrade from you to our wedding couples. We make it a priority to maintain the value of your product, so we never ask for a discount - but we ask for a special service upgrade or a small gift, just something to let our couples feel just that little more special!







# Expo Information



The Sydney Asian Wedding Expo will be held on Sunday 17 July 2016. It is Australia's only Chinese wedding expo.

This is our third year, and in 2015 we have had over 300 newly-weds come through the doors with ticket prices at \$10. The event will feature dozens of Event Wedding's most trusted partner suppliers plus a How to Plan Your Wedding Seminar, bridal fashion show and a lucky draw.

This is an excellent opportunity to showcase your wedding products to a manageable group of highly qualified clients in a cozy space where you will have the opportunity to speak to almost every single person who walks through the door.

We believe this year will be even bigger and better with:

- Increased bump-in bump-out times
- Longer expo time to give more contact with your clients
- Split up wedding shows so that guests will stay longer
- Improved online credit card facility for ticket purchase
- Increased wedding expo magazine distribution points





# A highly Effective Opportunity

There are so many wedding expos throughout a year, but often they lack a clearly defined target and results are varied. Many wedding suppliers are working hard to especially look for the Asian wedding client. This is the perfect expo for you.

In our expo, we will ensure that all our exhibitors will have an opportunity to speak to every prospective customer. Each customer is qualified as they have paid to enter the expo, and all our exhibitors are also qualified, having proven their effectiveness in how to be a great crew at an Asian wedding.

The Sydney Asian Wedding Expo at Starship Sydney is strictly by invitation only and only Event Weddings VIP Partners may apply.

VENUE:	Starship Sydney, Kings St Wharf 4 (off Lime St Sydney)
DATE:	Sunday 17 May 2015
TIME:	11:00AM – 6:00PM
BUMP IN:	Night before from 7PM
BUMP OUT:	6PM-10PM
COST:	\$1,800 (Photo & Video Services) \$900-1,400 (Negotiated by profession) (Price includes magazine listing)
ACCESS:	Lime St Loading Zone Area
CARPARK:	Wilson (Sussex St), Sun Carpark, Hickson Rd
AREA:	Approx 3x3 square area with bar table or 1.5m x 80cm long trestle table with tablecloth
ELECTRICITY:	Additional \$80 (limit to 5 devices)
FLOORPLAN:	See overleaf
SECURITY:	Provided



# Marketing & Event Information

**Marketing:** The expo is one of the most heavily campaigned wedding events, and in 2015 was promoted twice in two 15 minute interviews on Sydney's 2GB. In addition, Event Weddings is the publisher of the E+Wedding Magazine. It has a distribution of 3000 at Sydney city, Chatswood, Hurstville, Parramatta, Cabramatta and Strathfield. Further to this, an extensive traditional and new media marketing strategy has been planned. It will consist of a heavy poster marketing campaign in suburbs. A media partnership campaign is also in planning for major Chinese news outlets including TV, radio and newspapers.

**Website listing:** All exhibitors will be listed in the Event Weddings directory and the Sydney Asian Wedding Expo / Modern Asian Wedding Expo website.

**Marketing materials:** Exhibitors may give out marketing materials which will be made available to guests on the day

**Insurance:** Insurance provided by the venue and will only cover the aisle-way space. It is the exhibitor's responsibility to take out insurance for their own individual exhibition stand and display space.

**Privacy:** Exhibitors must ensure that marketing information collected will be used subject to privacy laws and regulations.

**Category Limits:** There are limits on categories at the discretion of the organiser to ensure that services are adequately represented.

**Payment:** Internet banking and online credit card payment.

**Signage:** Exhibitors need to provide own signage.

**Roll-up banners:** Exhibitors may bring their own roll up banners within their area boundaries



Sydney Asian Wedding Expo featured on 2GB



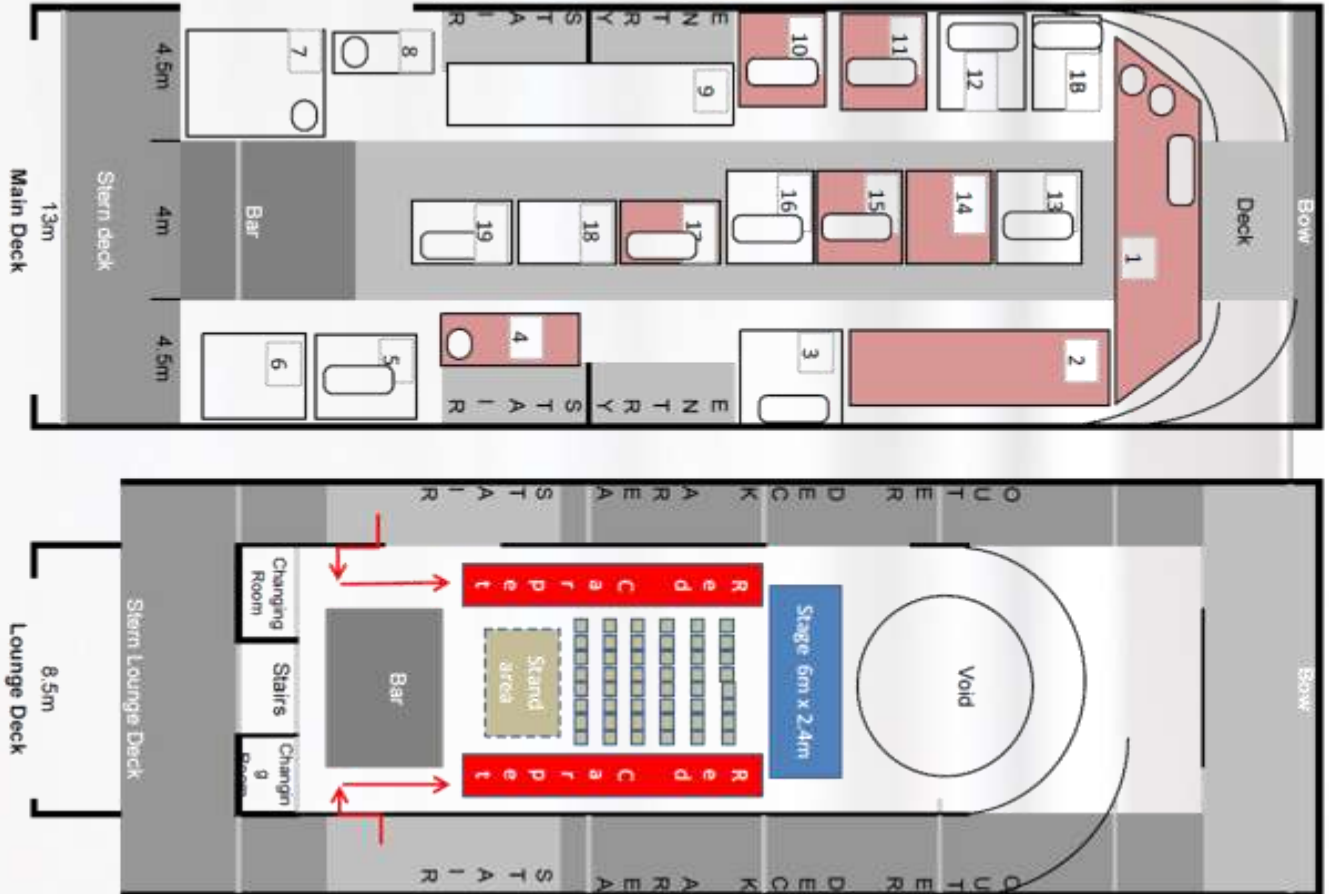
E+Wedding Magazine (Distribution 3000 before event)





# Exhibition Map

Current existing allocations



\* Note: We cannot guarantee location of the stall and the final spot will be confirmed when the floor plan is completed. However, preferences may be noted on the application form.

\*\* Red marks stalls already taken

\*\*\* Correct as of 20 April 2016





We are certain that this expo will be valuable for your business. We are about displaying Sydney's best Asian wedding suppliers and we're here for the long term. By participating in this event, we are looking forward to recommend you to many of our couples in the future. We're looking forward to have you join our team of passionate wedding suppliers!

Please don't hesitate to contact us if you have any questions, we're always here to help.

#### Next Steps

1. Complete Expo and partnership Application Form
2. Prepare soft copy portfolio
3. Email Event Weddings
4. Post hard copy portfolio items

#### Inquiries

E: [info@eventweddings.com.au](mailto:info@eventweddings.com.au)

P: 1300 321 228



# Terms & Conditions

Standard Conditions for Benefit of the Exhibitor, Organiser and Venue Owner  
ORGANISER: Starship Sydney Sydney Asian Wedding Expo (16 May 2015)

- The Exhibitor shall not assign or sub-let any part of the space without the written consent of the organiser
- The Exhibitor must stay within their exhibition stand or floor space area and their display must not protrude outside of this area
- The Exhibitor must only market their company within their exhibition stand or floor space area and must not walk around marketing their company. No marketing outside of exhibition stand or floor space area please as it is unfair to other exhibitors and this behaviour will not be tolerated
- The organiser shall not be liable for damage to any exhibits caused by loss, theft, fire, water, storms, strikes and riots or by the interference or negligence of any person unless the damage is actually caused directly by the organiser
- The organiser will carry out general cleaning of aisles and passages, however it is the obligation of the Exhibitor to ensure the cleanliness and tidiness of its space
- All Exhibitors shall abide by the rules of security in place in the venue and shall produce passes or other documents where requested to do so
- The Exhibitor agrees to occupy its space at its own risk and to indemnify the organiser against any actions claims or losses which may be suffered by the organiser as a result of damage to property or person upon or in relation to the Exhibitors space. The Exhibitor shall not alter the floor or walls or any part of the building/vessel and shall be liable for any damage caused to the building by reason of the Exhibitor's occupation of the space
- The organiser will determine when the exhibition shall be opened to the Exhibitor and to the public, however the Exhibitor undertakes to commence setting up his / her display on the bump in time and date as specified and agrees to have completed setting up by the bump out time and date as

specified

- The Exhibitor agrees to not start to pack up and bump out before the bump out starting time and date as specified
- The organiser reserves the right to alter the location and / or date and or any other aspect of the exhibition and the Exhibitor agrees to co-operate with the organiser in effecting such variation or alteration
- The organiser shall use its best endeavours to ensure the supply of services and to ensure the exhibition proceeds as agreed but shall not be liable to the Exhibitor for any losses or damage arising out of total failure of the services caused by strike, lock out, accident, or any other circumstances beyond the control of the organiser and should such a situation exist the Exhibitor shall not be entitled to a refund of any amounts paid by the Exhibitor nor shall they be relieved of the obligation to pay any amount due under this agreement. The organiser shall not be liable in any way for the expenditure or loss incurred by the Exhibitor
- The organiser may in its sole discretion release the Exhibitor from its obligations under this agreement in exceptional circumstances in which event the Exhibitor will pay up to 80% of the cost of stall hire but not included the cost of any prizes sponsored under the agreement
- Limits: To ensure that each category is adequately represented, applications may be rejected on the organiser's discretion
- Time: The exhibitor will ensure that they will supply all information within the necessary timeframes as specified in this document or in other subsequent correspondences.
- No refunds or cancellations can be given once payment has been received. Refunds can only be given in exceptional circumstances as detailed.