

# WeMo

Wedding Exhibition Mauritius  
31 May - 3 June 2012  
SVICC, Pailles, Mauritius



## Venue

31 May - 3 June 2012- Swami Vivekananda International Convention Centre (SVICC), P a i l l e s , M a u r i t i u s

## Dates

Thursday	31 May 2012	11:00 to 19:00
Friday	01 June 2012	10:00 to 19:00
Saturday	02 June 2012	10:00 to 19:00
Sunday	03 June 2012	10:00 to 19:00

## Info & Registration

Contact us on:

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[www.adzeevents.com/wem](http://www.adzeevents.com/wem)

## Visitors

Attending WEM 12 exhibition can be very helpful in planning your dream wedding. You can meet and speak directly with many wedding professionals - all in one location! It can be a really enjoyable day for you and your family.

It is an appropriate forum to:

- \* Gather Information
- \* Talk with Wedding Professionals
- \* Compare Services and Prices
- \* Make bookings
- \* Try Samples
- \* See the Latest Fashions
- \* Get Great New Ideas

## Exhibitors

Wedding exhibitions are fun family experiences for people who want to see products it would take days to see in stores. They are huge information and entertainment market places under one roof.

Wedding exhibitions remain the only place where the public can see, touch, taste, hear, compare and ask questions about products that are displayed side by side.

## Why wedding exhibitions really work?

- \* Wedding Exhibitions provide a lot of new prospects in a short period of time. Imagine how many potential new customers you could meet in one or two days?
- \* Wedding exhibitions allow you to outshine the competition on the spot! Exhibiting allows your prospects and customers to immediately compare shops. If you really have something of value, they'll know it right away. This helps you cut down the sales cycle and outsmart the competition.
- \* Wedding exhibitions allow more opportunities to demonstrate your products. Gives your potential customers the hands on opportunities which is so important in the sales process.
- \* Wedding exhibitions are great relationship builders with customers. Whether the attendee is already your customer or one you would like to have as a customer, you have the opportunity to communicate with them in a non-pressured environment.
- \* Wedding exhibitions allow you to feel the pulse of the industry. Find out what sort of products your prospects are looking for. What are the trends for the year? Take surveys that will help you make buying decisions. Meet other wedding related professionals and extend your networking group.
- \* Wedding exhibitions help build staff morale. When your staff has the opportunity to help your company stand out in the crowd, they feel a stronger loyalty to you. We all like to be on the winning team!
- \* Wedding exhibitions increase your bottom line! Watch your sales

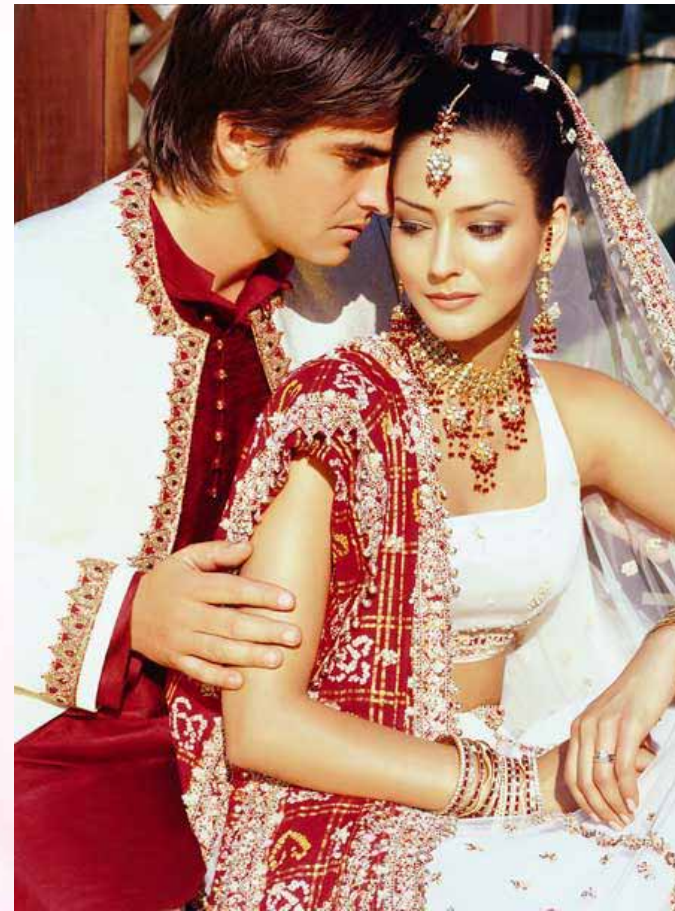
## Exhibitor Categories

Bakeries	Footwear	Lingerie
Banks	Florist	Mehendi Designers
Bridal Wear	Formal Wear	Marquise
Catering Services	Gift Registry	Party Decorations
Ceremony Music	Gifts/Accessories	Photography
Ceremony Site	Guest Accommodations	Publications
Children's Fine Clothing	Health/Fitness	Real Estate/Homes/Apartments
Consultant/Planner	Home Decor	Reception/Rehearsal Dinner Site
Cosmetics/Skincare	Honeymoon/Travel/Resorts	Reception Entertainment
Designers	Ice Sculptures	Rental - Supplies/Services
DJ's	Invitations/Calligraphy	Spa/Hair/Nails
Dry Cleaning services	Jewelers	Specialty Items
Marriage Counsellors	Kitchen Accessories/Cookware	Transportation
Financial Services	Lightings	Videography

## Wem 11 Highlights

1. Wedding Exhibition Mauritius 2011 (WEM11) was held from 26th to 29th May 2011 with the guest of honour for the opening ceremony being the Minister of Business, Enterprise, Co-operative & Consumer Protection, Hon. Mr John Michael Yeung Sik Yuen.
2. There were over 100 exhibitors from India, Pakistan, Bangladesh, Reunion, South Africa and Mauritius.
3. Six fashion shows was held during the event, showcasing the various products displayed by the exhibitors.
4. 25,000+visitors visited the show over the four days.
5. Various media and activities were used for the promotion and during the WEM11
  - a. Newspaper adverts, interviews, press conference and editorials,
  - b. Radio adverts, interviews and on-site radio animations,
  - c. TV adverts, Live Shows, and Coverage and presentation of the opening ceremony and fashion show held at WEM10,
  - d. Magazine editorials
  - e. Billboards coverage – entire Island
  - f. Posters, Leaflets and Banners – entire Island
  - g. Free shuttles for 4 days of the event
  - h. Exhibitor Directory to Visitors at entrance for 4 days
  - i. On-site animations during the 4 days of event
  - j. E-mail marketing supported by daily updated Web presence
6. Estimated turnover by the participating exhibitors is calculated on minimal basis between 3 to 4 Million USD





*Turn your dreams into reality ...*



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