

**Desh-Videsh Presents**  
*MyShadi*  
*Bridal Expo*



*Photo Courtesy: Zamana Lifestyles*

**Atlanta:**

**Sunday, March 25, 2012**  
12:00 to 5:00 PM

**Renaissance Atlanta Waverly  
Hotel**  
2450 Galleria Parkway,  
Atlanta, GA 30339

**Fort Lauderdale:**

**Sunday, April 29, 2012**  
12:00 to 5:00 PM

**Fort Lauderdale Marriott Coral Springs Hotel,  
Golf Club & Convention Center,**  
11775 Heron Bay Boulevard,  
Coral Springs, FL 33076

**MEDIA KIT**



## 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***

Consistently producing the finest South Asian Bridal shows in Florida and Atlanta, Desh-Videsh Media Group and MyShadi Bridal expo proudly presents MyShadi Bridal Expo in Atlanta on Sunday, March 25, 2012. 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!

## What our Customers are Saying

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**

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**



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

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

## 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.

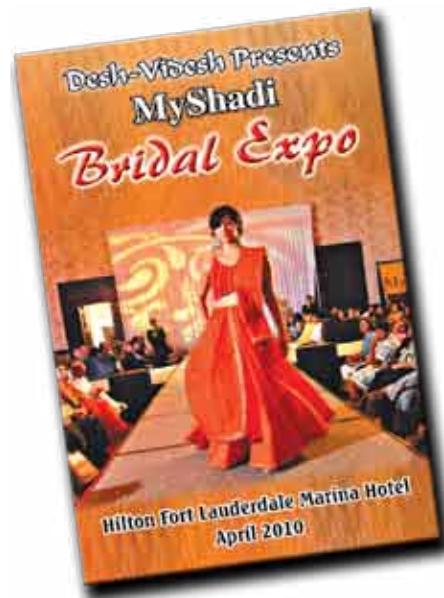
## Additional Exposure

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

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**

The [MyShadi Bridal Expo] was a success for Hilton Marietta. I've potentially booked two wedding receptions!!

**JoAnne D. Richards**  
**Hilton Atlanta/Marietta Hotel and Conference Center**

## Program Booklet and Wedding Resource Guide

A program booklet, which will be in full color with glossy pages and include wedding tips articles as well as a vendor directory, will be published. The program booklet will be distributed at no charge to every one who attends. In addition, the booklet will be mailed to all who registered, but could not make it to the show.

## What our Customers are Saying

The show was very good. We will definitely do another one! I loved the help we were given to unload our vehicles. I had extra help come and really didn't need them because you guys helped. The event was very well organized and so many people attended. I am very glad that I did this event!

**Delilah M. Smith**  
**Floristique.com**

For future brides, grooms, and their respective families, the Bridal Expo is a one stop shop to peruse anything and everything one would need for a dream South Asian wedding.



Photo Courtesy:  
Fineart Productions

## What our vendors are saying about the MyShadi Bridal Expo

"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](http://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 Atlanta in September."

**Hasan Akhtar**  
**Salsan International**

"The bridal show put together by Desh-Videsh was most definitely rewarding for Suhaag Garden. We were able to meet with a lot of brides and grooms-to-be, including various vendors whom we will definitely be working with in the near future. We can't wait for the next show!"

**- Jilna Patel Jasani**  
**Suhaag Garden, Inc.**  
**[www.suhaaggarden.com](http://www.suhaaggarden.com)**

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

**- Shaheen Boutique**

"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](http://www.dev-group.com), [www.devotie.us](http://www.devotie.us)**

"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**



*Photo Courtesy: Salsan International*



*Photo Courtesy: Zamana Lifestyles*



*Photo Courtesy: Zamana Lifestyles*

## 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 Atlanta. 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**

**To read more comments, please visit our web site, [www.myshadibridalexpo.com](http://www.myshadibridalexpo.com), and click on "Past Events."**

## \$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 \$37,350

\*Source; Website Survery: [www.myshadi.com](http://www.myshadi.com) and [www.myshadibridalexpo.com](http://www.myshadibridalexpo.com)

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

Event	Expense Range	Event	Expense Range
Reception	35%-45%	Ceremony	3%-4%
Photography/Videography	10%-12%	Jewelry	3%-5%
Bride's Attire	8%-10%	Gifts	2%-3%
Entertainment/Music	8%-10%	Parking/Transportation	2%-3%
Honeymoon	5%-8%	Miscellaneous	1%-2%
Flowers	5%-8%	Stationary	1%-2%
Sangeet, Garba, Mehendi	4%-5%	Groom's Attire	1%-1.5%

\*Source; Website Survery: [www.myshadi.com](http://www.myshadi.com) and [www.myshadibridalexpo.com](http://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 My Shadi 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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