

THE ULTIMATE BRIDAL EXPO 2018

MELBOURNE: 13th & 14th January 2018

Royal Exhibition Building, Carlton Gardens, Carlton

SYDNEY: 20th & 21st January 2018

International Convention Centre Sydney, Darling Harbour, Sydney

OVERVIEW

Ultimate Bridal Event which is Australia's Largest Bridal Expo belongs to Australian Bridal Service.

Since 1992, this event has been consistently renowned as the No. 1 Bridal Event for every bride & groom planning to get married in both Melbourne and Sydney. Featuring over 200 exclusive displays, ranging from classic vintage chic to spectacular stylish glamour and everything in between, this event is designed to cater for every budget.

FEEDBACKS

In January 2018, Malai Travel known as Malai Wedding joined Ultimate Bridal Expo 2018, the Australia's Largest Bridal Expo. At the event, Malai Wedding had the booth in the event and we collected the information of the participants who are interested in wedding and honeymoon in specific destinations Thailand. More importantly, we also distributed the wedding and honeymoon brochures containing wedding venues and honeymoon destinations. We have received a good feedback from this event both sales/marketing and PR.

For Bali and Fiji destination participating this Bridal Expo as competitors set for the wedding and honeymoon destination in Australia Market, especially, with Phuket and Samui and other beach areas in Thailand, please see below details for your information;

BALI

- The Ungasan Clifftop Resort
- The Laguna - A Luxury Collection Resort & Spa
- Desa Visesa Ubud
- Ayana Resort & Spa
- W Retreat and Spa

FIJI

- Treasure Island Resort
- Wananavu Beach Resort
- Outrigger Fiji Beach Resort and Castaway Island
- Warwick Hotels & Resorts – FIJI & VANUATU

ADVANTAGES

1. Direct Exposure to more than 20,000 Brides

With this bridal expo, your business have access to a 100% targeted audience (end users). Engage with potential customers, generate leads and network with other leading professionals in the bridal industry.

2. Print & Digital Brochures

You are featured in printed brochure for the Bridal Expo. The brochures will be distributed to the brides who attend this wedding expos and a variety of bridal shops.

3. Sell Wedding & Honeymoon Package

Not only are our wedding expos a fantastic opportunity for generating leads but wedding and honeymoon packages will be distributed and sold on the day. Exhibiting at a bridal expo is a great way to introduce a new product or sell the services to new customers.



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