

THE ULTIMATE BRIDAL EVENT 2019

MELBOURNE: 12TH & 13TH JANUARY 2019

Royal Exhibition Building, Carlton Gardens, Carlton

SYDNEY: 19TH & 20TH JANUARY 2019

International Convention Centre Sydney, Darling Harbour, Sydney

OVERVIEW

For over 28 years, 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. With over 200 exclusive displays from Australia's leading bridal retailers and the largest bridal fashion parades in the country, this event showcases the very best that the Australian bridal industry has to offer. Covering all things bridal, this bridal expo caters for every style and every budget and all under the one roof. These unique events have been created exclusively for brides, grooms and their family & friends to showcase the very best that the Australian bridal industry has to offer by featuring only ABS Accredited Bridal Retailers from around Australia, which are renowned as the 'best in the industry'.

BROCHURE: <https://www.ultimatebridalevent.com.au/#brochure>

FEATURES: AUSTRALIAN EXCLUSIVE

- Vera Wang Gowns Exclusively From New York
- Best Destination Weddings from Around the World
- Galia Lahav Gowns Flown in For This Event
- Berta Bridal Gowns Flown in From Israel
- The Finest Bridal Designers from Around the World
- WIN Over \$95,000 in Prizes
- Hottest Honeymoon Destinations
- WINA Romantic Weekend at Crown Towers
- AUSTRALIA'S LARGEST Fashion Parades on Centre Stage
- HAVE THE CHANCE TO WIN \$5,000 WEDDING BANDS FROM TEMELLI JEWELLERS
- WIN A HALO DIAMOND RING VALUED AT \$5,900
- AUSTRALIA'S BEST Wedding Photographers
- EVERY BRIDAL COUPLE Receives a Free Platinum Privilege Card
- SHOWCASE OF AUSTRALIA'S Best Wedding Cars

PROUDLY SUPPORTED BY

**Australian
Bridal Service**
PROUDLY SERVING THE BRIDAL INDUSTRY

W
BALI
SEMINYAK

CALVIN KLEIN

TOURISM AUTHORITY OF THAILAND

Tourism Authority of Thailand (TAT) is a National Tourism Office responsible for promoting Thailand as both a leisure and business travel destination. TAT connects with potential visitors through several channels. There are 27 international TAT offices worldwide with Sydney office looking after Australia and New Zealand. TAT's activities include participation in key travel trade shows as well as joint activities with tour operators, advertising, PR and media programs, consumer promotions, online communications and consumer research.

FEEDBACKS

In January 2019, Malai Travel, known as Malai Wedding joined The Ultimate Bridal Event 2019, the Australia's Largest Bridal Expo.

At the event, Malai Wedding had the booth in the event and we collected heaps number of information of the participants who interest 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

- Ayana Resort & Spa Bali
- W Bali Seminyak Retreat and Spa
- Karma Kandara, Bali
- Padma Resort Legian, Bali

FIJI

- Tourism 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 has 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.















