

THE WEDDING EXPO

Make every moment count

www.wedding-expo.co.za

As a front runner in the wedding industry, The Wedding Expo has been chosen by Sun International as their strategic partner in weddings.

Collectively both parties are able to leverage off each other's strong points.

As an exhibitor you can now link in to this partnership and reap the benefits.

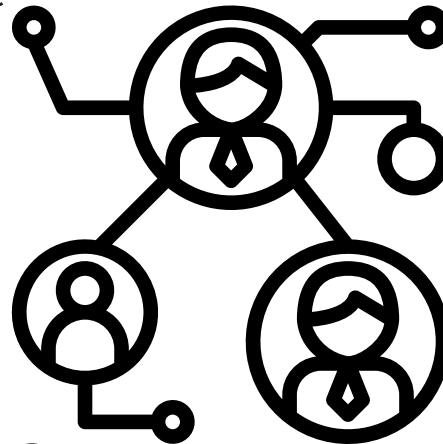
OUR ECOSYSTEM



Big Business Clout



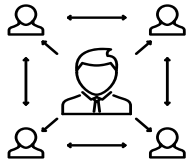
Inspiration



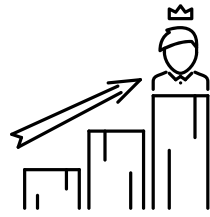
Physical Presence



HOW DOES THIS BENEFIT YOU ?



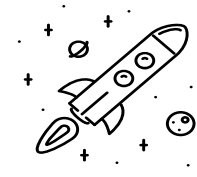
INCREASE YOUR REACH



BUILD YOUR BUSINESS



A HELPING HAND



BE PART OF SOMETHING
BIGGER



THE REBRAND

A fresh new look for these
modern times
that appeals to our brides of today.



THE VENUES



Sibaya



Carnival City



GrandWest



Safe and secure with easily accessible and convenient locations and outdoor areas,
the Sun Park venues are the perfect fit for our Expos.

3 month website advert on the Wedding Expo under the new directory page.

DIGITAL

Business card listing in Mad Love Wedding Inspirations magazine.

PRINT

ScanPlan, the lead generating app to build your database, save on print costs and increasing your digital footprint.

DIGITAL

Exhibitors will receive preferential hotel rates to stay over the Expo weekend.

ACCOMMODATION

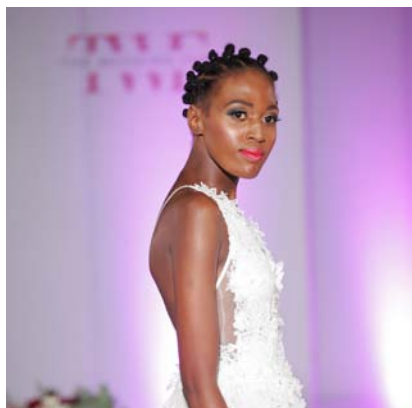
FEATURES

Making memories at the show for our visitors with the interactive experiential features.

win a wedding



fashion show



cake tasting



outdoor bar area



chef's corner



Digital Marketing



WEBSITES



SOCIAL MEDIA



E MAILERS

DIGITAL BANNERS

The Wedding Expo Website

Sun International Website

Mad Love Wedding Inspirations website



EMAILERS

Ads / coverage in weekly inspiration mailers to database – Mad Love Wedding Inspirations.

Ads / coverage in mailers to database – Sun International

Email campaigns to database from The Wedding Expo



SOCIAL MEDIA

Further Reach with Cross Posting



f 51 K **IG** 2 K



f 49 K **Twitter** 16 K **IG** 2 K



f 49 K **Twitter** 5.6 K



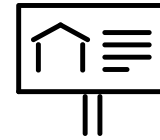
f 24 K **IG** 1.9 K



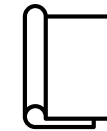
f 80 K **Twitter** 6.3 K



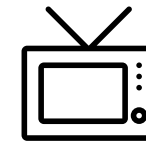
Traditional Marketing



ROADSIDE



PRINT



TELEVISION



RADIO

TELEVISION

Advertising on DSTV through Sun International.

Advertising on Sun Vision, the channel shown on all screens in the Sun International properties (hotels, casinos, offices).

RADIO

Radio ads / coverage on DSTV through Sun International.



MAGAZINE ADVERTS

Mad Love Wedding Inspirations

Privé – Sun International’s magazine which is distributed among all their hotels and other properties.

Wedding & Function

Marriage Meander

ROADSIDE MARKETING

