



Assalam o Alaikum,

Subject: Invitation for Shaadi Expo Pakistan – Karachi, Lahore, Islamabad, Faisalabad, Peshawar, Quetta, Hyderabad & Dubai.

Dear Sir/Madam,

I am Dr. Sadaf Ali (Ph.D.), Director of Shaadi Organization Pakistan; the largest matrimonial network in Pakistan and Shaadi Expo Pakistan, the biggest Wedding Shopping Expo in Pakistan.

Our Every Client is Your Next Customer. How? Just read the next 4 more points.

1. As per Pakistan Bureau of Statistics 2 Million marriages are done in Pakistan every year, which means a lot of customers for your **hotel, wedding hall, food, wedding and parties related products & services.**
2. You have participated in many expos, and the link with the walk-in customers ends at the night of the last expo, right? But, not with us. Because we offer a long-term continuous relationship. Masha Allah, we are Pakistan's largest matrimonial service provider with over 3 Million users network on social media (Pages and Groups).
3. Our Every Client is Your Next Customer. After all, they all need **Hotel, Venue, Décor, Food, Bed, Foam, Formal and casual Men and Women's wear, Jewelry, Makeup, Shoes, Purses, Cakes/sweets, Drinks, Furniture, Electronic Items, Kitchen appliances & other accessories of Dowry and gift items** at the day of Mehndi, Shaadi, Valima and after wedding events.
4. **Be a partner in our expansion plan & expos: Karachi, Lahore, Faisalabad, Gujranwala, Rawalpindi, Islamabad, Peshawar, Quetta, Hyderabad, and Dubai Expo 2020, In Sha Allah.**

As Pakistan's leading matrimonial service provider, we present **Shaadi Expo Pakistan** a valuable opportunity for you to engage with 100,000+ wedding and general visitors each year from across the country and to use over 3 Million users' network on social media.



Sadaqah-e-Jariah Pakistan:

33% income of Shaadi Expo will go to Sadaqah-e-Jariah causes (wedding arrangement of poor girls, deaf, dumb, blind, speech impairment, special children, Hafiz-e-Quran children), In Sha Allah. See our presentation for details.

Shaadi Organization Pakistan Corporate Profile:

You can view Shaadi Organization Pakistan corporate profile on the following link:

<http://shaadiexpopakistan.com/Shaaadi-Organization-Pakistan-Profile.pdf>

The Perfect Opportunity - Start of Wedding Session

- 90% of Pakistani wedding event consists of 4 main events (Engagement, Mehndi, Shaadi, and Valima) and following are part of the events: **Food, Drinks, Bed, Foam, Formal and casual Men and Women's wear, Jewelry, Makeup, Shoes, Purses, Cakes/sweets, Bags, Furniture, Electronic Items, Kitchen appliances & other accessories of Dowry and gift items.**
- Each year Pakistan weddings are worth billion rupees.
- The average time spent planning a wedding is 6 months.
- There are over 2,000,000 marriages happened in Pakistan every year.

Key Benefits Only with Us:

- **We are the oldest and the only matrimonial network in Pakistan, which offers live matchmaking & direct clients.**
- Direct interaction with the large, targeted and receptive audience.
- Opportunity for immediate ROI through at-show sales.
- Capture lucrative visitor data for your future marketing.
- Engage with visitors in a fun and vibrant atmosphere.
- Gain valuable customer feedback and build awareness of your brand.
- The perfect place for product sampling to a highly engaged audience.



Unique Points, Which You Will Not Find Anywhere Else:

- **The Largest Network in Pakistan - 3 Million members network on Facebook groups.**
- **The Largest Matrimonial Network in Pakistan - 200,000+ members witnessing you live on our Facebook page and matrimonial groups.**
- **25,000+ users' visits our website.**
- **200,000+ email subscribers.**
- **2 Million+ SMS database.**
- **360 Degree Digital Media coverage of the event on TV, FM, Cable TV, Print Media, Digital Media, & Outdoor Media.**
- Direct interaction with potential matrimonial clients of Wedding packages, products & services.
- Family gathering offering 100% more business leads for your brand.
- Exposure of your brand on our strong social media networks.
- The perfect destination to signups and use data for future conversions of your business.

Show Features at Shaadi Expo:

- Live Matchmaking - Your Highly Targeted Customer
- Fashion Show
- The Wedding Catwalk
- Bridal Show
- The Style Stage
- Emerging Fashion Designers Show
- VIP Lounge
- New Talent Show
- Lucky Draw
- Free Gifts

Shaadi Organization Pakistan & Shaadi Expo Leadership:

Mr. Muhammad Ali, CEO, is an MBA and MS-IT (Gold Medalist, Roll of Honor, and University Topper) with 11 international certifications from Google, Microsoft, and HubSpot. In his 20+ years' experience he have helped many local and international companies to start and to establish their brands.



With over 15 years of experience in the Wedding industry, Shaadi team is the best in the market when it comes to delivering quality, premium wedding exhibitions.

Serving the Pakistan wedding market for over 15 years, Shaadi Expo Pakistan truly represents an outstanding opportunity for all exhibitors and partners involved.

As the busiest event in our portfolio, the Shaadi Expo Pakistan presents an unmatched opportunity to meet with a huge, targeted audience, all under one roof and in just one weekend.

What's included?

Exhibitors at the Shaadi Expo Pakistan are given open space to build their stalls to inspire the potential wedding clients and create a real pop-up outlet that effectively promotes their services with style.

Our Sponsors & Exhibitors Also Benefit from:

- Collaboration in our expansion plan & expos: Karachi, Lahore, Faisalabad, Gujranwala, Rawalpindi, Islamabad, Peshawar, Quetta, Hyderabad, and Dubai Expo 2020, In Sha Allah.
- Be our guest in the live TV, FM, and Web shows
- A-Z listing in our beautiful printed Shaadi Guide.
- Online profile on the Shaadi Expo Pakistan. After all, we are starting a long-term relationship with you.
- Dedicated Account Manager to help with any questions you might have in the lead up to the event.
- Marketing support, please see the attachments for complete details of our network.
- Social Media coverage – competitions, special offers, and product imagery can be promoted across our channels.

To be the part of our portfolio of unmatched wedding events, call or email us today to ask about space availability and how to book. We would love to talk to you about how the Shaadi Expo Pakistan can help your business grow.

We would feel honored if you partner with us in this event and support us with this cause.



I humbly request you to kindly give me few minutes of your precious time for a meeting in this regard and give me a chance to share our vision more clearly and to discuss how to design your package for your wedding clients.

Best Regards,

Muhammad Ali

CEO - Shaadi Organization Pakistan

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Models Hunter / Rising Stars / Fashion Designers Expo

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