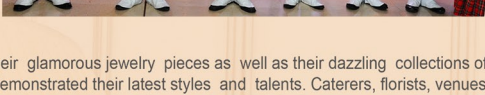
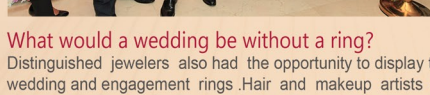


# Royal Wedding Fair

6th Edition



**FORUM de Beyrouth**  
November 11 to 15  
4 till 10 pm, 2016



### What would a wedding be without a ring?

Distinguished jewelers also had the opportunity to display their glamorous jewelry pieces as well as their dazzling collections of wedding and engagement rings. Hair and makeup artists demonstrated their latest styles and talents. Caterers, florists, venues, photographers, travel agents, and performers, not forgetting car rentals, were all busy putting forth their most creative ideas and good deals guiding each couple to make the best decisions for their special day.

**Exhibits Profile**  
Lebanon & the region are witnessing an enormous boom in the bridal industry, creating an ever-increasing need for supplies.

**Royal Wedding Fair 2016**  
Experience the huge demand for the following wedding products and services especially targeted to engaged couples and their families.

**Royal Wedding Fair**  
is the perfect place to showcase products and services for the whole wedding industry.

### Daily Fashion Shows

Royal Wedding Fair keeps its visitors entertained with daily festivities, fashion shows; displaying the latest designs of wedding dresses, evening gowns, jewels and lingerie. The 2016 edition will put added emphasis on comfort, spaciousness and visibility with more hospitality areas and an attractive catwalk presenting the latest unique trends in wedding fashion.

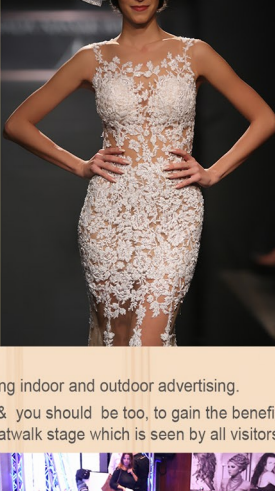
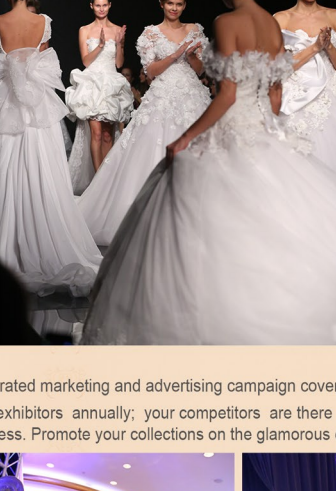


### Why should you exhibit at Royal Wedding Fair

To be a part of the Wedding's largest and most successful wedding event. To get up close and personal with your core market - brides, grooms bridesmaids and mothers in law in a five-day period, to boost your business - with more than 30,000 visitors.

### Royal Wedding Fair

gives you the opportunity to sell, sell, & sell !! To increase your return on investment, our audience has the desire & ability to spend. Nothing replaces the power of face-to-face contact where visitors can see, touch, feel, taste, smell, try on & try out your products.



### To get noticed by the media

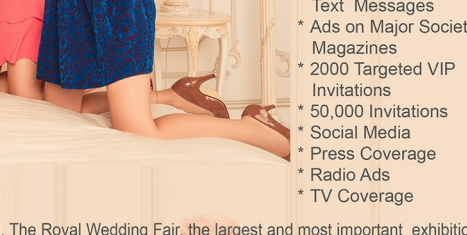
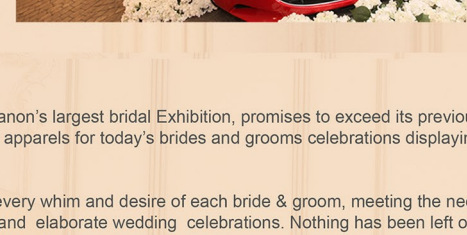
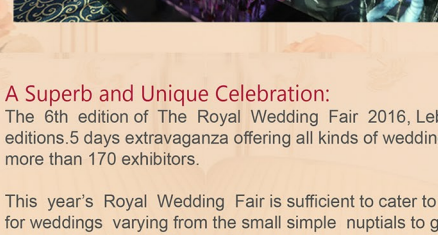
Royal wedding Fair invests in a fully integrated marketing and advertising campaign covering indoor and outdoor advertising. The Royal Wedding Fair attracts over 170 exhibitors annually; your competitors are there & you should be too, to gain the benefit of PR & marketing support for your business. Promote your collections on the glamorous catwalk stage which is seen by all visitors.



### The Royal Wedding Fair

Is recognized by the large number of exhibitors covering every aspects of a successful wedding and responding to the huge needs of the brides & grooms to-be:

- \*Art of Tables
- \*Hotel, Garden & Restaurant
- \*Bridal Dresses & Accessories
- \*Men's Wear
- \*Light & Music Animation
- \*Catering & Banquet Services
- \*Photo & Video Services
- \*Wedding Planners
- \*Calligraphy & Invitations
- \*Floral Decoration
- \*Wedding List Services
- \*Wedding Gift & Souvenirs
- \*Banks & Jewelers
- \*Honeymoon Destinations
- \*Entertainment Centers
- \*Entertainment and Zaffeh
- \*Fireworks
- \*Furniture & Home Appliances



### A Superb and Unique Celebration:

The 6th edition of The Royal Wedding Fair 2016, Lebanon's largest bridal Exhibition, promises to exceed its previous editions. 5 days extravaganza offering all kinds of wedding apparels for today's brides and grooms celebrations displaying more than 170 exhibitors.

This year's Royal Wedding Fair is sufficient to cater to every whim and desire of each bride & groom, meeting the need for weddings varying from the small simple nuptials to grand elaborate wedding celebrations. Nothing has been left out, making Weddings Mall one of the most sophisticated and complete wedding fairs in Lebanon.

### Royal Wedding Fair – the right place to reach growing number of brides:

Congratulations on your recent engagement! You're off to a good start planning the thousands of details necessary to make your wedding dreams come true. But no wedding would be complete without a visit to the Royal Wedding Fair.

From food to flowers to bridal gowns & formal wear, from rings and registries to limousines and honeymoons, you'll meet the best wedding exhibitors from Lebanon and other countries.

### Marketing Campaign

The Royal Wedding Fair is promoted regionally with a high frequency multimedia campaign & scheduled during the peak time; it includes:

- \* Outdoor Billboards
- \* Outdoor Led Screens
- \* Direct Mails
- \* Mass Phone
- \* Text Messages
- \* Ads on Major Society Magazines
- \* 2000 Targeted VIP Invitations
- \* 50,000 Invitations
- \* Social Media
- \* Press Coverage
- \* Radio Ads
- \* TV Coverage

### One success story after the other

Under the patronage of the Minister of Tourism Michel Pharaon, The Royal Wedding Fair, the largest and most important exhibition of wedding fashion and accessories, has opened its sixth fair. This event, organized by Weddings Mall in 2015, occurred in Le Royal Hotel with over 170 companies participating and offering countless inspiring and creative ideas for couples.

Every 10 seconds, a couple entered the exhibition according to statistics. The event was marked by wonderful artistic performances and fashion shows, renowned designers.

### Royal Wedding Fair

provided the "to be wedded couples" a wide range of services and products including wedding planning, designing dresses, floral arrangements, event management, professional photography and video captures, light and sound companies, hair and make-up specialists, jewelry, designers, merchants, corporate gifts, invitation cards, designers and others.

The Royal Wedding Fair is an event that no Bride will want to miss!



Organized by: Weddings Mall  
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