



India
Community
Center

presents it's **FIRST**

ICC SOUTH ASIAN BRIDAL SHOW & HANDICRAFT FAIR

A Wedding & Handicraft Expo

Sunday, April 23rd, 2023

INDIA COMMUNITY CENTER, 525 LOS COCHES ST, MILPITAS, CA 95035

10 am - 6 pm



India Community Center is excited to announce, for the first time ever, a Wedding and Handicraft Expo at our Main Center in Milpitas, CA!

With its reach to the largest South Asian community in the Bay Area, ICC opens its doors to support the local businesses and artisans to showcase their products and services to this community. We invite you to participate in this expo which aims to be the biggest and best event in Northern California and provides a platform and resources to connect with the community to showcase your products and offerings!

Sponsorships

Gold Sponsor Package (\$2500) - Event Sponsor, 2-3 Minute Address during Fashion Show, Full Page AD in the Show Magazine, 10' x 10' Premium Booth, Mention on all digital and Print collateral, Optional Participation in Fashion Show

Silver Sponsor Package (\$1000) - Event Sponsor, Half Page Ad in the Show Magazine, 10' x 10' Premium Booth, Mention on all digital and Print collateral, Optional Participation in Fashion Show

Schedule

PROGRAM	TIME
Booth Set-up	7:00 am – 9:30 am
Expo	10:00 am – 6:00 pm
Fashion Show	2:00 pm & 3:00 pm
Booth Breakdown	6:00 pm – 8:00 pm

Important Deadlines

Early Bird Special for Booth Registration Ends : February 15th, 2023

Participation and Purpose

ICC Bridal Show will give you an opportunity to meet with the clients in person, show them your products and services, have them taste your delicacies, and most of all educate them about the whole process.

We will make sure the event is exciting and helpful to both our exhibitors and guests. We will be advertising on Radio, TV Screens in Indian Businesses, our database of 50K+ patrons, our Social Media Platforms, other ICC Events, and through many more channels.

Business Benefits

The ICC SOUTH ASIAN BRIDAL & HANDICRAFT FAIR is bound to be the biggest show dedicated to the South Asian Wedding sector and also aims to promote the art and handicrafts of India. We are sure that Exhibitors like you will return year after year when you experience the benefits from it. We assure you that you will gain:

- A well organized show at a well-known venue
- No hidden costs except for what you signed for
- A place to meet future clients and build a relationship with your sales leads
- Exclusive participation in Fashion Show from each category
- A prospect to promote your Brand
- A chance to show your skills, services, and products
- An opportunity to build and grow your business and thereby increase sales and profits
- Businesses to be included in all digital Advertisements made by ICC
- Network with fellow businesses and form strategic partnerships with them
- Get featured in the Bridal Magazine that is handed out to each guest (Additional charges apply for Quarter, Half or Full page ad)

Business Participation

We welcome all exhibitors to display their products for immediate sales and/or sign contracts for the services you provide.

Limited Merchant Participation

We will limit participation of major products and services to the best of our ability so as to give enough exposure to each business.

Booth Information & Conditions

Please request the Exhibitor Contract for details by sending an email to mruduta@indiacc.org

For Sponsorships, Booths, and Inquiries Email:

Mruduta@indiacc.org, Call: (408) 393-5891