



India Community Center & IndiaCurrents
presents

ICC SOUTH ASIAN BRIDAL SHOW 2024

Saturday, April 20th, 2024, from 11am - 8pm

ICC, 525 Los Coches Street, Milpitas, CA 95035



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) - Title Sponsor, 2-3 Minute Address during Fashion Show, Full Page AD in the digital Bridal Magazine, 10' x 10' Premium Booth, Mention on all digital and Print collateral, Optional Participation in Fashion Show

Silver Sponsor Package (\$1500) - Silver Sponsor, Half Page Ad in the Digital Bridal Magazine, 10' x 10' Standard Booth, Mention on all digital and Print collateral

Schedule

PROGRAM	TIME
Booth Set-up	9:00 am – 11:00 am
Expo	11:00 am – 8:00 pm
Fashion Show	Afternoon around 4:00 pm
Booth Breakdown	8:00 pm – 9:00 pm

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 displayed in Indian Businesses, News Media, our database of 50K+ patrons, Social Media Platforms, Banner in ICC Lobby, 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
- Opportunity to participate in the Fashion Show
- 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 digital Bridal Magazine (Additional charges apply for Quarter, Half or Full page Ads)

Business Participation

Exhibitors are welcome 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.

Payments

All payments will be accepted by cash or check only. Please make checks payable to ICC.

For Inquiries, Sponsorships, and Booths:

Email: Mruduta@indiacc.org