



## **MELA 2004 LTD**

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## The Ultimate Asian Experience...

The Mela phenomenon has over the past few years taken hold of the UK, providing visitors with an opportunity to come together and celebrate the very facets of Asian culture.

Now in its third year, **Mela 2004** is an exciting **LIVE** event that encompasses the very essence of Asian culture and lifestyle in the UK today. The aim of the show is to deliver an entertaining, informative and interactive event, bringing to life the key aspects of food, fashion, art, health, beauty, style, careers and of course entertainment.

**Mela 2004** will take place at the **NEC in Birmingham** over the weekend of the 8th, 9th and 10th of October 2004.

the nec group  
birmingham





## **Mela 2003 - An Overview**

With over **27,000** visitor's to last year's show Mela mania swept the country and Mela proved to be an overwhelming success, becoming the largest indoor Asian cultural extravaganza of 2003.

Over the three days of the show, visitors spent approximately **£1.5 million**, highlighting the enormous economic might of the South Asian community in the UK and the significance of the event as a platform for businesses to sell and promote their goods and services.

# 27.000

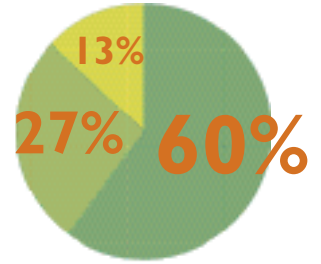


## Show Research Results...

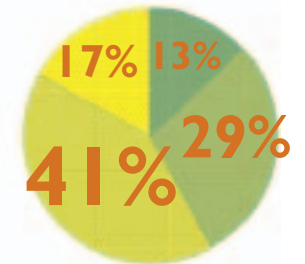
Independent Research carried out at Mela 2003, shows that the event attracts a huge, discerning audience of British Asians from across the whole of the UK:



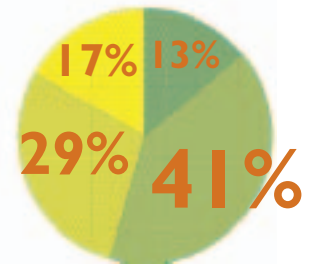
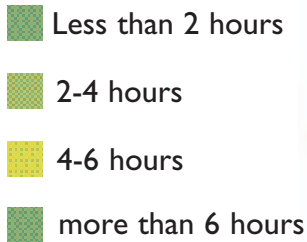
87% of all visitors fell into the ABCI category



41% of visitors were aged between 25 and 44, representing the largest proportion of spending audiences



70% of visitors spent between 2 and 6 hours at the show, showing that the event provides relevant and interesting content for visitors



# 71%

of visitors rated their **experience** of Mela as either **Good** or **Excellent**

# 56%

of all visitors rated the **shopping experience** at Mela as either **Good** or **Excellent**

# 61%

of visitors would like to visit **Mela 2004**

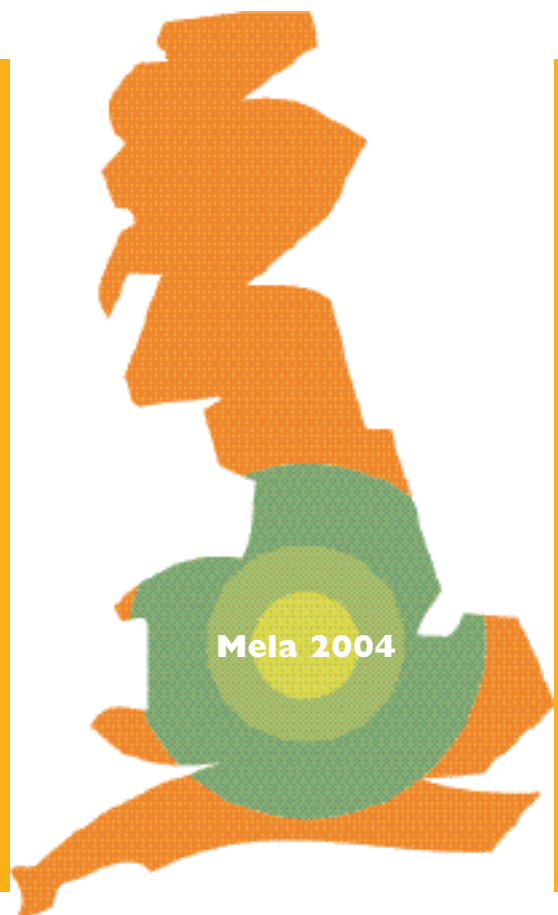




## Mela 2004... An Exciting Live Event!

This year, **Mela 2004** returns to the **NEC** in Birmingham, providing a centrally based event for maximum geographic reach. Our visitors will come from the Midlands, the North and the South of England to the UK's premier exhibition and event venue.

**Mela 2004** will, as always, deliver an exciting and interactive lifestyle event where visitors can experience the tastes, colours, aromas, music, fashion and entertainment synonymous with the Asian community... all under one roof.





## Making Sound Business Sense...

The results of the 2001 Census show that the UK's Asian community has grown enormously - not only in numbers but also in economic clout.

**Business potential is enormous for all those targeting Britain's highly influential Asian market. Mela 2004 will provide both exhibitors and sponsors with a platform to promote and sell products and services to a diverse and rapidly expanding audience.**

**Mela 2004** is a marketplace set within a vibrant environment that harnesses all five senses to drive your message home, where products can be seen, sampled and purchased by a targeted audience in active buying mode.

**So, whatever your marketing objectives you can achieve many of them on a single platform, from:**

- \* long-term branding to immediate sales
- \* market research to generating media coverage
- \* launching new products to entertaining loyal customers
- \* educating the market right through to collecting high quality leads



## Delivering Your Audience:

**Delivering a high quality audience that meets your brands needs is central to the success of Mela 2004.**

To ensure that we create an effective marketing and PR campaign and engage our audiences from across the whole of the UK, we've employed the UK's leading ethnic marketing agency, Media Moguls.



Established for over 10 years, the Agency has unparalleled experience and expertise in marketing major brands and events to the UK's Asian community.

**Media Moguls** will work with the team at **Mela 2004** and the event sponsors and partners to meet your key aims and objectives.



**Media partners are an essential element of the marketing mix and play an unqualified role in delivering the right audience to the show.**

**Zee TV** is the world's largest, most powerful South Asian Television network that has a constant presence in around 150,000 Asian homes across the UK - making it the most watched and influential Ethnic channel available.



Zee TV's programming mix reflects the demand for quality Asian entertainment, and brings its audience top programmes including Bollywood blockbuster movies, dramas, soaps, music and comedies.

Zee TV provides **Mela 2004** with unprecedented support in the pre-event advertising campaign, broadcasts from the show and the support of all of its presenters at the event.



**Mela 2004** will also be supported by the new Central Television Network **ITVI**.

## Other Media Partners...

As well as Zee TV, **Mela 2004** will be developing relationships with other key mainstream and ethnic media to maximise the reach and appeal of the show. In the past, media partners have included **BBC Asian Network, Carlton Television, Ethnic Media Group, Galaxy FM, Radio XL and the Birmingham Evening Mail.**







## How we can work together at Mela 2004!

### Mela 2004 will give you the chance to...

- \* Communicate directly with potential customers face to face, granting you direct access to this ever expanding, financially powerful and relatively untapped marketplace
- \* Reach people of Asian origin in a context that shows your dedication to reaching them and catering for their needs
- \* Market directly to buyers or key influencers in the decision making unit from all backgrounds as you reach each member of the family
- \* Utilise this unique cross-cultural marketing tool, which offers organisations and businesses a cost-effective route to reach all major Asian groups at a single event

**Mela 2004 presents you with new markets and new horizons... an opportunity that you and your business cannot afford to miss!**



## Sponsorship Opportunities

**Mela 2004 is divided into FIVE key areas of lifestyle, all of which have major features as their central focus. The Pavilions and Features are all available for sponsorship, providing your brand with a strong branding opportunity both pre-show and at show, as well as taking advantage of the extensive PR and marketing campaign designed to promote the event.**



**The Living Room** is the central focal point of the show, and features a host of music, arts and cultural stands, offering exclusive show discounts on the latest books, music and DVD offerings

The vibrant **Music Stage** will play host to some of the most explosive artists from top dancers, musicians and singers with a touch of Bollywood thrown in for good measure as they join forces to produce the biggest indoor spectacle of Asian Culture to be experienced this year!



**The Dressing Room** will be a treasure trove filled to the brim with the latest in Asian designer and high street fashion. Visitors will be able to shop, shop, shop to their hearts content for the latest clothing creations, jewellery and accessories!

The spectacular **Culture Shock Catwalk** will literally take visitors breath away, featuring both traditional and fusion Asian clothing, creating a spectacle of fast and funky, graceful and elegant scenes.



**The Larder** features a variety of authentic products, allowing visitors to sample the very best of Asian spices, pickles, pastes and drinks. This Pavilion also houses **The Dining Rooms**, an area for visitors to take time out from the show to relax and sample the delights on offer from traditional vendors of Asian food.

**The Global Kitchen** will be the star attraction of this mouth-watering Pavilion, with daily demonstrations from top chefs across the country who'll be sharing their closely guarded culinary secrets with visitors to the show.



**The Office** If you are serious about wanting to meet, recruit and influence a prime audience for your organisation, this is the Pavilion for you. Visitors will be able to meet and discuss career opportunities with representatives from a wide range of blue chip companies, Government departments and other organisations.

At the centre of The Office will be a brand new feature for 2004, **The Guest Room**. A host of top celebrities and personalities will be talking frankly, in this our star attraction! Visitors will have the chance to get up close and personal with the brightest stars in their industry, as they reveal the secrets of their success and give you the low down about what it is really like being at the top.



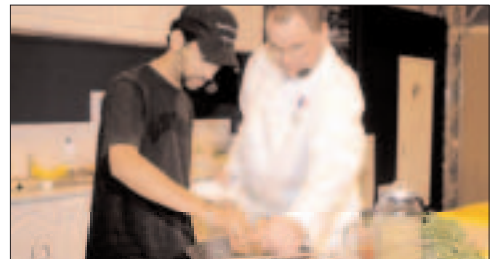
**The Beauty Lounge** will take visitors on a journey into the glitzy world of hair and beauty with a focus on health remedies and therapies from across the Indian Sub-continent.

The dedicated Glamorise Stage will feature the latest demonstrations from the industry's top professionals, providing exhibitors with a focal point to promote and demonstrate their products.



**The Bridal Suite** is a must for anyone planning to tie the knot. Packed with leading suppliers, from mandaps to mehndi artists and florists to photographers, it's a wedding planners dream come true!

**The Mela 2004 team are keen to work with you to help you achieve your company's sales and marketing objectives. We'll even create tailor made packages to suit the needs of your brand.**







# FLOOR PLAN Halls 3 & 3A



## KEY

**The Living Room**  
Music & Lifestyle Pavilion

**The Office**  
Career & Commerce Pavilion

**The Larder**  
Food Pavilion

**The Bridal Suite**  
Wedding Pavilion

**The Beauty Lounge**  
Health & Beauty Pavilion

**The Dressing Room**  
Fashion & Style

**The Dining Rooms**  
Food Court

**Main Aisle**

## Exhibiting at Mela 2004 is easy!

Let us guide you through the most appropriate stand for your business. Choose from space only sites which will enable you to create your own stand or let us provide you with a shell scheme stand which includes your own personalised company name board, carpet and walling.

Make sure you take advantage of the specific pavilions created to suit your business. Book your stand now so you ensure that you are placed in a prime location within these feature areas.

### Rates



Space Only:  
**£210 per square metre + VAT**

Shell Space:  
**£240 per square metre + VAT\***

Sponsorship: Prices available on request

### The Show Guide



This essential guide which is sold at the entrance of the show details everything taking place and gives a fantastic insight into the overall show.

Each exhibitor will receive a listing within the publication free of charge.

### Show Guide Rates

1/2 page colour: **£750 + VAT**

Full page colour: **£1,500 + VAT**

Special position: **£3,000 + VAT**

### Website



#### Mela2004.com

35 word listing, hyperlink to exhibitor website \* : **£200 + VAT**

\* Boxed off listing including company logo

The dedicated show website will contain a wealth of information about every aspect of the show and will be constantly updated to keep up with the latest developments of **Mela 2004**.

Visitors will use the site to find out vital information about the event from the latest exhibitors and sponsors to come on board, to the Bollywood stars, celebrity guests, bands and artists as well as information about key promotions, competitions and of course ticket purchase.

The site will have the facility to capture data from visitors to the site and allow us to mail out regular newsletters to the database.

Whatever your business, do more of it at **Mela 2004!**

For further information and to be part of this exciting event please contact our sales team:

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