



For Enquiries and Stall bookings contact:
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The Platinum Suite presents the Leicester Eid Shopping Festival!

A Fusion of Fashion, Food & Lifestyle

Dear Exhibitor,

As Ramadan concludes and Eid preparations commence, mark your calendars for **March 22nd and 23rd, 2025**. We invite you to the Platinum Suite in Leicester, in partnership with Ramadhan Publications, for the **for the Midlands' biggest Eid shopping festival**. Following the remarkable attendance of over 10,000 visitors over the two days last year, we are excited to return with an even larger and more impressive festival. This event promises a comprehensive Eid shopping experience, featuring a vibrant mix of culture, fashion, food, and entertainment, all conveniently located under one roof.

Explore an extensive array of stalls featuring the latest in modest fashion, jewellery, arts, crafts, and more. Perfect for finding those unique Eid gifts and essentials. Indulge in an array of mouth-watering cuisines. Our dedicated kitchen space, supported by a top-tier catering service, guarantees a distinctive culinary experience.

Sponsorship Opportunities:

- Headline Sponsor
- Exclusive Kitchen Area Sponsor
- Exclusive Refreshment Area Sponsor
- Co-Sponsors

These sponsorship packages offer a range of benefits, including high visibility, brand promotion, and exclusive rights, ensuring a strong presence throughout the festival.

Stall Bookings:

Be a part of Leicester's most significant Eid shopping event. We offer a variety of stalls, perfect for displaying fashion, jewellery, arts, crafts, and more. With thousands expected to attend, it's a prime opportunity for vendors to connect with a broad audience.

Marketing Strategy

The marketing strategy for the Eid Shopping Festival is comprehensive and dynamic, targeting a wide audience across the Midlands. We will deploy billboard advertising in key locations around Leicester, Birmingham, Nottingham, and other major cities, ensuring high visibility to a diverse audience. Our digital presence will be bolstered by a robust social media advertising campaign, aimed at engaging potential visitors and exhibitors alike. The physical outreach will include distributing flyers and putting up posters in strategic locations such as local take-aways, community centres etc, complementing the digital efforts. Furthermore, we plan to run television ads on popular Islamic channels, reaching a highly relevant audience. As a special touch, visitors at the event will receive ESF and it's sponsors branded bags containing goodies from our exhibitors, enhancing their festival experience, and providing exhibitors an opportunity for additional exposure. This multifaceted marketing approach is designed to maximise attendance and engagement for the Eid Shopping Festival.

Act Fast:

Stall spaces are highly sought after and will sell out quickly. Secure your spot at this prestigious event by filling out the booking form included in this pack.

Join Us:

This festival is not just a shopping event; it's a celebration of Eid's essence, bringing the community together for a memorable experience. Don't miss this opportunity to be part of something special.

Please review the media pack or get in touch now for sponsorship enquiries, stall bookings or more information.

Kind Regards,

The Platinum Suite - Eid Shopping Festival



Leicester Eid Shopping Festival - Rate Card

Booth Options:

1. Standard Booth (2x2 meters): £200 per day

- Includes 1 table and 2 chairs. Additional items will incur extra charges.
- No stall sharing is allowed.
- Electric socket available upon request.

2. Kitchen Area Sponsor: £1200 for 2 days

- Sole rights to serve hot food at the venue.
- No competition from other hot food vendors.
- Ideal for caterers and food businesses.
- Includes logo on all marketing materials and ESF screen.

3. Refreshment Room Sponsor: £1200 for 2 days

- Exclusive sponsorship of the refreshment area.
- High visibility for food and beverage brands.
- Includes logo on all marketing materials and event screen.

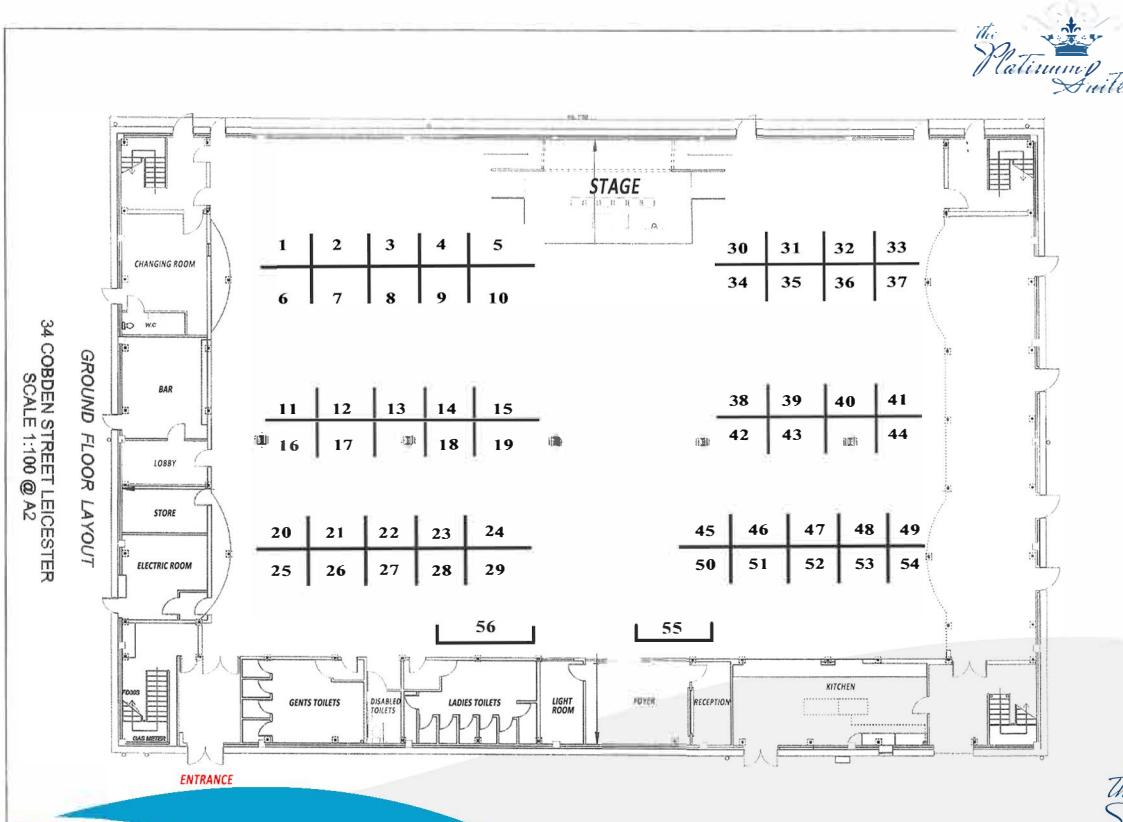
4. Co-Sponsors: £600 for 2 days

- Brand exposure through logo inclusion in all marketing and on the ESF screen.
- Includes a booth at the ESF.

5. Logo or video on ESF Screen:

- £100 - Your logo displayed on the event's large LED screen.
- £150 - Showcase your brand through a logo or a 20sec video on the event's large screen.

Note: All rates are inclusive of VAT where applicable, and terms and conditions apply to all bookings and sponsorships. Sponsorship opportunities are subject to availability and are offered on a first-come, first-served basis.



Application Form - Contract

The Platinum Suite Eid Shopping Festival application form!

Each new application request is subjected to the contract and suitability of your product range for this exhibition. Please note that all your information submitted is strictly confidential and for this purpose only.

Please complete your application form with your selection of the stand package.

Your participation confirmation will be sent via email. We will not accept your application request without ALL the necessary information.

EXHIBITING COMPANY INFORMATION

COMPANY NAME _____ CONTACT NAME _____
ADDRESS _____ CITY _____ POSTCODE _____
PHONE _____ EMAIL _____
WEBSITE _____ SOCIAL MEDIA _____

BILLING INFORMATION (If different to Exhibiting Company Information)

BILLING COMPANY NAME _____ ADDRESS _____
CITY _____ POST CODE _____ PHONE _____ EMAIL _____

BRAND/PRODUCT INFORMATION

Please complete this section and select ALL categories applicable, as this event is category specific with limited exhibitors -in each category.

SHOWCASING CATEGORY:

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> ACCESSORIES | <input type="checkbox"/> FASHION WEAR | <input type="checkbox"/> PERFUMES | <input type="checkbox"/> HEALTH & BEAUTY |
| <input type="checkbox"/> MODEST CLOTHING | <input type="checkbox"/> RELIGIOUS + EASTERNWEAR | <input type="checkbox"/> LINGERIE & SLEEPWEAR | <input type="checkbox"/> WEDDINGS |
| <input type="checkbox"/> DECOR & DESIGN | <input type="checkbox"/> HOMEWARE | <input type="checkbox"/> FOOD & CONFECTIONERY | <input type="checkbox"/> VENUES & EVENTING |
| <input type="checkbox"/> GIFTS & RELIGIOUS PRODUCTS | <input type="checkbox"/> ELECTRONICS & MOBILE PHONES | <input type="checkbox"/> SPORT & RECREATIONAL | <input type="checkbox"/> TRAVEL & ACCOMODATION |
| <input type="checkbox"/> SERVICE PROVIDERS | <input type="checkbox"/> MENS ISLAMIC CLOTHING | <input type="checkbox"/> RELIGIOUS INSTITUTES | <input type="checkbox"/> MEDIA |
| <input type="checkbox"/> OTHER | | | |

STALL NUMBER: _____ Select 3 stalls and availability will be confirmed via telephone or email

DATE(s) _____

FEES AND PAYMENT

PAYMENT INFORMATION

Once you send this application form and your booking is confirmed. You will receive a pro-forma invoice with details on how to pay.



SIGNATURE:

DATE:

Please sign and date this Contract and had it to your **ESF representative** or **email** it to info@eidshoppingfestival.com, the full non-refundable payment **MUST** be made to secure your space.

ESF Terms and Conditions

- 1. Contractual Agreement:** Exhibitors agreeing to participate in the Eid Shopping Festival must adhere to the terms and conditions set forth herein.
- 2. Payment Terms:** Full payment for booth space is required at the time of signing the contract. Failure to complete payment within this period will result in the loss of the allocated booth space.
- 3. Non-Refundable Payment:** All payments for booth space are final and non-refundable under any circumstances.
- 4. Booth Assignment and Sharing:** Each exhibitor is allocated a specific booth space. Booth sharing or subletting is strictly prohibited. Each booth must be operated by the registered exhibitor only.
- 5. Booth Management:** Exhibitors must maintain their booth until the end of the expo. Early dismantling or leaving the booth unattended before the expo concludes is prohibited and may lead to exclusion from future events.
- 6. Liability for Losses:** The Platinum Suite is not responsible for any losses incurred by exhibitors, whether due to variations in footfall or for any other reasons related to the event.
- 7. Conduct and Compliance:** Exhibitors are expected to conduct themselves professionally and adhere to all event guidelines, schedules, and local laws, including health and safety regulations.
- 8. Right to Modify Terms:** The event organisers reserve the right to modify these terms and conditions as needed. Changes will be communicated to exhibitors in a timely manner.
- 9. Acceptance of Terms:** Participation in the Eid Shopping Festival implies acceptance of all these terms and conditions. Non-compliance may result in expulsion from the event and potential legal action.
- 10. Intellectual Property and Use of Copy righted or Branded Product:** By executing this Agreement, Exhibitor represents and warrants to Show Management that Exhibitor owns or validly possesses the right to make, use, perform, sell and display any patented products, copyrighted works, trademarks, brands, service marks and trade names (collectively, "Intellectual Property"), as the case may be, used by Exhibitor at or to promote its activities at the Show and all affiliated events. To the extent necessary to fulfill Show Management's express obligations hereunder, including without limitation, to advertise, promote and market the Show ESF hereby grants Show Management a non-exclusive, royalty-free, revocable, non-transferable worldwide license (without the right to sublicense) to use Exhibitor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images. Exhibitor will be responsible for securing any and all necessary licenses or consents for
 - any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and
 - any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others at the Show.
- 11. Photographs and Recording:** From time to time, photographs, motion pictures and/or video recordings (collectively the "Recordings") may be made in the Exhibition Facilities, which Recordings may include images of Exhibitor, its employees, agents, representatives, spokespeople and related merchandise and displays. Exhibitors may not hinder, obstruct, or interfere in any way with such Recordings whether by Show Management, its agents, attendees, or other exhibitors. By signing the Exhibit Space Agreement, Exhibitor, on its own behalf and on behalf of its principals, employees, officers, directors, agents, representatives, and spokes people, hereby licenses and authorises Show Management to use the names trademarks, trade names and logos and likenesses of Exhibitor and of any of Exhibitor's principals, employees, officers, directors, agents, representatives, and spokes people participating in the Show or any associated events and depicted in any of the Recordings
- 12. Acknowledgement:** By ticking the box below, you acknowledge that you have read, understood, and agreed to the terms and conditions outlined for participation in the Eid Shopping Festival at The Platinum Suite.

I accept the terms and conditions.

Date: _____