

The Platinum Suite presents the Leicester Pre-Ramadan Shopping Festival! A Fusion of Fashion, Food & Lifestyle

Dear Exhibitor,

As Ramadan approaches and preparations commence, save the dates of February 22nd, and 23rd, 2025. Join us at the **Platinum Suite in Leicester** supported by Ramadhan Publications for the Midlands' biggest Pre-Ramadan Shopping Festival. This event promises an all-encompassing Eid shopping experience, offering a rich blend of culture, fashion, food, and entertainment, all 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 Ramadan gifts and essentials.

Indulge in an array of mouth-watering cuisines. Our exclusive kitchen area, sponsored by a premier caterer, ensures a unique culinary experience.

Sponsorship Opportunities:

- Charity Sponsor
- Media Sponsor
- Kitchen Area Sponsor
- Refreshment Area Sponsor
- Modest Catwalk Sponsor
- Kids Zone Sponsor

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 Pre-Ramadan 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 Pre-Ramadan 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. This multifaceted marketing approach is designed to maximise attendance and engagement for the Pre-Ramadan 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 Ramadan'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 - Pre-Ramadan Shopping Festival
An Event organised by Leicester Eid Shopping Festival

Leicester Pre-Ramadan Shopping Festival - Rate Card

Stall Options:

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

- Includes 1 table and 2 chairs. Additional items will incur extra charges.
- Electric socket available upon request.

2. Exclusive Charity Sponsor: £TBD

- Sole rights to be the only charity at the venue
- Logo to be on all marketing materials as 'Official Charity Sponsor'
- Exclusive rights to lobby areas (entrance and exit)
- Access to stage to do fundraising throughout the day.
- Open to bring reciters, nasheed artists on any of the days.
- Charity volunteers can do bucket collections throughout the day
- Entrance fee is £1.00 of which will be donated 100% to charity

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. Kitchen Area Sponsor: £1200 for 2 days

- Kitchen to serve hot food and area to serve from
- Includes logo on all marketing materials and event screen.

5. Logo or Video on Large Event Screen: £100/£150

Showcase your brand through a video on the event's large screen

Marketing Includes:

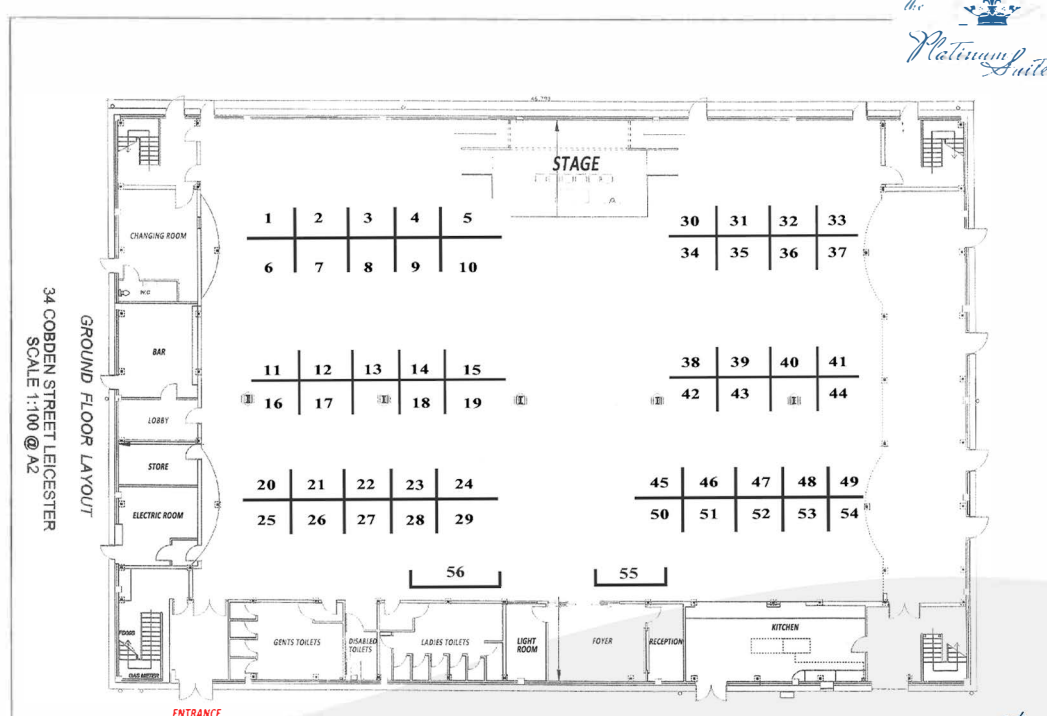
- 10,000 Flyers posted a week before the event
- 1000 A3 Posters
- Banners
- Billboards in Leicester and surrounding cities
- Social Media Campaigns
- Logo on the extra large screen and more...

7. Outdoor Food Trailer: £850 (for 2 days)

- To have your own generator
- To meet all legal requirements

8. Modest Catwalk Management: £TBD

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 Pre-Ramadan 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: _____ Please 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 **RSF representative** or **email** it to info@eidshoppingfestival.com, the full non-refundable payment **MUST** be made to secure your space.

RSF TERMS AND CONDITIONS

- 1. Contractual Agreement:** Exhibitors agreeing to participate in the Pre-Ramadan 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 the Pre-Ramadan 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 RSF 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 the Pre-Ramadan Shopping Festival at The Platinum Suite.

I accept the terms and conditions.

Date: _____