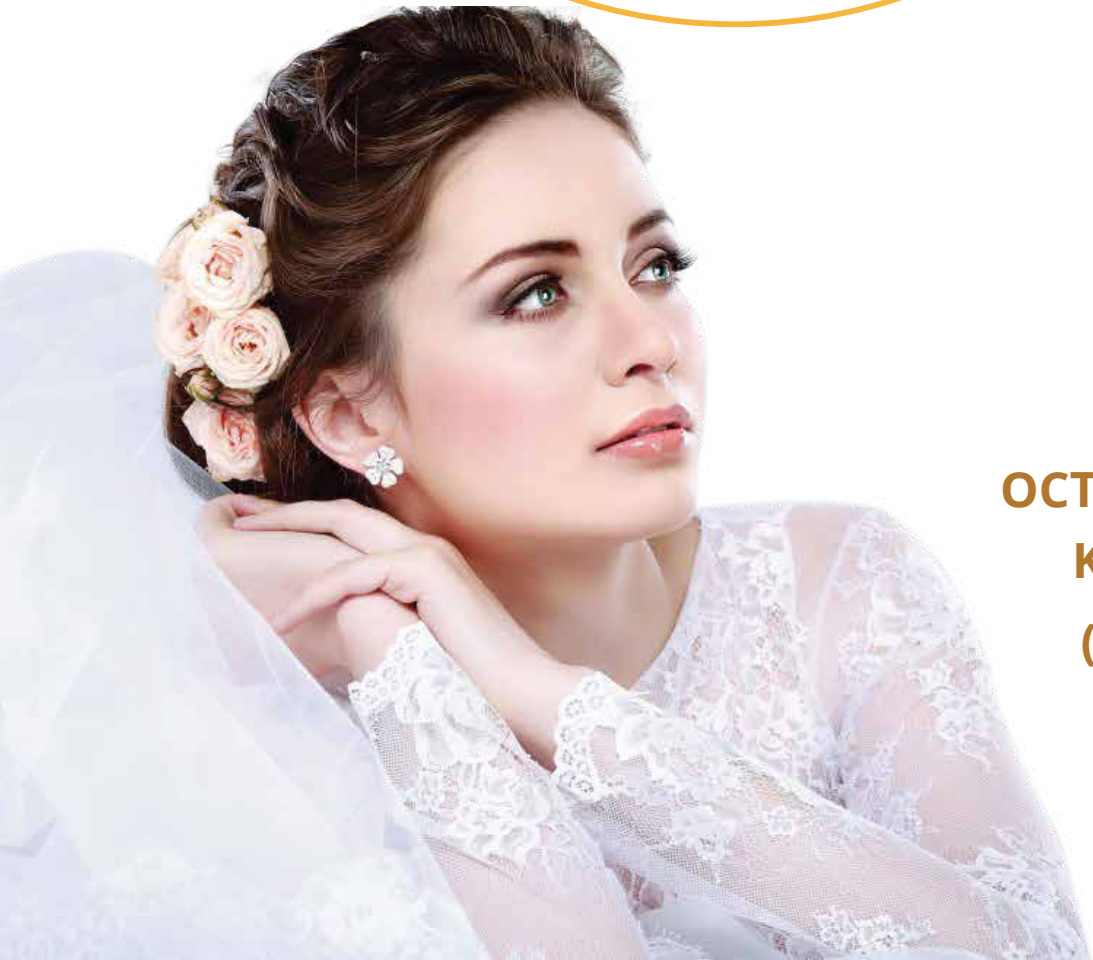


12th
EDITION

iwest

اسبوع
الاعراس وعروض الازياء

WEDDING & FASHION
SHOW WEEK



OCTOBER 2 - 6, 2019
KATARA HALLS
(BUILDING 12)



Weddings In Qatar

The destination wedding industry in the Middle East continues to register steady growth and is presently worth around \$4.5 billion with Qatar emerging as one of the leading wedding destinations in the region. The average wedding cost in the Middle East ranges between \$400,000 and \$3 million with a rising demand for experiential weddings and personalized celebrations.

The number of weddings nationwide is rising, and the increase of leading and five stars hotels in Qatar has made Doha a perfect wedding destination for many communities particularly during the winter and spring seasons – sunny weather and luxurious services at competitive prices. Qatar's wedding industry has a growing market and a potential for development.

To tap into Qatar's wedding industry potential, 4th Dimension Consultancy is pleased to host the 12th edition of Doha's International Wedding & Fashion Show Week (IWED'19) - Qatar's leading wedding exhibition. Last year IWED2018 attracted more than 120 international and local exhibitors and more than 10,000 visitors.

The five-day event is a one-stop platform to bring together a host of fashion designers, wedding planners, makeup artists, honeymoon travel agencies, wedding photographers, accessories designers, furniture providers and others under one umbrella. Our main goal is to help these businesses to increase their brand influence and scale-up their lead generation prospects.



IWED Exhibitions and Shows

The 12th International Wedding & Fashion Show Week Doha (IWED'19), Qatar's largest wedding event, that attracts more than 120 of the best international and local wedding professionals and more than 10,000 public and trade visitors, to access the \$400 million Qatari wedding market.

IWED'19 is the only large-scale international wedding exhibition that brings forth a five days of fashion experience with series of wedding professional resources for planning, arranging and executing solutions for an optimum wedding event. Serving the latest styles and elements of today's trends, weighing and comparing services.

IWED'19 continuously provide a key approach in allowing maximum opportunities to showcase products and services, demonstrate expertise, and increase store awareness by generating sales from a qualified audience with an utmost coverage and a benefit to boost own branding and existence.



Why IWED

- Display company brand and increase Brand influence
- Release new product and enhance market promotion
- Cultivate clients and uncover business opportunities
- Gain qualified leads and information on market trends
- Gather suggestions from buyers on site



IWED Highlights and Activities

4th Dimension came up with very unique arrangement that will surely entice soon-to-be-weds to flock to the event venue during this five-day exhibit.








- Opening Ceremony
- Daily Fashion Shows
- Make-up and Hair-style live demos
- Raffle draws such as Wedding Gowns, Entertainment Showcase, Tour Packages
- Full Wedding Theme.
- Traditional Dance Entertainments.
- Traditional Wedding Ceremonies other special occasions.
- Gala Dinner and Sponsors.
- Awarding & Recognitions.
- Folklore Music Show



Marketing IWED

4th Dimension has partnered with a host of PR and marketing agencies, media outlets, publications and social media influencers to market the exhibition and optimize the visibility of the sponsors and participating companies.

For PR activities, our sister company Foresight Communications Consultancy (<http://www.foresight.qa/>) will provide the following services to promote the exhibition:

-  Write and distribute press releases in English and Arabic.
-  Ensure widespread exposure for the event through the local and international media.
-  Manage media accreditation and registration at the event.
-  Manage the media center and media relations.
-  Organize press conferences.
-  Manage the crisis communications plan.
-  A special focus would be given to the Middle East using proven channels, methods and messages to raise awareness and increase attendance in the region.



IWED Participants

Exhibitors

Wedding Organizers
Fashion Designers
Honeymoon and Travel Agencies
Catering Companies
Hair and Beauty Saloons
Gifts & Wedding Cards
Bridal Wear & Design
Photography and Video Production
Sound, Light, Entertainment and Production
Hotel and Wedding Venues
Make Up & Perfumes
Shoes & Leather Products
Floral Services
Jewelry & Accesories
Wedding Financing

Visitors

Perspective Couples
Wedding Shoppers
Wedding Services
Designers
Fashion Artist
Make Up Artist
Media
Photographers



IWED Floor Map & Schedule

Wednesday, 2nd October 2019
 6:00 PM Official Opening Ceremony
 Venue: Katara Halls (Building12)

DATE	TIME
Wednesday, 2nd October	10:00 AM - 10:00 PM
Thursday, 3rd October	10:00 AM - 11:00 PM
Friday, 4th October	03:00 PM - 11:00 PM
Saturday, 5th October	10:00 AM - 10:00 PM
Sunday, 6th October	10:00 AM - 10:00 PM

IWED'19 is an ideal business platform for networking with key players who are interested in the latest trends and seek to remain at the forefront of all new developments related to wedding industry.

This year's edition will deliver even more a wide range of coverage introducing a wide range of features that will benefit both exhibitors and visitors.

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SHOW WEEK

BOOK YOUR SPACE NOW

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