

ASIAN
BRIDAL
FEST
UK

WEDDING EXHIBITION & FASHION SHOW

THE MAGIC CONTINUES...

You chose,

LONDON

WE'RE COMING BACK!

makhmal
Edition

VELVET. HERITAGE. MODERN GLAMOUR.
A CELEBRATION OF ASIAN BRIDAL COUTURE



THE JOURNEY
CONTINUES
IN THE CITY
OF DREAMS!



DATE:

SATURDAY
14TH NOVEMBER 2026

VENUE:

HILTON T5, LONDON

London Hilton Heathrow Airport Terminal 5,
SL3 0FF

GET READY!

BIGGER. BOLDER. MORE MAGICAL THAN EVER.

THIS SHOW IS BIGGER THAN EVER,
FULL OF SURPRISES!

THANK YOU FOR BEING PART OF THE ASIAN BRIDAL FEST UK JOURNEY!

WELCOME TO ASIAN BRIDAL FEST UK

THANK YOU FOR BOOKING

YOUR EXHIBITION SPACE AT THE MAKHMAL EDITION

Saturday, 14th November 2026

Hilton London Heathrow Airport Terminal 5 (Hilton T5), SL3 0FF

Wedding Exhibition: 11:00 AM - 7:00 PM | **Fashion Show:** 3:00 PM - 4:30 PM

WE'RE DELIGHTED TO HAVE YOU WITH US

Dear Exhibitor,

Thank you for booking your exhibition space at Asian Bridal Fest UK - Makhmal Edition. We are delighted to welcome your brand and truly appreciate you choosing to be part of our wedding exhibition and fashion show.

This Welcome Pack is your post-booking guide. It explains what is included with your participation, how we plan to promote and support you, how the ABF Passport works, where exhibitors will be positioned, and the important information you need ahead of event day.

Our team will use reasonable efforts to help give your business strong visibility before, during and after the event. We encourage you to work with us on content, offers and engagement ideas so that you can make the most of your presence.

We look forward to welcoming you to Hilton T5 and creating a beautiful Makhmal Edition together.

MEET THE FOUNDER



SHAHNILAH

Founder & Fashion Director Asian Bridal Fest UK

Shahnilah is a British-Pakistani entrepreneur, multi-award-winning Urdu podcaster, fashion director, stylist, event organiser, interior designer and model.

Through Asian Bridal Fest UK, she has created a platform celebrating South Asian bridal fashion, creativity and entrepreneurship while connecting designers, wedding businesses and creative talent with the UK bridal market.

Her vision is for exhibitors to be more than simply present on the day - to be seen, discovered and connected with audiences through content, collaboration and meaningful engagement.

“Thank you for trusting Asian Bridal Fest UK with your brand. We are excited to welcome you and look forward to showcasing your business at the Makhmal Edition.”

WELCOME TO THE MAKHMAL EXPERIENCE

YOUR BOOKING AT A GLANCE

Please keep this pack for your records. Your individual booking confirmation/email will confirm the exact space you have reserved.

BUSINESS / BRAND	_____
CONTACT NAME	_____
SPACE NUMBER	_____
SPACE SIZE / PACKAGE	_____
BOOKING REFERENCE	_____

What happens next

- **Send us your correct logo** in a high-resolution format for promotional use where applicable.
- **Send your Instagram handle, website and short business description** so our team has the correct details for your brand.
- **Prepare your display:** you are responsible for your own approved furniture, display, structures, lighting and equipment unless something different has been agreed with the organiser.
- **Share your promotional ideas:** if you have a launch, offer, demonstration, giveaway or special activation, tell us in advance.
- **Prize draw:** if you would like to contribute a product, service, voucher or gift, let the organiser know so it can be considered for the official ABF prize campaign.

WHAT YOU RECEIVE AS AN EXHIBITOR

Your confirmed package determines your exact inclusions. The benefits below summarise the current exhibitor options.

PACKAGE	KEY INCLUDED BENEFITS
2m x 2m - £350	Allocated exhibition space; ABF Passport participation; before/during/after promotional opportunities; optional paid red-carpet board logo placement.
2m x 3m - £450	Allocated exhibition space; ABF Passport participation; before/during/after promotional opportunities; optional paid red-carpet board logo placement.
3m x 3m Premium Hall - £750	Premium Hall space; dedicated Instagram visibility; 1 VIP Fashion Show ticket; ABF Passport participation; wider promotional programme.
3m x 5m Premium - £1,500	2 VIP Fashion Show tickets; 2 dedicated Instagram features - one before and one after the event; on-day red-carpet media interview; logo on official red-carpet board; ABF Passport and event-day content.
2m x 6m Signature Entrance - £2,000	3 VIP Fashion Show tickets; 2 dedicated Instagram features - one before and one after the event; on-day red-carpet media interview; logo on official red-carpet board; ABF Passport and event-day content; prominent entrance positioning.

Important: premium package media interviews and promotional content are subject to event scheduling and operational requirements. Red-carpet board logos require suitable artwork by the organiser's stated deadline.

YOUR PROMOTION JOURNEY

We want your brand to be part of the Makhmal Edition story before, during and after event day.

BEFORE THE EVENT

- Provide your logo, Instagram handle, website and a short description of your business.
- Where included in your package, our team will coordinate your dedicated Instagram visibility or promotional feature.
- Where arranged, our marketing team may create a short business spotlight video to introduce your brand and what visitors can expect.
- Please tag Asian Bridal Fest UK when sharing your participation so we can help build awareness together.

ON THE DAY

- Our photographer and videographer will capture selected exhibition displays, products and visitor engagement.
- Selected exhibitors may be featured in host or media interviews according to package inclusions and event scheduling.
- Visitors will be encouraged to engage through the ABF Passport.
- Please keep your space presentable and staffed throughout public opening hours.

AFTER THE EVENT

- Selected exhibitor footage, interviews, reels and event highlights may continue to be shared.
- Where your package includes a dedicated post-event Instagram feature, our team will coordinate this with you.

EXHIBITION 11:00 AM - 7:00 PM

Fashion Show: **3:00 PM - 4:30 PM**

THE ABF PASSPORT EXPERIENCE

VISIT. ENGAGE. COLLECT. WIN.

ASIAN BRIDAL FEST UK

THE BRIDAL JOURNEY PASSPORT

SHOP CONNECT EXPLORE WIN BIG

Explore amazing exhibitors, discover incredible collections and unlock exciting prizes for your dream wedding and more!

COLLECT STAMPS
VISIT • ENGAGE • COLLECT • WIN

1 2 3 4 5
6 7 8 9 10
11 12 13 14 15
16 17 18 19 20
21 22 23 24 25
26 27 28 29 30
31 32 33 34 35
36 37 38 39 40

AMAZING PRIZES TO BE WON!

10+ STAMPS
JEWELLERY SET
Sparkle on your big day

20+ STAMPS
BRIDAL MAKEUP PACKAGE
Look your absolute best!

30+ STAMPS
DESIGNER DRESS
Your dream outfit awaits!

40+ STAMPS
THE ULTIMATE SURPRISE PRIZE!
Our biggest prize of the day!
Revealed at the event

HOW IT WORKS

VISIT
Visit as many exhibitors as you can.

ENGAGE
Interact with the exhibitor (ask questions, view their collection, scan QR code, follow or make a purchase).
Once genuine interaction = One stamp

COLLECT
Collect stamps on your passport.
The more you collect, the better your chances to win!

WIN
Drop your completed passport in the lucky draw box and win amazing prizes!

The more you explore, the more you win! ♥

YOUR NAME: _____
MOBILE: _____
EMAIL (OPTIONAL): _____

SCAN TO FOLLOW ASIAN BRIDAL FEST UK
asian_bridal_fest_uk

TERMS & CONDITIONS

- One stamp per exhibitor per passport
- Stamps are only valid for genuine engagement as described above.
- Incomplete passport will not be entered into the prize draw.
- Prizes cannot be exchanged for cash.
- Organisers decision is final and binding.
- By participating, you agree to these terms.

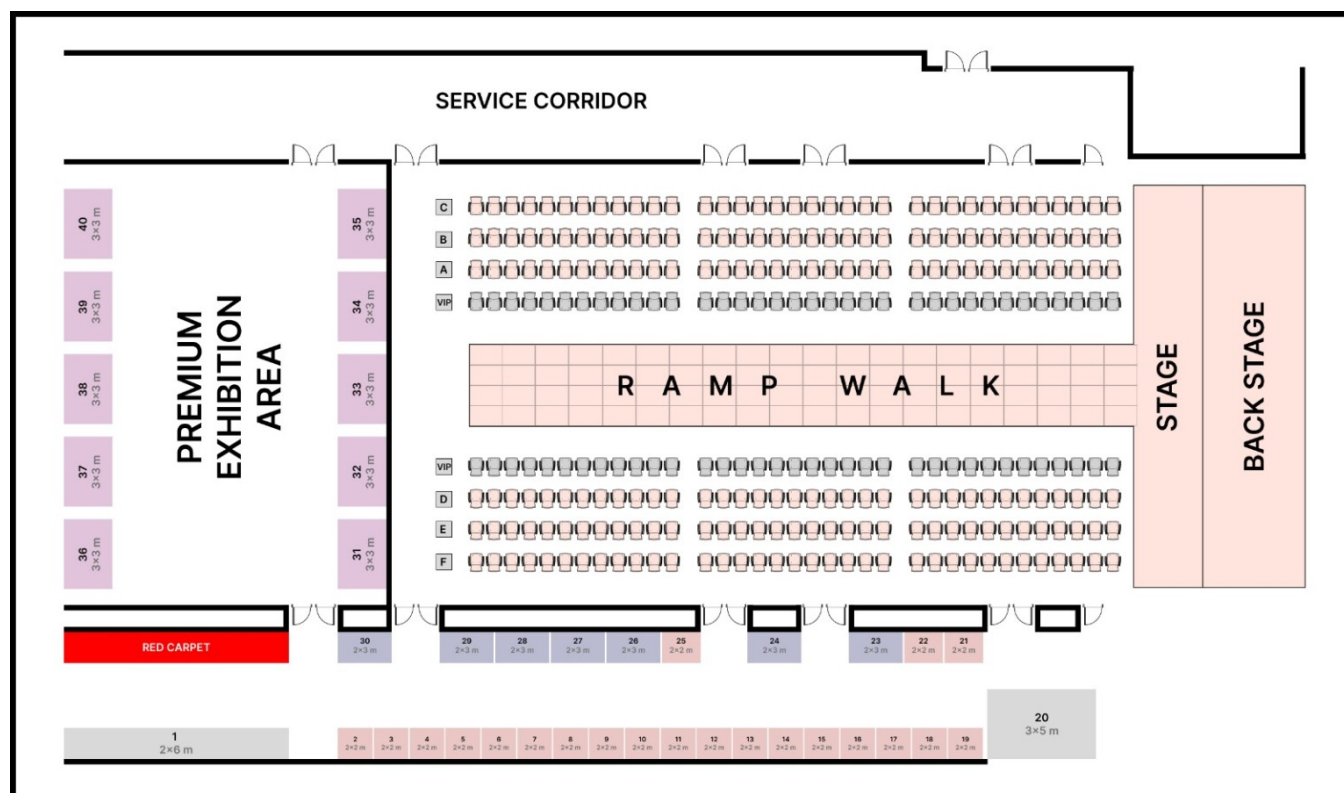
What you need to do

Visitors will receive an ABF Passport and will be encouraged to explore participating exhibitors. A visitor can earn a stamp after a genuine interaction with your business - for example, asking questions, viewing your collection, scanning your QR code, following your page or making a purchase. Asian Bridal Fest UK will provide the stamps.

- One genuine qualifying interaction = one stamp.
- Please do not pre-stamp passports or give multiple stamps for one interaction.
- Use the Passport as an opportunity to start a conversation, introduce your products and encourage visitors to connect with your business.
- If you want to contribute a prize, gift or voucher to the official prize draw, please tell the organiser in advance.

EXHIBITOR FLOOR PLAN

The plan below shows the planned exhibition positions, red carpet, runway, seating, stage and backstage areas.



Your individual booking confirmation will identify your allocated space number. Please set up only within your confirmed footprint and keep aisles, doors and access routes clear. The organiser may make reasonable floor-plan adjustments where required for venue, safety or operational reasons.

EVENT-DAY EXHIBITOR CHECKLIST

A simple checklist to help your day run smoothly.

PLEASE BRING

- Your products, stock, samples and branded display materials.
- Your own approved furniture, display structures, lighting and equipment unless otherwise agreed.
- Chargers, payment equipment, extension equipment only where venue-approved, and any business QR codes.
- Business cards, brochures, price lists and promotional materials.
- Any required licences, certificates or insurance documents relevant to your business.

PLEASE REMEMBER

- Arrive and complete setup within the timetable communicated by the organiser.
- Keep your exhibition space staffed, tidy and welcoming throughout the public opening hours.
- Do not obstruct aisles, emergency exits, neighbouring exhibitors or venue equipment.
- Food businesses remain responsible for food hygiene, allergens and all applicable trading requirements.
- Do not dismantle early unless the organiser has agreed this for safety or operational reasons.

FINAL OPERATIONAL INFORMATION

Final exhibitor arrival time, loading instructions, access arrangements, setup/breakdown timings and any venue-specific operational notes will be communicated by the Asian Bridal Fest UK team before the event.

YOU'RE OFFICIALLY PART OF MAKHMAL

Thank you again for booking with Asian Bridal Fest UK.

Please keep this Welcome Pack and your booking confirmation together. If any of your business details, logo, contact information or promotional information changes before the event, please inform the organiser so our records and content remain accurate.

Official Website

www.asianbridalfest.co.uk

Event

Asian Bridal Fest UK - Makhmal Edition

Saturday, 14th November 2026

Hilton London Heathrow Airport Terminal 5 (Hilton T5), SL3 0FF

We look forward to welcoming you and your brand.

EXHIBITOR TERMS & CONDITIONS

These terms form part of the post-booking information and should be read together with your booking confirmation or signed agreement. Where a signed agreement contains more specific terms, that agreement takes priority.

1. Booking & Payment

Your exhibition space is confirmed in accordance with the booking confirmation and payment terms issued by Asian Bridal Fest UK. The fee covers the agreed space and stated package inclusions only.

2. No Guarantee of Footfall, Leads or Sales

Asian Bridal Fest UK will use reasonable efforts to market and promote the event and participating exhibitors. Visitor numbers, enquiries, leads, orders, bookings, social-media engagement, sales and return on investment depend on factors outside the organiser's control. No minimum footfall, lead volume, sales value or commercial return is guaranteed.

3. Promotional Activity

Instagram visibility, collaboration posts, business visits, videos, interviews, stories, reels, photography, videography and post-event coverage are subject to the package booked, scheduling, operational requirements, suitability and available content. Specific reach, views, engagement or commercial results cannot be guaranteed.

4. Package Benefits

The £750 3m x 3m package includes dedicated Instagram visibility and one VIP Fashion Show ticket. The £1,500 Premium Space includes two VIP Fashion Show tickets, two dedicated Instagram promotional features - one before and one after the event - an on-day red-carpet media interview and red-carpet board logo placement. The £2,000 Signature Entrance Space includes the same promotional benefits with three VIP Fashion Show tickets.

5. ABF Passport & Prize Draw

The ABF Passport is an engagement initiative and does not guarantee that every visitor will attend every exhibition space. Prize contributions are subject to organiser approval, and an exhibitor is responsible for honouring any accepted prize contribution and stated conditions.

6. Exhibitor Responsibility

Exhibitors are responsible for presenting and promoting their own business, staffing their space appropriately, maintaining accurate pricing and product information, and ensuring their products and services comply with applicable law.

7. Displays & Equipment

Exhibitors are responsible for supplying, installing and removing their own approved furniture, displays, structures, lighting and equipment unless otherwise agreed in writing. Displays must remain within the allocated footprint and comply with venue, health and safety and organiser requirements.

8. Red-Carpet Board Logos

Logo placement included with the £1,500 and £2,000 packages is subject to suitable artwork being supplied by the stated deadline. Other exhibitors may purchase placement for an additional fee, subject to availability. Exact size and positioning are determined by the organiser.

9. VIP Tickets

VIP Fashion Show tickets included within a package are limited to the number stated for that package, are subject to the event's ticket conditions and may not be exchanged for cash.

10. Setup, Opening Hours & Breakdown

Exhibitors must follow the setup and breakdown timetable communicated by the organiser. Spaces should be fully presented and appropriately staffed during public opening hours. Early breakdown may be restricted for safety and visitor experience.

11. Insurance, Licences & Compliance

Each exhibitor is responsible for insurance, licences, certifications, food-safety requirements, public liability cover and other permissions legally required for its activities. Food businesses remain responsible for food hygiene and allergen obligations.

12. Property & Security

Exhibitors remain responsible for their own stock, cash, equipment, personal possessions and displays. Asian Bridal Fest UK is not responsible for loss, theft or damage except to the extent liability cannot lawfully be excluded.

13. Conduct & Complaints

Exhibitors must behave professionally toward visitors, venue staff, other exhibitors and the event team. Concerns should be raised as soon as reasonably possible so the organiser has an opportunity to investigate or address them. Nothing in these terms prevents a truthful review, genuine complaint or exercise of a legal right.

14. Photography & Filming

The event will be photographed and filmed. Exhibitors acknowledge that their space, staff, branding and products may appear in event coverage. Any special restriction should be raised in writing before the event.

15. Changes & Circumstances Beyond Control

The organiser may make reasonable changes to floor plans, programming, timings or operational arrangements where required by the venue, safety needs or event delivery. Circumstances beyond reasonable control will be handled in accordance with the booking agreement and applicable law.

16. Acceptance

Your confirmed booking is subject to the final booking terms supplied by Asian Bridal Fest UK. Where your signed booking agreement contains additional or more specific terms, that agreement will take priority.