

The Ultimate Guide For The Groom,

★★★★
INDABA

HOTEL, SPA & CONFERENCE CENTRE
FOURWAYS JOHANNESBURG

GROOMS²⁰²¹ EXPO

29Sep - 04Oct

The Husband, The Man.



The Ultimate Grooms Experience Featuring

- Heath & fitness
- Men's Attire
- Male grooming
- Finance & legalities
- Transport
- Venue
- Entertainment for the guests /Music & dance
- Photography and videography
- Venues
- Honey moon destinations
- Jewelry

Expo Highlights

2 Fashion shows per day

11 am Friday / Saturday / Sunday

2 pm Friday / Saturday / Sunday

Runway Entertainment

- Learn your first dance (what to do and what not to do)
- Dress him up/ Dress him down
- Tone it up – with a step by step fitness routine

GROOMS 2021
EXPO

★★★★
INDABA
HOTEL, SPA & CONFERENCE CENTRE
FOURWAYS JOHANNESBURG

 **Essential Media**
MEDIA THROUGH ALL MEDIUMS





Introduction

Wedding Essentials & Essential Groom magazine provides an exciting new concept “The Essential Groom Expo”, your Ultimate Experience For The Groom, The husband, The Man.

The opportunity for all professionals and suppliers and service providers in the wedding industry to showcase their products and services to a direct target market of all brides and grooms-to-be.

The Essential Groom Expo is the only platform in South Africa that caters for the groom, ensuring that he too is made to feel special on his big day, making this “The Ultimate Guide For The Ultimate Groom”. The Essential Groom Expo will have a full selection of what every man requires, including the needs for, the best man and the father of the groom.

It covers a variety of topics from

- Choosing the ring,
- How to pop the question,
- Writing a speech,
- The duties of the best man,
- Men's attire.
- Grooming the groom
- Honeymoon destinations
- Marriage advice

GROOMS
EXPO
2021





The Team



Tracey - Anne Pienaar
Owner | Publisher | Marketing



Jake Fox
Graphic Designer |
Head of Social Media

Exciting Mens Forums

Expo will be introducing a Men's forum.

All new grooms to be, will have the opportunity to discuss the trial and tribulations of planning your wedding, so we will host, 3 talks on a daily basis, where we will be introducing the following categories :

Friday the 1st October 2021 :

- Legalities
- Gay Marriages
- Finances

Each session will be hosted for 45 minutes, and after each session, you will have an opportunity to speak with the guest speaker, in his private capacity for further advice.

Saturday the 2nd October 2021 :

- Sex & Intimacy
- Choosing your best man
- Writing your speech.

Sunday the 3rd October 2021:

- Understanding your in-laws
- Writing your vows
- Planning the honeymoon

**GROOMS²⁰²¹
EXPO**

INDABA
HOTEL, SPA & CONFERENCE CENTRE
FOURWAYS JOHANNESBURG

 **Essential Media**
MEDIA THROUGH ALL MEDIUMS





Featured Advertisers

BOSS
HUGO BOSS

BOUCHERON
PARIS

EUROSUIT

Sanbona
WILDLIFE RESERVE
WESTERN CAPE

DW
deon vanwyk
photographer

LINEN DRAWER
Comfort and Style



GROOMS
EXPO
2021

Exhibition Stand Cost

3x3 Square metre stand @ R 10.500

3x6 Square metre stand @ R15.500

6x6 Square metre stands @ R 30.000

(All above prices are excluding vat)

When booking a stand for the expo, as an exhibitor you will receive the following as an added value :

1x full page advert in the March 2021, June 2021 & September issue of Essential Groom Digital magazine.
1x full page advert in the March 2021, June 2021 & September issue Essential Groom Digital magazine.
to the value of R8,500 excluding vat per issue.

Also as an exhibitor, you will receive a 12 month online marketing campaign,
where your products and services are featured on our Essential Groom website.

Website links:

- www.weddingessentials.net
- www.essential-groom.com
-
- Your product compains will also be featured on all social media platforms, leading up to the event

Social media handles:

Facebook :

- www.facebook.com/WeddingEssentialsAndEssentialGroom
- www.facebook.com/EssentialGroomMagazine

Instagram

- www.instagram.com/weddingessentials_magazine
- www.instagram.com/essentialgroommagazine

To book your stand please contact our office, and we will send you a booking form and invoice, as the terms and conditions would be as follows, 60% on signing of the booking / order, and the remaining balance of 40% to be paid by the 1st of August 2021 one month before the Expo.



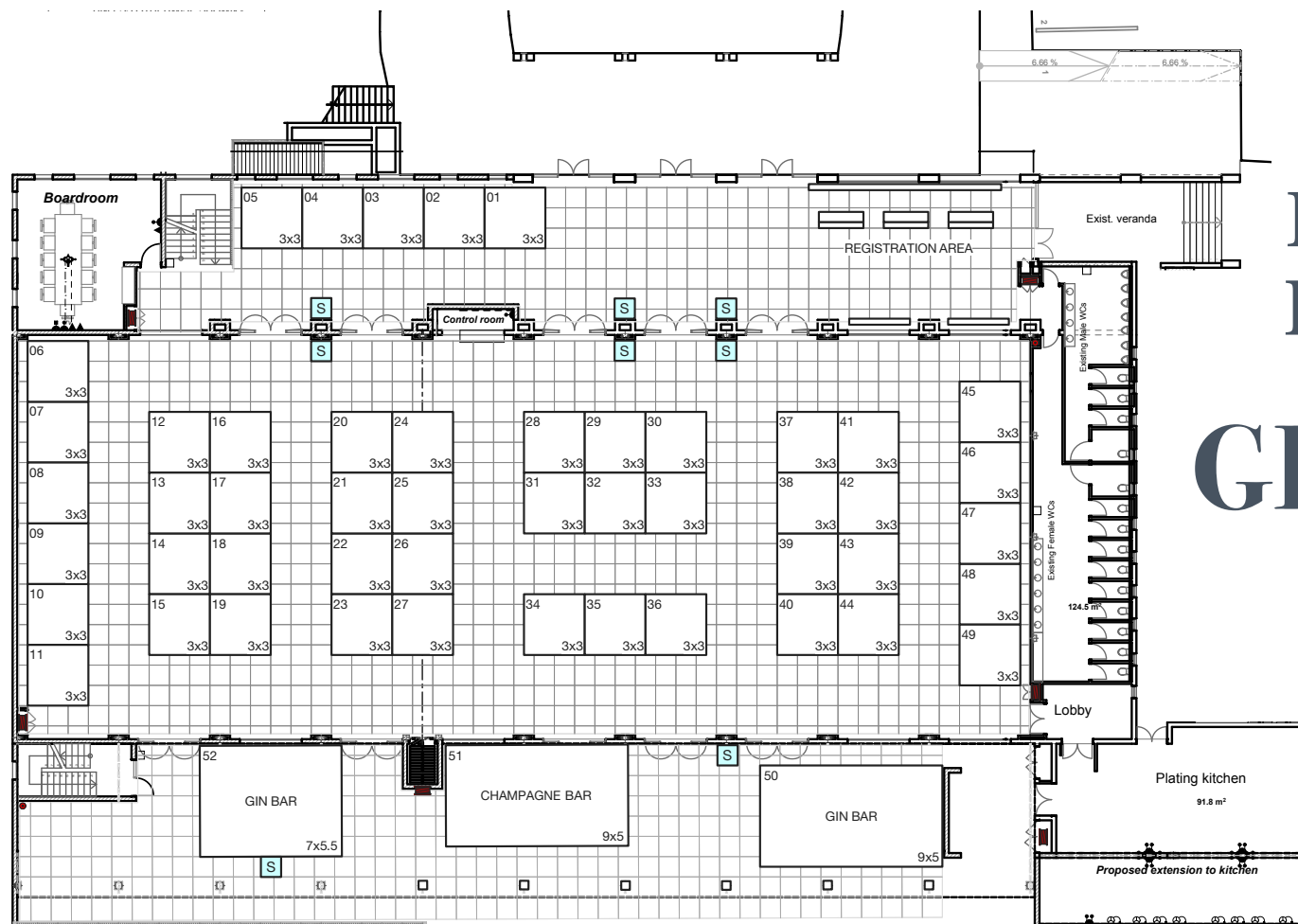
GROOMS
EXPO
2021



The Floor Layout For Exhibitors

GROOMS₂₀ EXPO₂₁

29Sep - 04Oct



LAYOUT 1

GROOM EXPO 2021
INDABA HOTEL, SEPTEMBER

ORGANISER: Essential Media
AE: Brandon du Preez
DESIGNER: Juliette Loveland

DWG NO: 277...revB
DWG DATE: 10.12.2020

Layout
Scale 1: 200

★★★★★
INDABA
HOTEL, SPA & CONFERENCE CENTRE
FOURWAYS JOHANNESBURG

 **Essential Media**
MEDIA THROUGH ALL MEDIUMS

SCANDISPLAY

© 2016 - This proposal and design used in this concept are each subject to the national and international copyright laws for the protection of intellectual property rights. It is not allowed to duplicate or hand out this concept and design or any part of it to third parties. Please note that any dissemination to third parties, distribution or copying of this concept and design is prohibited. All dimensions and relevant details to be checked by production and pre-built prior to construction on site. All dimensions are given in mm. Any discrepancies are to be reported to the designer immediately. No changes are to be made to this design without the approval of the designer. Colours and graphics are represented as close as possible but may differ from the actual finished product.

GROOMS²⁰ EXPO²¹

THE ULTIMATE GUIDE
FOR THE ULTIMATE GROOM
THE HUSBAND, THE MAN

SAVE THE DATE
29Sep - 04Oct



Essential Media
MEDIA THROUGH ALL MEDIUMS

INDABA
HOTEL, SPA & CONFERENCE CENTRE
FOURWAYS JOHANNESBURG

FOR ALL YOUR ADVERTISING NEEDS

Secure your stand and be part of the up and coming Groom Expo.

In order to promote your products and services to a direct target market of all new grooms to be, please contact Tracey, Marketing Director, for this event, contact details are listed below.

Thank You and we are looking forward to seeing you at the show.

THE GROOMS EXPO 2021
021 285 0407 | 021 285 0406
tracey.essentialmedia@gmail.com
www.essential-groom.com

 www.instagram.com/essentialgroommagazine

 www.facebook.com/EssentialGroomMagazine

 www.instagram.com/weddingessentials_Magazine

 www.facebook.com/WeddingEssentials

GROOMS²⁰²¹
EXPO

SCANDISPLAY

INDABA
HOTEL, SPA & CONFERENCE CENTRE
FOURWAYS JOHANNESBURG

 **Essential Media**
MEDIA THROUGH ALL MEDIUMS