



Hey  
Gorgeous

Brought to you by  
**HEY EXHIBITIONS**

# **Sponsorship Pack**

March 2019

In association with

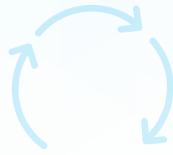
**AVARI** Events  
www.avarierevents.com

  
RecommendAsian



**Hey Gorgeous** is a unique Shopping and Lifestyle Event, showcasing the most extraordinary and outstanding products and services within the community.





## History

Hey Gorgeous started to give small businesses an opportunity to reach an audience of engaged customers. We are passionate not only about entrepreneurs, but about giving a local community access to products and services that complement their lifestyle.

Over the last four events, growth has been significant. Hey Gorgeous is one of North West London's most anticipated community events, this show being our 5th, with one of our previous being a one-month pop up shop.

Our events have seen a large rise in footfall from 1000 to 3,200 and exhibitors from 35 to 80.





## About us

Hey Gorgeous is brought to you by the The Hey Exhibitions Team. It is led by Zamiha Desai, Director of RecommendAsian and Upesh Patel, Director of Avari Events. This strong partnership ensures that both exhibitors and patrons alike have an incredible experience at any Hey Exhibition Event.

Zamiha has, over the last two years, grown two prominent Facebook Groups, RecommendAsian and ProfessionalAsian to over 60,000 members in each group. Through those groups she has supported small businesses and individuals who wished to explore the Modern British and Asian Lifestyle. We have seen incredible entrepreneurs with talent, originality, skill and quality erupting from these groups.

Upesh Patel is the founder of Avari Events. The Company was set up in 2006 and provides décor and production for events including weddings, corporate functions and exhibitions. The company has gone from strength to strength, leading with flair and imagination. The skills and experience Avari Events demonstrate in production, organisation and logistics has made them a premium events company.

Together, they make an exceptional team, who have created a unique Shopping and Lifestyle Experience through Hey Exhibitions and Hey Gorgeous.



## Vision

The vision we have is simple -  
*connecting wonderful businesses with customers alike.*

Prior to the RecommendAsian and ProfessionalAsian platforms, accessing small speciality businesses was mainly achieved via word of mouth and often meant travelling to someone's home or searching online. While the Facebook Groups brought a new channel to access lifestyle businesses, Hey Gorgeous wanted to bring these out of a virtual platform into the real world. Allowing the ability for customers to meet business owners face to face, touch fabrics, observe the quality, taste the food and experience the uniqueness and originality of what these incredible businesses have to offer.





## Statistics

The crowd attending is engaging, diverse and of an affluent background. The vast majority do purchase on the day, whether it's a small item for £3.50 or an outfit for £2,000. There has also been a significant amount of follow up business, particularly with those offering services, bespoke clothing and beauty products.

Exhibitors stalls range from clothing, jewellery, accessories to, artefacts, books, food items and much more. We are always expanding this range to give our customers a unique shopping experience.

Show name	Number of Exhibitors	Approx Number Of Attendees
Hey Gorgeous 1	35	1000
Hey Gorgeous 2	70	1500
Hey Gorgeous 3	80	3200
Hey Gorgeous 1 month Pop Up shop	50 + concessions	1200 + total individual sales



## **New Initiative for March 2019**

**Hey Youngpreneur/Innovator – Age range 11 - 18**

**Ever fancied yourself or you think your child is the next Sir Richard Branson or Lady Karen Brady?**

**We are launching an exciting new initiative for the younger members of the community to exhibit at Hey Gorgeous with their products or innovations. Six stalls will be allocated to this initiative and our younger generation will be required to submit their entries with information about their business and a short video introducing their business! The final six will then be selected from the entries based on skill and innovation.**

**Each youngpreneur will be paired with a mentor who will be sponsoring the process. Youngpreneur are also able to appoint a relative, family friend or acquaintance as their sponsor.**

**For more information please visit [www.heyexhibitions.com](http://www.heyexhibitions.com).**



## **Sponsorship Opportunities**

**There are two sponsorship categories:**

1. Sponsor the Hey Gorgeous event
2. Sponsor the Youngpreneurs





## Event Sponsorship

**Packages are available at an investment of £1,999.00.**

**For this you will receive the below benefits:**

- Premium placed stall and/or banner for two days
- Inclusion in on screen rolling video at the Hey Gorgeous Event (tbc) and or banner advertising
- Logo in all HG specific social media marketing
- Logo inclusion on all HG marketing printed material
- One full page ad in the hey gorgeous printed directory
- Inclusion on the Hey Gorgeous website
- Logo inclusion in our advert on Sony TV UK (subject to confirmation by Sony)
- Logo inclusion in all online video marketing
- Inclusion on the RecommendAsian directory and App
- Feature on RecommendAsian or ProfessionalAsian highlighting your business
- Inclusion in all mailshots to our mailing lists for the Hey Gorgeous event – approximately 10,000 subscribers
- By appointment only a short 1-minute promo video highlighting your product of service
- Distribution of 10,000+ flyers and 1000+ posters in the lead up to the show

## **YoungPreneur Sponsorship**

**You will be required to mentor, advise and support the YoungPreneur you have picked or been assigned.**

**There will be a PR focus on this element and we request we share your details on any PR content sent.**

**This does not include your own stall. Packages are available at an investment of £999.00.**

**For this you will receive the below benefits:**

- The YoungPreneur's 2m x 3m stall
- Inclusion in on screen rolling video at the Hey Gorgeous Event (tbc) and or banner advertising
- Logo in all YoungPreneur specific social media marketing for your finalist
- Logo inclusion on YoungPreneur specific marketing printed material and roller banner
- One full page ad in the hey gorgeous printed directory
- Inclusion on the Hey Gorgeous website
- Feature on RecommendAsian or ProfessionalAsian highlighting your business in association with your YoungPreneur
- Inclusion in documentation of the process



## Testimonials

“We have participated at two hey gorgeous events.

It’s such a great event for many reasons:  
showcasing your products, exposure to new customers,  
making great contacts to collaborate with in the future and being a part of a  
community event where you are bringing men, women and children together under  
one roof celebrating local talent and businesses.

We have totally reaped the benefits of being part of an exhibition like this and hope  
to participate in future events!”

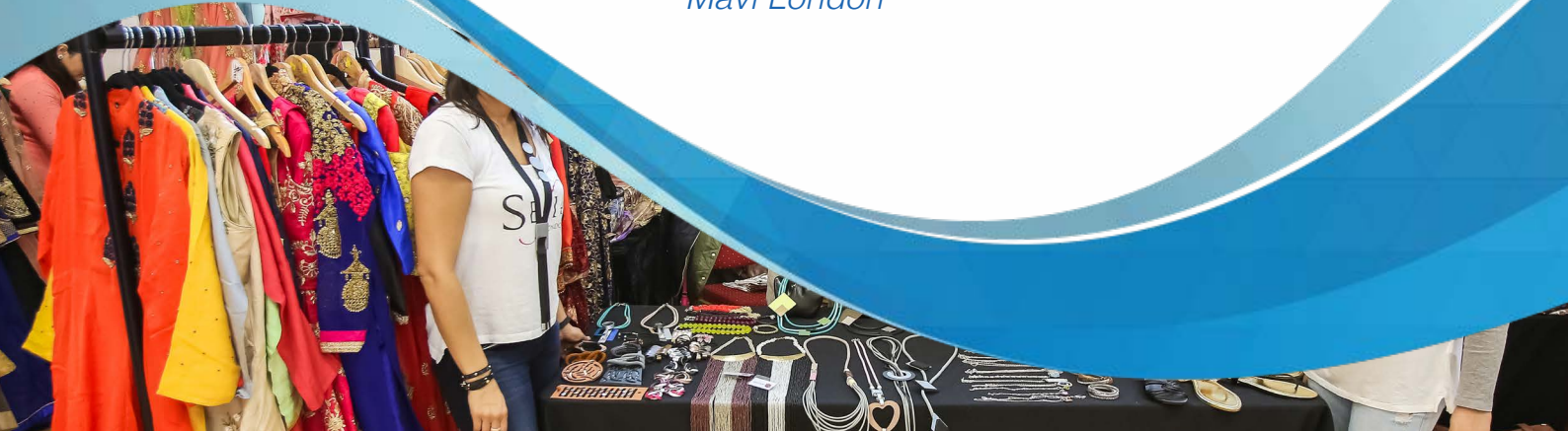
*Kiki Dee Boutique*

I would like to say a massive thank you to Zamiha and her team at Hey Gorgeous  
for giving me the opportunity to expose my new business to the local market.  
I have now exhibited at two Hey Gorgeous events and it’s been brilliant! Extremely  
well organised and the attendance was excellent at both events!

I very much look forward to the next events!

Thank you once again Zamiha!

*Mavi London*





## Testimonials

“I have exhibited at Hey Gorgeous from the very beginning. I had no idea what to expect but went with an open mind. The event was heaving full of eager customers and we sold out of our jewellery by the end of the show! Not only did we make great sales but it was a great opportunity to network with new customers and also other exhibitors. Hey Gorgeous is an amazing platform for any new business to have the opportunity to have customers lining up for your products. Thank you to Zamiha and the RA/PA team for the opportunity.”

*Jeminee Jewellery*

“Such an amazing platform.  
It was a great way to increase our brand awareness”

*Prishanna*





For more information please visit  
[www.heyexhibitions.com](http://www.heyexhibitions.com)

