

Diwali Aap Ke Saath Shopping Festival

27 - 29 September 2024
VIP Commercial Center, Flacq
10:00 a.m to 19:00 p.m



By Affilia Ltd in Collaboration with VIP
Commercial Center



Up to
60%
Off

**BOOK YOUR
STAND NOW !**

+ 230 5 - 862 8140 / + 230 5 - 863 1540
marketing.affiliatd@gmail.com
www.affilia.ltd



Home, Deco, Garden, Clothing, Shoes,
Electrical, Lighting, Tools, Renovation &
Construction, appliances, Kitchen Wears
& Equipment, Security & Alarm, Health,
Automobile.



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DIWALI

Preparation By

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Pop-Up
**Flash Shopping
Festival**

Event Overview

Join us for a spectacular 3-days shopping extravaganza at VIP Commercial Center, Flacq, where all outlets of the mall and outside exhibitors will come together for an incredible Mega Flash Sale.

Experience live entertainment, exclusive discounts and a festive atmosphere as we celebrate Diwali with a bang!

Event Details

- **Dates:** 27 - 29 September 2024
- **Location:** VIP Commercial Centre, Flacq
- **Event Hours:** 10 AM - 19 PM Daily

Organizer

Affilia Ltd

The Hive, Old Moka Road, Soreze, Pailles.
Tel: + 230 5 - 273 7190
+ 230 5 - 862 8140

affilia.businesscoach@gmail.com

www.affilia.ltd



Highlights

- **Mega Flash Sales:** Unbeatable discounts across all outlets and participating shops.
- **Live Entertainment:** Enjoy live performances and entertainment by Affilia's team on all three days.
- **Media Coverage:** Wazaa FM & Taal FM will be present to cover the event, ensuring maximum exposure.
- **Engaging Activities:** Sound system, digital screen displays, fun games, dance competition and exciting gifts.





Exhibitor Information

We invite potential exhibitors to be part of this grand event.

Ensure your brand gets the spotlight during this festive season.





Booking Your Stand

- Minimum Space Requirement: 9 m²
- Stand Features: Prime location within the shopping centre, access to power supply, and promotional opportunities through event marketing.

Why Exhibit ?

- High Foot Traffic: Attract thousands of shoppers eager for deals and entertainment.(Bus Terminal, Supermarket, Shopping Mall, City Center, Market)
- Brand Exposure: Benefit from extensive media coverage and on-site promotions.
- Networking Opportunities: Connect with other businesses and potential customers.

H O W T O B O O K



Reserve your stand now to secure your spot at the Diwali Aap Ke Saath Shopping Festival.

Spaces are limited and expected to fill up quickly!

Contact Information

- **Email:** Affilia.businesscoach@gmail.com
/ marketing.affilialtd@gmail.com
- **Phone:** +230 5 – 273 7190 /
- + 230 5 – 862 8140 /
- + 230 5 – 863 1540

Website: www.affilia.ltd



Promotional Support

All exhibitors will receive comprehensive promotional support, including:

- **Social Media Campaigns:** Our social media team will run targeted campaigns to highlight participating brands and exclusive offers, reaching a wide audience across various platforms.
- **Radio Advertising:** Wazaa FM and Taal FM will cover the event, providing extensive radio advertising and ensuring your brand gets maximum exposure to a broad listener base.
- **Press Coverage:** We will partner with local newspapers and magazines for event advertising, ensuring your participation is noted by potential customers.



Promotional Support

- **Road Banners:** Strategically placed banners at key locations around the city will promote the event and participating brands, driving traffic to the festival.
- **On-Site Digital Screen:** Digital screens at the event will prominently display your brand, ensuring it stands out to all attendees.
- **Influencer Content:** Influencers will create engaging content about the event, sharing it through videos and social media posts to reach their followers and attract more visitors.
- **Back Bus Advertising:** Advertisements on the back of strategic buses will promote the event throughout the city, reaching commuters and increasing event visibility.



Rates

Stand Package for 3 Days

Price Excluding VAT

9 M² (3 X 3M) – MUR 35,000.00

18M² (3 X 6M) – MUR 65,000.00

***** 1 Space – MUR 12,000.00



**37 Stands
Available**

Package Content

- 3 Days Entertainment & Commercial Animation for all tenants & exhibitors, the Supermarket & Food Court.
- 1 Audio advertising for all exhibitors to be displayed via on spot sound system all day during the event.
- 3 Digital Totems to display advertising of all businesses.
- Animation Live & Post Prod Coverage on DEX TV & MoRadio.Tv.
- Video Advertising.
- Video (Photo Content Animation / Presentation & Animation / On Spot Publi-Reportage).
- Dance Show & Interactive Dance Show (Flash Mob).
- 1 Hour Singing Show by Artist & Group on Saturday & Sunday.
- Inside Mall Open Space & Parking Exposition. (Under Marquee).
- Advertising Campaign prior event.
- Social Media Coverage
- Camera & Security 24/7.
- Stand Space / Table / 2 Chairs / Electric Point.



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