

BEAUTY*expo* AUSTRALIA

POST-SHOW REPORT

2018



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EVENT OVERVIEW

Beauty Expo Australia is Australia's biggest weekend of skincare, cosmetics, nails, medi, wellness and spa. The event offers beauty brands the opportunity to showcase their latest ranges directly to a captive audience of key decision makers, motivated buyers and salon owners all in one place, across 2 fantastic days. Teamed up with world-class education, workshops, demonstrations, live competitions and networking, it really is the premier event for connecting Australia's Beauty Industry.

THIS YEAR AT BEAUTY EXPO AUSTRALIA

8+9 September 2018 ICC Sydney, Darling Harbour



Exhibitors: **263**



Expo Visits: **7,723**



Expo, Education &
Competition Tickets:
9,096



2 Day Admission:
\$25 Early Bird Ticket
\$35 Full Price Ticket



DAILY EXPO VISIT BREAKDOWN

Saturday: **3,696**

Sunday: **4,027**

SHOW HIGHLIGHTS

- 263 exhibitors featuring thousands of products and services
- 300+ leading beauty brands
- 46 free shows on the expo floor showcasing the latest techniques
- 27 education sessions, covering topics in Anti-Ageing/ Dermal, Professional Skills and Business
- 10 in-depth workshops
- Anti-Ageing Stage
- Make-Up & Grooming Stage
- FACE2FACE Makeup Competition
- Nailympia Australasia Competition
- Proudly Natural and Proudly Australian showcase highlighting natural products and Australian made products
- Electronic Lead Scanning App, designed to generate more leads for our exhibitors and sponsors and enable easy sign-ups for visitors
- Exclusive Show Specials
- Live Demonstration Program

OUR VISITORS, YOUR CUSTOMERS



OWNER/
MANAGER
48%

POSITION

Owner 36%
Employee 22%
Apprentice/Student 13%
Home salon owner/Operator 12%
Manager/Director 12%
Other 5%

TOP 6 INDUSTRY SECTOR

Beauty Therapy 42%
Makeup Artistry 11%
Nail Technician 6%
Manufacturer/Distributor/Supplier 4%
Hair Dressing 4%
Dermal Therapy 3%

BEAUTY
THERAPY
42%





MARKETING CAMPAIGN SNAPSHOT

The 2018 campaign consisted of magazine, digital, social media, outdoor, and PR activity. We selected our marketing and PR channels to ensure that we delivered a high amount of visitors, but more importantly the best quality audience.

- Dedicated expo website
- Direct mail campaign
- Print advertising campaign
- Digital and retargeting campaign
- Social media campaign
- Referral campaign
- Regular eDMs to Australia’s largest professional beauty databases
- Expo brochure inserts in professional beauty publications
- Brochure distribution to beauty salons and beauty colleges / TAFE
- PR campaign
- SMS campaign
- Telemarketing campaign
- Database acquisition campaign



BEAUTY EXPO AUSTRALIA WEBSITE

Website activity in the 12 weeks leading up to the show:

Sessions: **76,581**
Users: **48,824**
Page Views: **273,620**
Exhibitor Listing: **13,912**



BEAUTY EXPO AUSTRALIA SOCIAL MEDIA

Facebook fans: **22,500+**
Instagram Followers: **9,000+**



ELECTRONIC LEAD SCANNERS

12,228
Additional leads generated at Beauty Expo Australia for our exhibitors



YOUR CUSTOMERS

80%

OF VISITORS ARE
LIKELY TO ATTEND
NEXT YEAR

96%

ARE SOMEWHAT LIKELY
TO RECOMMEND THE
SHOW TO COLLEAGUES

85%

OF VISITORS BOUGHT
SOMETHING AT THE
EXPO

43%

SPEND OVER
\$500
AT THE SHOW

89%

OF VISITORS STATED THEY WOULD BE LIKELY TO MAKE A PURCHASE
IN THE NEXT 12 MONTHS FROM THE EXHIBITORS THEY MET WITH AT
BEAUTY EXPO AUSTRALIA



DWELL TIME

ON AVERAGE VISITORS SPENT

3.7 HOURS

AT BEAUTY EXPO AUSTRALIA

“

WHAT THE VISITORS SAID

”

“Education sessions were
excellent this year”

“I love attending Beauty
Expo, I get a lot out of it and
I like that there are so many
suppliers and seminars in
one location. As a business
owner, I find this great as it
is less time I am away from
the salon”

“The Beauty Expo is such a
valuable resource for beauty
professionals with so many
companies and brands and
so much education all under
the one roof!”

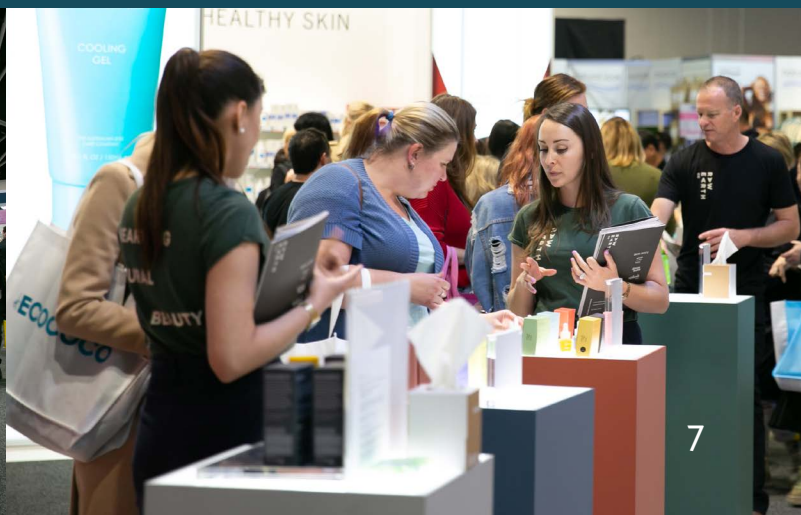
“Beauty Expo Australia is fun,
exciting, it’s everything in
one place”



EXHIBITOR STATISTICS



- 70% of exhibitors recommend Beauty Expo Australia to a friend or colleague
- 83% of exhibitors claimed that participating at Beauty Expo Australia elevates their company's status and image within the industry
- 65% of exhibitors state that Beauty Expo Australia is a must attend event in the industry
- 59% of exhibitors say that Beauty Expo Australia delivers more new leads than any other sales or marketing options



PARTNERS

A SPECIAL THANK YOU TO
ALL OF OUR PARTNERS.
WITHOUT YOUR ONGOING
SUPPORT, THIS YEARS EXPO
WOULD NOT HAVE BEEN
THE SUCCESS THAT IT WAS!



EDUCATION SPONSORS

YOUR COMPLETE SOLUTION



ANTI-AGEING STAGE SPONSOR

SPA+CLINIC

MAKEUP & GROOMING STAGE SPONSOR



COMPETITION SPONSORS



WITH THANKS FROM
THE BEAUTY EXPO AUSTRALIA TEAM
WE LOOK FORWARD TO WORKING WITH YOU IN 2019



BEAUTY*expo*
AUSTRALIA

24 + 25 August 2019

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ORGANISED BY

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