

BEAUTY DISCOVERY

Designing Your Space.

Guidelines for creating the
perfect space for you brand.



BEAUTY*expo*
AUSTRALIA

28 - 29 August 2021
ICC Sydney Exhibition Centre

BEAUTY DISCOVERY

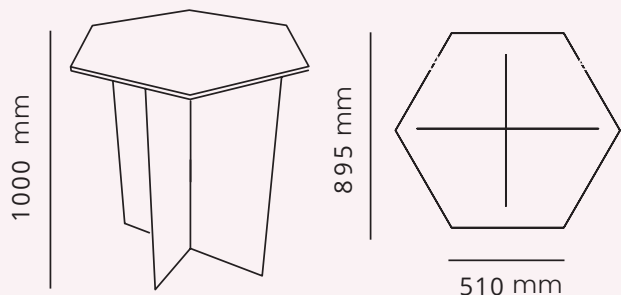
Showcasing new and emerging brands from around the country, Beauty Discovery provides a unique & affordable opportunity, for businesses within their first 3 years of trade to launch themselves into the market.

WHAT DOES MY SPACE INCLUDE?

Beauty Discovery exhibitors will present a small collection of their products/ range on one of our specially designed timber display plinths. Make sure you consider the below specifications when merchandising our space.

INCLUSIONS

1 x Timber Plinth	1 x Sign
1 x Arm Light	1 x Stool



TIMBER PLINTH SPECIFICATIONS

Hexagonal shape with sides each measuring 51cm.

Height: 1000mm.

Width: 510mm hexagonal sides, 895mm from flat edge to flat edge.

Maximum weight: 45kg in the centre and 20kg on the outside edges.

PRODUCT PLACEMENT

Product displayed should be limited to the top of your plinth ONLY. Your display must not exceed 600mm in height and product CANNOT be placed on the floor around your plinth or attached to the walls.

PLEASE NOTE: No items to be placed on the floor, no additional furniture or rugs. Table cloths and coverings are permitted but must be tidy and pinned to the plinth.



ATTACHING ITEMS TO YOUR PLINTH

Staples, screws, pins and glue are NOT permitted to be used on your plinth. Stickers or decals are only permitted if they are a low-tac adhesive and are removed from the plinth after the show without causing any damage.



LIGHTING

All Beauty Discovery exhibitors receive 1 wall mounted arm light above their sign.

SIGNAGE

Your space includes 1 wall mounted (700mm x 700mm) sign which will sit approximately 500mm above the top of your plinth.



DISPLAY INSPIRATION



WHAT DOES MY SIGN LOOK LIKE?



Your sign will be produced by Beauty Expo Australia and will include;

- Stand Number
- Company Name
- Hero Image

The sign will sit approx 100mm from the top of the wall and 500mm from the top of your plinth.

Please email high resolution hero image to claudene.yousif@rxglobal.com by 30 July (700mm x 700mm in size)

NEED MORE HELP?

If this document didn't answer all your questions, please feel free to get in touch with our team. We love when our exhibitors think outside the box creatively so if you have an idea you feel may break our guidelines, put it forward & our team will happily review it!

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