# BEAUTYCXPO

16-17 October 2021 ICC Sydney Exhibition Centre

DIGITAL & SPONSORSHIP OPPORTUNITIES



# BEAUTYEXPO

More than just a traditional trade show, Beauty Expo Australia connects a like-minded community of leading and emerging brands with Australia's professional beauty industry through a multi-channel experience, layering the best of physical and digital opportunities to provide a platform for discovery, education, networking and inspiration anytime, anywhere.

## OUR COMMUNITY REACH



6,700+
EVENT ATTENDEES



23,000+
WEBSITE USERS
PER MONTH



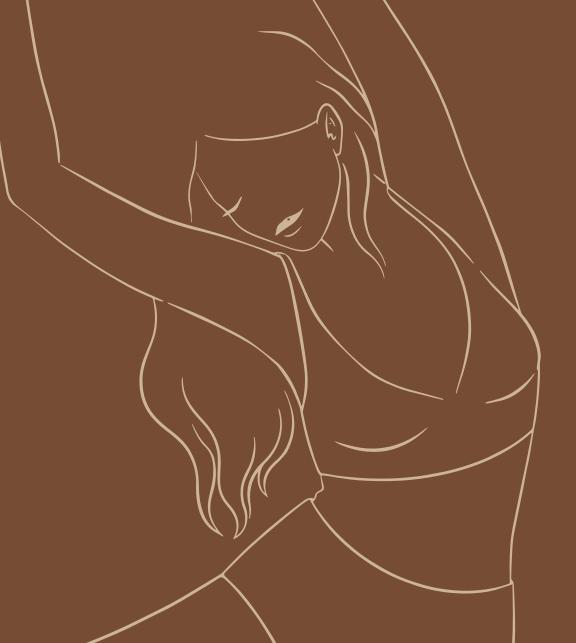
18,500+ EMAIL DATABASE



37,200+
FACEBOOK
FOLLOWERS



12,500+
INSTAGRAM
FOLLOWERS







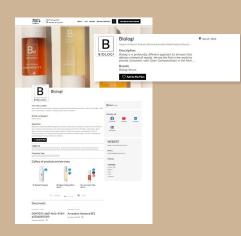
## WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?

# BEAUTYEXPO

#### BRONZE WEBSITE LISTING

This is your profile in the Beauty Expo **Brand Directory**, live on our website year round.

Showcase your brands and products, upload catalogues and link to your website and social channels.



#### BEAUTYBOOK LISTING

This is your listing in Beauty Expo's digital magazine **the BEAUTYBook**. Released just weeks before the show, and promoted via email and social channels this is the industries sneak peek for the event and an important pre-planning tool.



#### EMPERIA APP

Forget business cards! Emperia is our lead scanning mobile app that helps you collect contact details for sales leads and connections made at the show.

Download and use on your own device to scan the badge of attendees, then download the data at the end of the show to build your own database for



### UPGRADE YOUR WEBSITE LISTING

## BEAUTY EXPO

#### STANDARD

#### BRONZE WEBSITE LISTING



#### Biologi

Organic & Natural Products, Skincare, Australian Made Products, Educati...

#### Description

Biologi is a profoundly different approach to skincare that delivers unheard of results. We are the first in the world to provide consumers with Clean Cosmeceuticals in the form...

#### Brand

Biologi Serum

C Add to My Plan

#### SILVER UPGRADE

On average drives 2.7 x more traffic to your profile

#### Includes:

- Premium Listing View
- Contact details
- Why Visit description
- 3 x product images

**\$516** inc gst

#### **GOLD UPGRADE**

On average drives 6.3 x more traffic to your profile

Stand: SP06

#### As per Silver plus:

- Appear at the top of your chosen product category search
- Logo and link to profile on Beauty Expo Home page

#### **\$999** inc gst

\* limit one per product category



# THE BEAUTYBOOK DIGITAL MAGAZINE



The BEAUTYBook is Beauty Expo's digital magazine, released just weeks before the show, and promoted via email and social channels this is the industries sneak peek for the event and an important pre-planning tool.

Each exhibitor receives a listing in the BEAUTYBook as standard, but upgrade your exposure with an ad space or editorial to really make your brand shine!

#### ADVERTISING

**Half Page Ad:** \$1,015 **Full Page Ad:** \$1,816

**Double Page Spread:** \$3,172

**Editorial:** \$2,250

#### AD SPECS

Ad Type	Dimensions	Resolution	File Type
Half Page	180mm (w) x 110mm (h) + 5mm bleed	300dpi	PDF
Full Page	210mm (w) x 250mm (h) + 5mm bleed	300dpi	PDF
Double Page	420mm(w) x 250mm (h) + 5mm bleed	300dpi	PDF

**Editorials:** You provide us with 3-5 images, your logo and answer some interview questions and we create a great looking double page feature for your brand.

### SOCIAL MEDIA

Our online community is one of our most valued assets, with our social channels connecting you instantly with over 49k followers and growing.

#### POST



#### \$499

Appears on both Instagram and Facebook feeds simulatenously

#### STORY



\$625

Appears on both Instagram and Facebook stories fo 24hr simultaneous with link to your profile on our directory. Supports still images or video.

### EMAIL & WEB ADS

The go-to source for all event information, your brand will land straight in the inbox of our email database of over 18.5k beauty professional OR sit pride of place on our website with eyes from over 23k average users per month

#### EMAIL BANNER AD



\$928

#### WEB TILE AD



**\$2,071**/month

# MORE DIGITAL OPPORTUNITIES



# BEAUTYEXPO

#### VISITOR BADGE AD



Your ad appears on the PDF badge emailed to all registered buyers before the show. Buyers then print the badge out and bring it with them on the day, helping to drive visitation to both your online profile pre-event and to your stand on the day!

\$799

#### BLOG/EMAIL ARTICLE



Article/Interview style blog post, promoting your brand story and/or latest products.

Hosted on Beauty Expo Australia website and includes dedicated email to our database and social post.

#### DIGITAL SWAG BAG



Use our new swag bag app/web page to provide visitors with show specials, discount codes, product giveaways and incentives to drive visitation to both your stand and website.

\$200 per offer

#### STAND TOUR VIDEO



A 1-3min video tour of your stand, highlighting your newest products and ranges. Shot by our team at the show and hosted on our IGTV channel and website this is a great way to drive attendees to your stand during the show days as well as reach the wider online community.

\$995

\$1,199

# DIGITAL PACKAGES

SAVE 15%

## DIGITAL DARLING

- Silver Listing Upgrade
- Social Post
- BEAUTYBook Half Page Ad
- · Digital Swag Bag

Value: \$2,183

\$1,856

#### SAV 20%

#### GLOW GETTER

- Silver Listing Upgrade
- Social Post
- BEAUTYBook Full Page Ac
- Digital Swag Bag
- · Blog/Email Article

Value: \$4.18

\$3,346

## BEAUTY EXPO

SAVE 25%

#### BEAUTY BEAST

- Gold Listing Upgrade
- Social Post
- · BEAUTYBook Full Page Ad
- Digital Swag Bag
- · Blog/Email Article
- · Stand Tour Video

Value: \$5,617

\$4,213

#### SAVE 10%

#### SOCIAL BUTTERFLY

- Social Post (preshow)
- Social Story (at the show)
- · Digital Swag Bag

Value: \$1,324

\$1,192



BEAUTYEXPO

### HEADLINE SPONSORSHIP OPPORTUNITIES

# BEAUTYEXPO

#### MAIN STAGE



Naming rights for Main Stage, located on show floor

Branding in all event communications marketing and onsite signage (stage/holding screens).

Double Page Ad in digital BEAUTYBook

Promotional video played between

Opportunity to provide all session attendees with product sample bags.

\$20,000

#### CONFERENCE



Naming rights for the 2-day Australian Beauty and Aesthetics Conference.

Branding in all event communications marketing and onsite signage (stage/holding screens).

Double Page Ad in digital BEAUTYBook

Promotional video played between sessions (max 5 times per day).

Opportunity to provide all session attendees with product sample bags

\$15,000

#### CONFERENCE STREAM



Naming rights for one of 3 available streams for the 2-day Australian Beauty and Aesthetics Conference.

Branding in all conference communications, marketing and onsite signage (conference room and holding screens).

Full Page Ad in digital BEAUTYBook
Social Post

\$5,000

#### F2F MAKEUP COMP



Naming rights and branding in all competition communications, marketing and onsite signage in competition arena.

Full Page Ad in digital BEAUTYBook

Promotional video played on mair stage before awards ceremony, as well as company representative to present winner trophies.

Opportunity to provide all entrants with product sample bags.

#### **BUSINESS COUCH**



Naming rights and branding in all event communications, Business Couch marketing and onsite signaging Business Couch area.

Full page ad in digital BEAUTYBook

Social Pos

Opportunity to provide an expert host for one couch as well as displa and distribute your promotional material to session attendees

\$3,000

\$5,000

## GENERAL SPONSORSHIP OPPORTUNITIES

# BEAUTYEXPO

#### LANYARD SPONSOR



Be visible around the neck of every visitor

\$5,500

#### BAG SPONSOR



Your logo on one side of the official Beauty Expo Australia tote bag, available to all visitors upon arrival, and become a walking advertisement

\$5,500

#### BATHROOM SPONSOR



dedicated bathrooms (Female, Male & Disabled) with branded decals on mirrors. Perfect for soap, hand creams and fragrance products.

Limited to 2 sponsors

**\$1,299** + product

#### HYDRATION SPONSOR



dedicated water refill stations across the show floor. Opportunity to give away branded water bottles for an additional fee.

**\$1,000** per station **\$2,800** set of 3

#### HAND SANITISER



Branding and promotion on dedicated hand sanitiser stations across the show floor. Sanitiser liquid included.

**\$545** per station **\$1,500** set of 3

## DIGITAL & SPONSORSHIP RATE CARD

## BEAUTY EXPO

#### DIGITAL

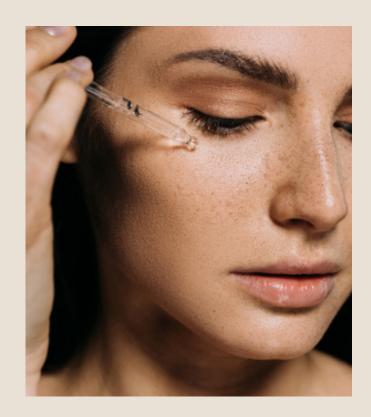
PRODUCT	PRICE			
Online Brand Directory				
Silver Directory Listing	\$469			
Gold Directory Listing	\$908			
BEAUTYBook Digital Magazine				
Half Page Ad	\$1,015			
Full Page Ad	\$1,816			
Double Page Ad	\$3,172			
Editorial Spread	\$2,250			
Social				
Social Post	\$499			
Social Story	\$625			
Email & Web Ads				
Email Banner Ad	\$928			
Web Tile Ad	\$2,071/month			
Other Digital				
Visitor Badge Ad	\$799			
Blog/Email Article	\$1,199			
Digital Swag Bag	\$200			
Stand Tour Video	\$995			

#### SPONSORSHIP

PRODUCT	PRICE	
Headline Sponsorship		
Main Stage	\$20,000	
Conference	\$15,000	
Conference Stream	\$5,000	
F2F Makeup Competition	\$5,000	
The Business Couch	\$3,000	
Other Sponsorship		
Lanyard Sponsor	\$5,500	
Bag Sponsor	\$5,500	
Bathroom Sponsor	\$1,299 + product	
Hydration Sponsor	\$1,000 per station \$2,800 set of 3	
Hand Sanitiser Station Sponsor	\$545 per station \$1,500 set of 3	

#### PACKAGES

PACKAGE	PRICE
Social Butterfly	\$1,192
Digital Darling	\$1,856
Glow Getter	\$3,346
Beauty Beast	\$4,213



ALL PRICES LISTED ARE EX GST



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