


BEAUTY*expo*

A U S T R A L I A



EXHIBITOR
PROSPECTUS

28 - 29 August 2021
ICC Sydney Exhibition Centre



*“Everything you need to know
about the evolving beauty
landscape plus much more.”*



THE ULTIMATE PROFESSIONAL BEAUTY EVENT

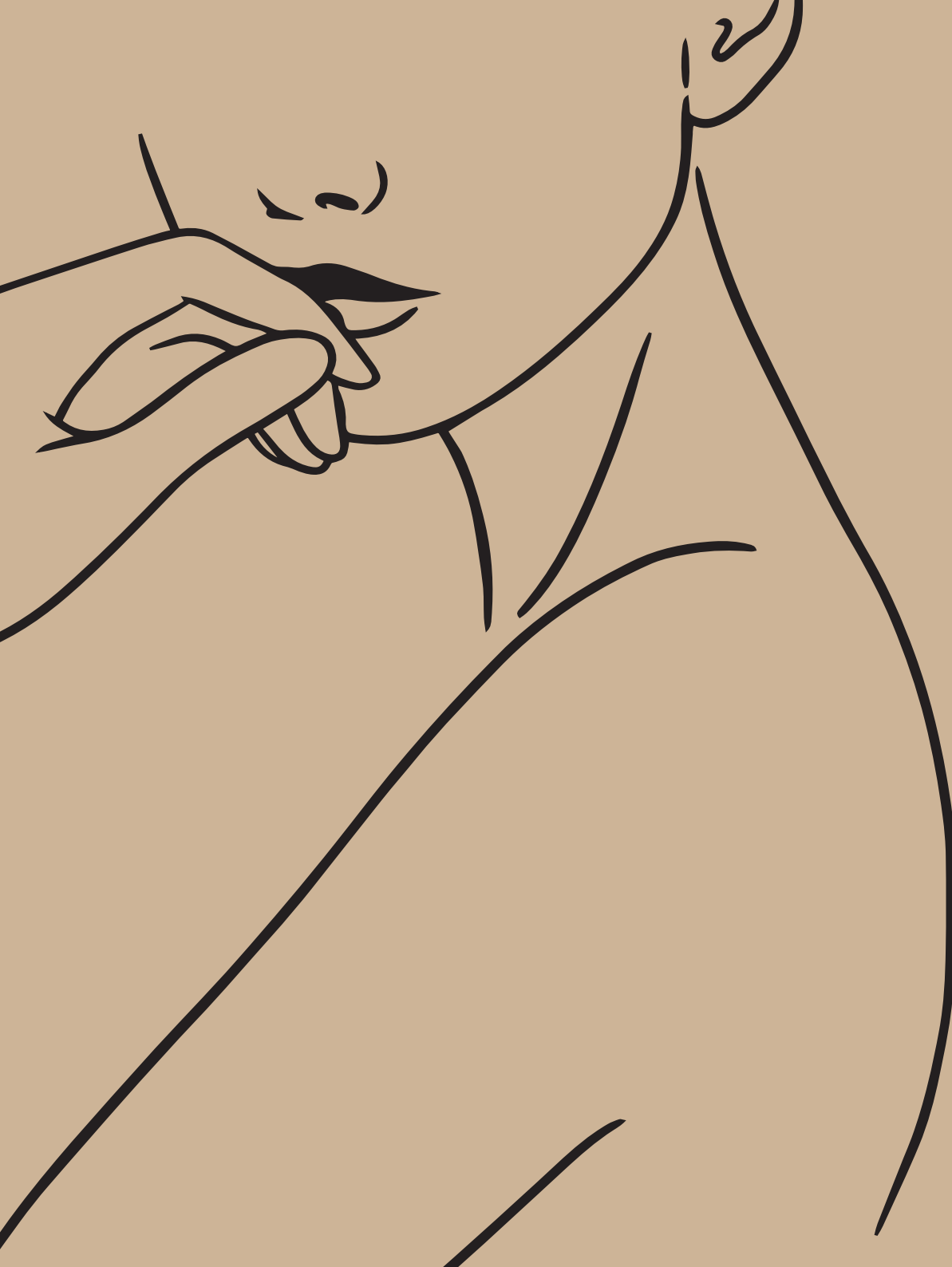
VENUE.

ICC Sydney Exhibition Centre
Darling Harbour

DATES.

Saturday 28 August	9am - 6pm
Sunday 29 August	9am - 6pm

beautyexpoaustralia.com.au



Beauty Expo Australia unites the beauty industry in the country's largest celebration of all things beauty. Be inspired with this unparalleled opportunity for connection and inspiration with a community of like-minded professionals.

With the whole industry at your fingertips, discover and experience over 200 brands and products, world class education, international talent and live performances and competitions across one wonderful weekend.



6,500+
BEAUTY PROFESSIONALS

200
LEADING BRANDS

30+
EDUCATION SESSIONS

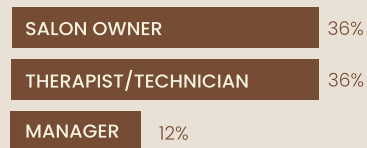
32
PRODUCT CATEGORIES

91,000+
COMMUNITY REACH

2019 EVENT SNAPSHOT.

6,514 visitors

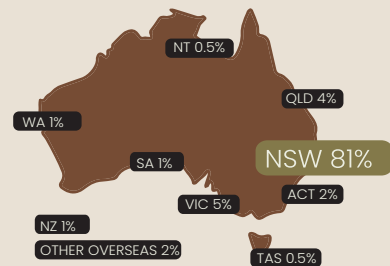
Key visitor type.



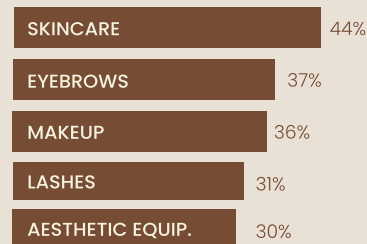
Top industries.

1. Beauty Therapy
2. Makeup Artistry
3. Nails
4. Dermal Therapy

Where they came from.



Top categories of interest.



79%

have authority/
influence in purchasing
goods for their business

89%

bought/ordered
something at
the event

61%

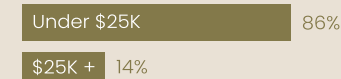
are likely to purchase
from an exhibitor
within 3 months of the
event

215 exhibitors

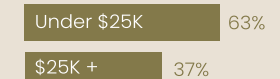
The Top 3 reasons our exhibitors choose Beauty Expo Australia

1. Participating **ELEVATES MY BRAND STATUS** within the industry
2. It is a **MUST ATTEND EVENT** in the industry
3. Is the best way to **LAUNCH NEW PRODUCTS AND SERVICES**

Estimated business written AT the show.



Estimated business written AFTER the show.



93%

rate the organisation
of the event as good to
excellent

97%

rate our customer
service as great

PRODUCT CATEGORIES

Australian Made Products

Body Contouring /
Fat Freezing Technologies

Brow Colouring

Brow Lamination

Candles, Incense, Oils

Cosmetic Tattooing

Education & Training

Facial Aesthetic Machinery

Hair Products

Injectables & Fillers

In-treatment Disposables

Laser Machinery

Lash Extensions

Lash Tint

Makeup

Makeup Tools & Equipment

Male Beauty & Grooming

Nail Products & Equipment

Organic & Natural Products

Packaging

Payment Technologies &
Ecommerce Solutions

Salon / Spa Furniture

Salon / Staff Clothing

Salon Booking Software

Salon Marketing / PR Services

Skincare

Strip Lashes

Supplements


Tanning

Teeth Whitening

Treatment Bed Linen
& Towels

Waxing





*"A beautifully packaged experience.
Delightful people to meet, excellent
promotions and specials to collect and
a hub of knowledge to enlighten
and excite."*

EVENT FEATURES



BE PROUD

Highlight your attributes to attendees with our specialty icons and promotion for Australian Made, Natural and New products.



EDUCATION

3 streams of immersive education in the Australian Beauty and Aesthetics Conference (ABAC) providing cutting edge insights, innovations and skills for your business and team.



MAIN STAGE

Watch exciting demonstrations, tutorials and competitions live and free, right in the heart of the show floor.



SPOTLIGHT

Spotlight is our new curated space to showcase brands with a specific theme each year. In 2021 we focus on all Natural brands & products.



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.



EMPERIA

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.



BEAUTY CONNECTS

We'll be playing match-maker, recommending brands to visitors based on their interests and needs, including the option for visitors to book one on one meetings with you at the show.



NVYTES

With just a few clicks you can share your presence at the show and invite your customers and prospects with complimentary passes to Beauty Expo Australia using our new exhibitor invitation platform NVYTES.

BEAUTYexpo

AUSTRALIA

ONLINE

22-24 March 2021

In addition to the live event in August, this year all exhibitors will also be included in Beauty Online, a digital promotion from 22-24 March 2021. The 3 day program is an online networking, learning and sourcing experience promoted to our community of over 91,000+ beauty professionals across our email, social and digital channels.

BRAND DIRECTORY

A comprehensive directory on the BEA website with digital profiles for all exhibiting brands, including product images, catalogues and contact details.

CURATED PRODUCT EDITS

Each day we will be shining a spotlight on trending themes and highlighting the best new and exciting products from our exhibitors.

WORLD CLASS EDUCATION

Mixing both live panel sessions and on-demand video content from a variety of industry experts covering current challenges and new trends.

MATCH MAKING

We'll be playing matchmaker via our website, making brand recommendations to all users of the online directory, based on their search needs.

BEAUTY CONNECTS

Connect with Salon Owners and Directors with the ability to book 1 on 1 meetings on our Beauty Connects platform.

EXCLUSIVE SHOW SPECIALS

Shop til you drop! With exclusive product offers, discounts and specials available only during Beauty Expo Online 2021.

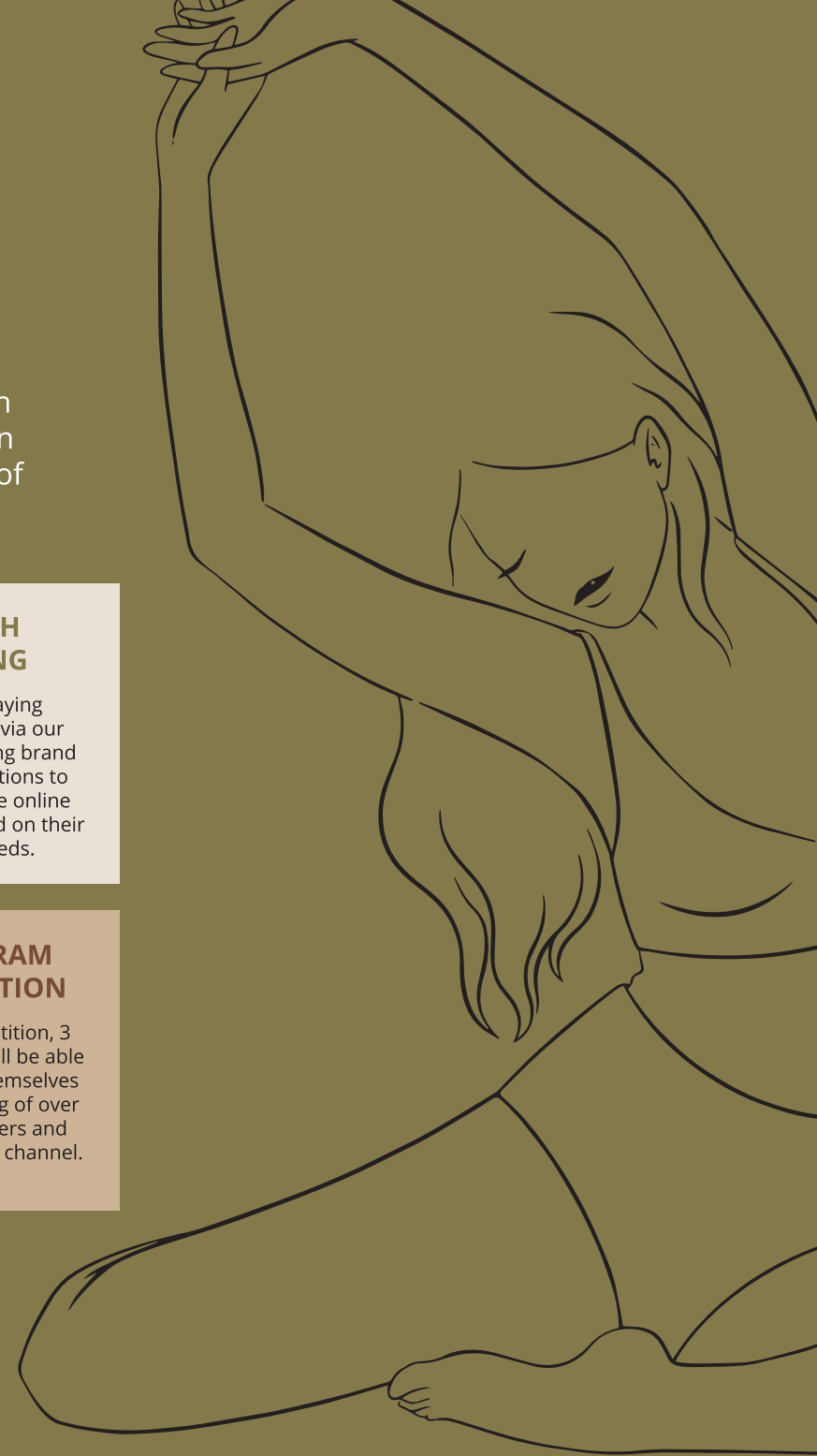
BRAND TRAINING HUB

Showcase your products and services via our video library of product demonstrations and training material.

INSTAGRAM COMPETITION

A daily competition, 3 lucky brands will be able to promote themselves to our following of over 12,000 followers and grow their own channel.

Yes, all of the above opportunities, included at no extra cost, in your Beauty Expo Australia stand package!



"Beauty Expo Australia is our go to weekend every year to keep up to date with our industry, learn new techniques and assess new equipment and products, network with new and old colleagues, celebrate the year that was and walk away feeling accomplished that what we are offering the latest to our clients..."

"We would simply feel lost without it."



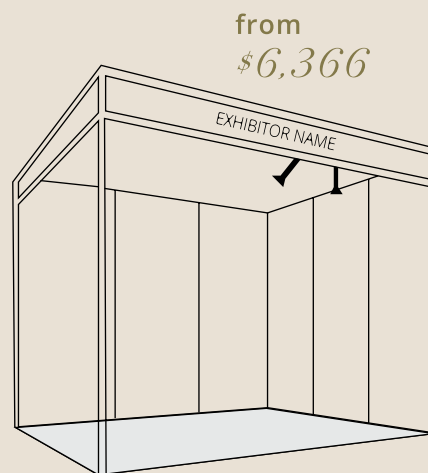
SHELL SCHEME

Our standard build package is the perfect blank canvas to showcase your brand and products at any size.

Minimum stand size is 6sqm

The stand build includes:

- Aluminium framed stand structure
- 2.4m high white octanorm walls (rear and side)
- 1 x 300watt arm light per 1.5m of back wall
- 1 x 4amp power point per 9m2 of space
- Carpet tiled flooring
- Fascia board & signage (front & side where open)



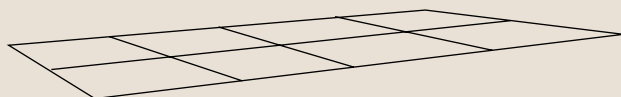
SPACE ONLY

Want to build your own stand from the ground up? No problem, our space only package gives you the freedom to manage your own build with the supplier of your choice.

Minimum stand size is 18sqm.

Space Only package includes:

- Floor Space
- Carpet tiled flooring



All prices are quoted in Australian dollars and include GST

STORAGE

Off-stand storage units are available to manage your stock replenishment throughout the show

3m x 2m Unit \$764

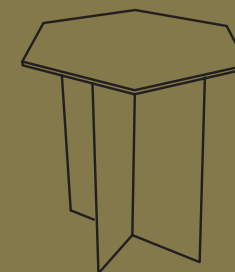
BEAUTY DISCOVERY.

\$3,000

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.

This 2x2m space includes a custom timber display plinth, stool and signage.

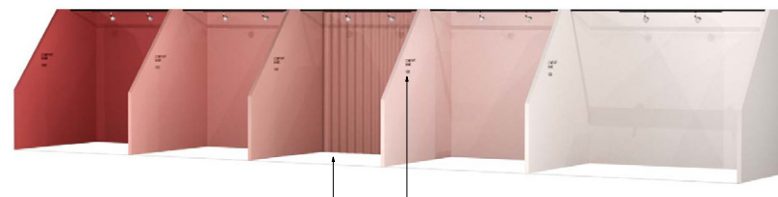
Best suited for smaller products and ranges.



SPOTLIGHT.

\$9,224

Unlike our standard build, this invitation only position at the front of the show gets a little extra love with custom walling, signage and paint, ensuring every stand compliments the Spotlight theme, which this year is; **All Natural**.



Stand Type	Size	Gold	Silver	Bronze
Discovery	4m2	\$3,000		
Shell Scheme	6m2	\$6,630	\$6,498	\$6,366
Shell Scheme	9m2	\$9,224	\$9,026	\$8,828
Spotlight	9m2	\$9,224		
Shell Scheme	12m2	\$11,817	\$11,553	\$11,289
Space Only	18m2	\$15,456	\$15,060	\$14,664
Shell Scheme	18m2	\$17,005	\$16,609	\$16,213
Space Only	27m2	\$22,168	\$21,574	\$20,980
Shell Scheme	27m2	\$24,786	\$24,192	\$23,598
Space Only	36m2	\$28,881	\$28,089	\$27,297
Shell Scheme	36m2	\$32,568	\$31,776	\$30,984
Space Only	54m2	\$42,305	\$41,117	\$39,929
Space Only	72m2	\$55,729	\$54,145	\$52,561
Storage	6m2	\$764		

All prices are in Australian dollars and include GST

ALL STAND PACKAGES INCLUDE

Listing in the Digital Beauty Book

(subject to booking deadline)

Listing in the Online Directory

(live year round)

Emperia Lead Scan App *(to use at the show)*

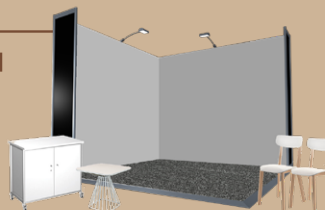
Public Liability Insurance

FURNITURE PACKAGES

Package 1

2 x chairs
1 x table
1 x cupboard

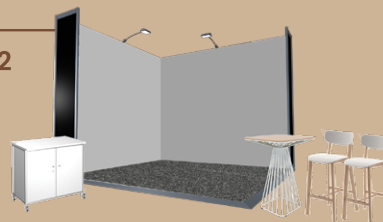
\$759



Package 2

2 x bar stools
1 x bar table
1 x cupboard

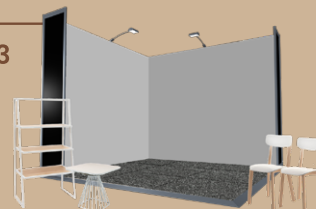
\$847



Package 3

2 x chairs
1 x table
1 x shelves

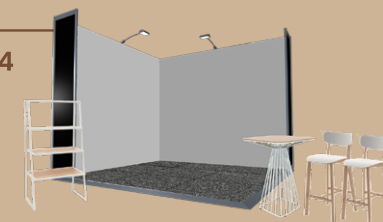
\$671



Package 4

2 x bar stools
1 x bar table
1 x shelves

\$759



UPGRADES OPTIONS

Flooring

\$106/m2

Take your standard shell scheme to the next level with raised flooring with ramped aluminium edging in either white or beech.

Fab Frame

6m \$3,310*

9m \$4,741

This stretch fabric banner featuring your branding/artwork is applied to the back wall of your stand - an easy and effective way to showcase your brand.

**Includes installation for 1 show*



FLOORPLAN

BEAUTY *expo* AUSTRALIA

28-29 AUGUST 2021

HALLS 5 & 6
ICC SYDNEY, DARLING HARBOUR

**floorplan subject to change*





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BEAUTY
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AUSTRALIA

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