

# BEAUTY*expo* AUSTRALIA


16-17 October 2021

ICC Sydney Exhibition Centre

*EXHIBITOR*

*PROSPECTUS*



A black and white photograph featuring a woman in the foreground, shown in profile, applying lipstick with a brush. She has long, dark hair and is wearing several rings on her fingers. In the background, another woman is partially visible, looking off to the side. The image has a soft, artistic quality with a focus on the woman's face and hands.

*“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 16 October	9am – 6pm
Sunday 17 October	9am – 6pm

[beautyexpoaustralia.com.au](http://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

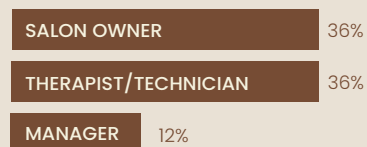
*32*  
PRODUCT CATEGORIES

*91,000+*  
COMMUNITY REACH

# 2019 EVENT SNAPSHOT.

## 6,514 visitors

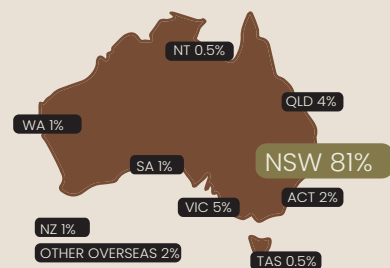
### Key visitor type.



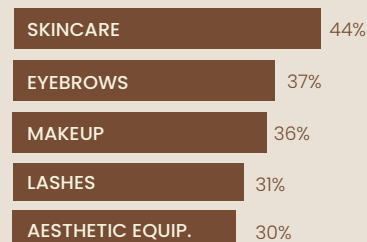
### Top industries.

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%

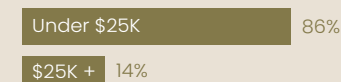
are likely to purchase  
from an exhibitor  
within 3 months of the  
event

## 215 exhibitors

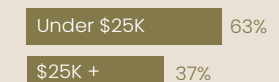
### The Top 3 reasons our exhibitors choose Beauty Expo Australia

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

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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

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*"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.



## INVITES

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 exhibitor invitation platform.



*"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."*



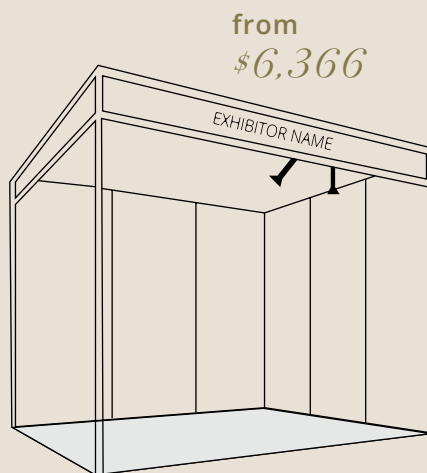
## SHELL SCHEME

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)



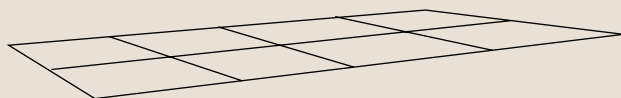
## SPACE ONLY

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

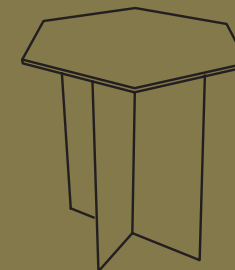
## BEAUTY DISCOVERY.

*\$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.

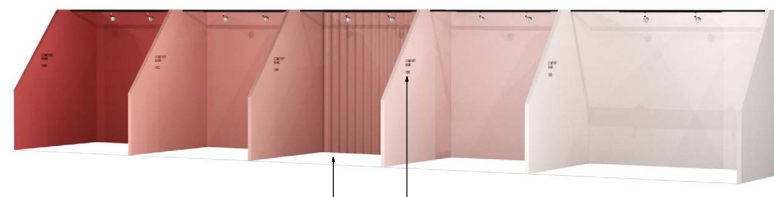
*Best suited for smaller products and ranges.*



## 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
<b>Discovery</b>	<b>4m2</b>	<b>\$3,000</b>		
Shell Scheme	6m2	\$6,630	\$6,498	\$6,366
Shell Scheme	9m2	\$9,224	\$9,026	\$8,828
<b>Spotlight</b>	<b>9m2</b>	<b>\$9,224</b>		
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
<b>Storage</b>	<b>6m2</b>	<b>\$764</b>		

All prices are in Australian dollars and include GST

### ALL STAND PACKAGES INCLUDE

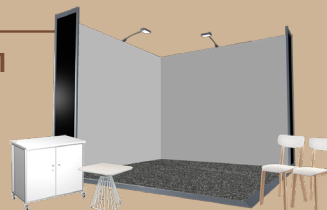
- Listing in the Digital Beauty Book  
*(subject to booking deadline)*
- Listing in the Online Directory  
*(live year round)*
- Emperia Lead Scan App *(to use at the show)*
- Public Liability Insurance

### FURNITURE PACKAGES

#### Package 1

2 x chairs  
1 x table  
1 x cupboard

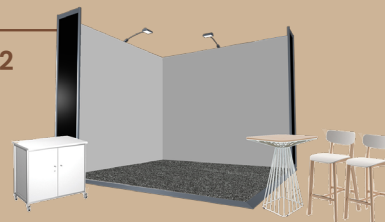
**\$759**



#### Package 2

2 x bar stools  
1 x bar table  
1 x cupboard

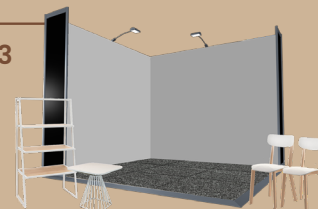
**\$847**



#### Package 3

2 x chairs  
1 x table  
1 x shelves

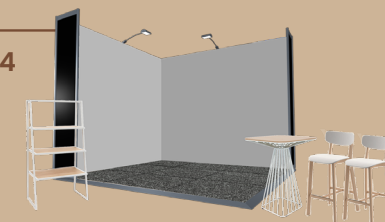
**\$671**



#### 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

16-17 OCTOBER 2021  
ICC SYDNEY, DARLING HARBOUR

*\*floorplan subject to change*





**FLYN ROBERTS**  
**Event Director**

flyn.roberts@rxglobal.com  
02 9422 2552



**ROSIE MITCHELL**  
**Sales Manager**

rosie.mitchell@rxglobal.com  
02 9422 8937



**JAMES REDSHAW**  
**Account Manager**

james.redshaw@rxglobal.com  
02 9422 2463

**BEAUTY**  
**expo**  
**AUSTRALIA**

**Organised by RX Global**

Tower 2, 475 Victoria Avenue, Chatswood NSW  
02 9422 2535 | [exhibit@beautyexpoaustralia.com.au](mailto:exhibit@beautyexpoaustralia.com.au)  
ABN 47 000 146 921



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building businesses