

BEAUTY*expo* AUSTRALIA

20-21 August 2022
ICC Sydney Exhibition Centre

*DIGITAL &
SPONSORSHIP
OPPORTUNITIES*



BEAUTYexpo AUSTRALIA

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



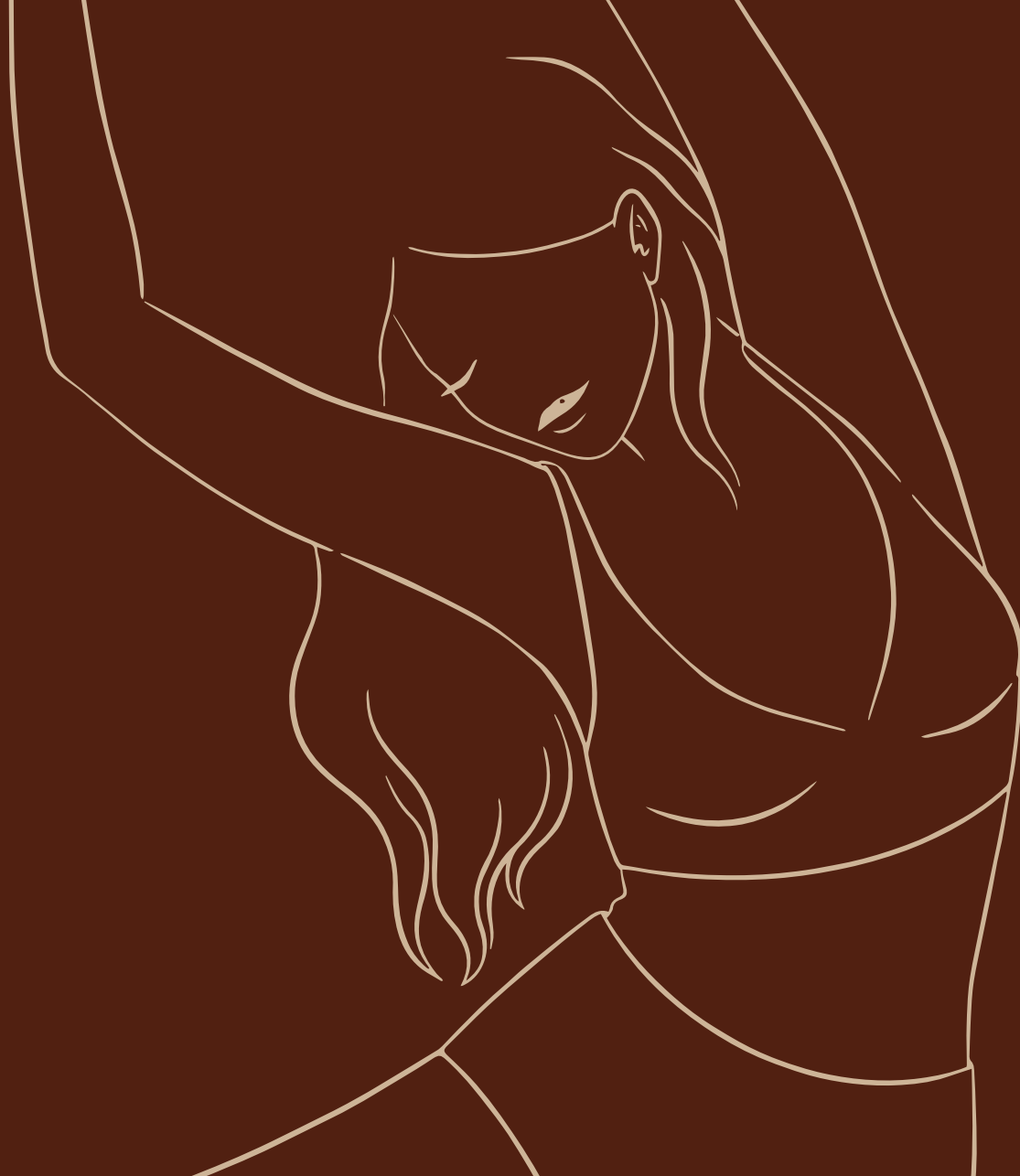
18,500+
EMAIL DATABASE



37,000+
FACEBOOK
FOLLOWERS



13,000+
INSTAGRAM
FOLLOWERS



BEAUTY*expo*
AUSTRALIA

DIGI
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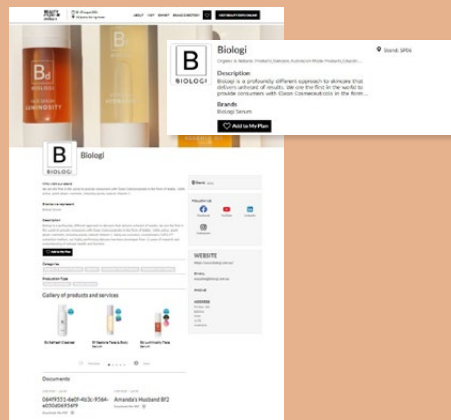
WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?

BEAUTYexpo
AUSTRALIA

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*
AUSTRALIA

STANDARD

BRONZE WEBSITE LISTING



Biologi

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

Stand: SP06

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...

Brands
Biologi Serum

[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

\$524 inc gst

GOLD UPGRADE

On average drives 6.3 x more traffic to your profile

As per Silver plus:

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


\$1,013 inc gst

** limit one per product category*

UPGRADE

SILVER & GOLD WEBSITE LISTING

Premium



The Global Beauty Group

Sponsor of Facial Aesthetic Machinery

Skincare, Body Contouring / Fat Freezing Technologies, Education and Tr...

Stand: H119

Description
The Global Beauty Group delivers over 25 results driven technologies to more than 3,200 beauty businesses across Australia, New Zealand and the USA. With award-winning...

Brands
LUX Series, Bio-Therapeutic, Pollogen, Dermaroller, GMV,...

[Add to My Plan](#)

[Website](#)


[Email](#)

[1300 006 607](#)


[Show More Info](#)

[Your Contact Details](#)


View all 16 products



HydroLUX



eDermaStamp



Geneo

[Product Images](#)

PRODUCT
IMAGES

YOUR
CONTACT
DETAILS

SHOW
MORE
INFO

THE BEAUTYBOOK DIGITAL MAGAZINE



NEW
LOOK IN
2022

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: \$1,133

Full Page Ad: \$2,030

Double Page Spread: \$3,542

Editorial: \$2,514

AD SPECS

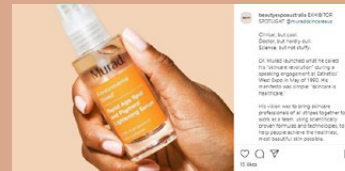
Ad Type	Dimensions	Resolution	File Type
Half Page	180mm (w) x 110mm (h) + 5mm bleed	300dpi	PDF
Full Page	210mm (w) x 250mm (h) + 5mm bleed	300dpi	PDF
Double Page	420mm(w) x 250mm (h) + 5mm bleed	300dpi	PDF

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



\$561

Appears on both Instagram and Facebook feeds simultaneously

STORY



\$699

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

EMAIL & WEB ADS

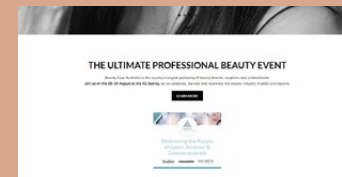
The go-to source for all event information, your brand will land straight in the inbox of our email database of over 18.5k beauty professional OR sit pride of place on our website with eyes from over 23k average users per month

EMAIL BANNER AD



\$1,034

WEB TILE AD



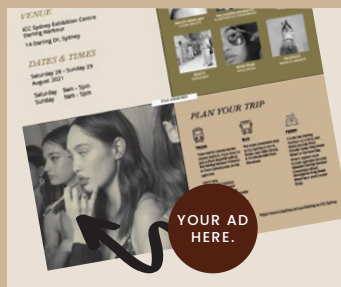
\$2,310/month

MORE DIGITAL OPPORTUNITIES

NEW
IN 2022

BEAUTY*expo*
AUSTRALIA

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!

\$897

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.

\$1,342

DIGITAL SHOW BAG



Use our new show 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.

\$242 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.

\$1,429

DIGITAL PACKAGES

BEAUTY*expo*
AUSTRALIA

SAVE
10%

SOCIAL BUTTERFLY

- Social Post (*preshow*)
- Social Story (*at the show*)
- Digital Show Bag

Value: \$1,502

\$1,350

SAVE
15%

DIGITAL DARLING

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

Value: \$2,460

\$2,090

SAVE
20%

GLOW GETTER

- Silver Listing Upgrade
- Social Post
- BEAUTYBook Full Page Ad
- Digital Show Bag
- Blog/Email Article

Value: \$4,698

\$3,759

SAVE
25%

BEAUTY BEAST

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

Value: \$6,617

\$4,950



BEAUTY*expo*
AUSTRALIA

SPON
SOR-
SHIP

HEADLINE SPONSORSHIP OPPORTUNITIES

BEAUTY*expo*
AUSTRALIA

MAIN STAGE

SOLD



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 Social Post

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

Opportunity to provide all session attendees with product sample bags.

\$22,000

CONFERENCE

SOLD



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 Social Post

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

Opportunity to provide all session attendees with product sample bags.

\$16,500

CONFERENCE STREAM

SOLD



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

\$5,500

F2F MAKEUP COMP



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

Full Page Ad in digital BEAUTYBook Social Post

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

Opportunity to provide all entrants with product sample bags.

\$5,500

BUSINESS COUCH

SOLD



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

Full page ad in digital BEAUTYBook Social Post

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

\$3,300

GENERAL SPONSORSHIP OPPORTUNITIES

BEAUTY*expo*
AUSTRALIA

LANYARD SPONSOR

SOLD



Be visible around the neck of every visitor.

\$6,595

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.

\$6,595

BATHROOM SPONSOR



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

Limited to 2 sponsors

\$1,429
+ product

HYDRATION SPONSOR



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

\$1,133 per station
\$3,168 set of 3

HAND SANITISER



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

\$616 per station
\$1,700 set of 3

DIGITAL & SPONSORSHIP RATE CARD

BEAUTY*expo*
AUSTRALIA

DIGITAL

PRODUCT	PRICE
Online Brand Directory	
Silver Directory Listing	\$524
Gold Directory Listing	\$1,013
BEAUTYBook Digital Magazine	
Half Page Ad	\$1,133
Full Page Ad	\$2,030
Double Page Ad	\$3,542
Editorial Spread	\$2,514
Social	
Social Post	\$561
Social Story	\$699
Email & Web Ads	
Email Banner Ad	\$1,034
Web Tile Ad	\$2,310/month
Other Digital	
Visitor Badge Ad	\$897
Blog/Email Article	\$1,342
Digital Show Bag	\$242
Stand Tour Video	\$1,429

SPONSORSHIP

PRODUCT	PRICE
Headline Sponsorship	
Main Stage	\$22,000
Conference	\$16,500
Conference Stream	\$5,500
F2F Makeup Competition	\$5,500
The Business Couch	\$3,300
Other Sponsorship	
Lanyard Sponsor	\$6,595
Bag Sponsor	\$6,595
Bathroom Sponsor	\$1,429 + product
Hydration Sponsor	\$1,133 per station \$3,168 set of 3
Hand Sanitiser Station Sponsor	\$616 per station \$1,700 set of 3

PACKAGES

PACKAGE	PRICE
Social Butterfly	\$1,350
Digital Darling	\$2,090
Glow Getter	\$3,759
Beauty Beast	\$4,950

ALL PRICES LISTED ARE INC GST





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BEAUTY
expo
AUSTRALIA

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ABN 47 000 146 921



In the business of
building businesses