BEAUTY EXPO AUSTRALIA

20-21 August 2022 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

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







WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?

BEAUTY EXPO

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

Stand: SP06

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...

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



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: \$1,133 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 simulatenously

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

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!

\$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.

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

\$1,342

DIGITAL PACKAGES



DIGITAL DARLING

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

Value: \$2,460

\$2,090

SAV 20%

GLOW GETTER

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

Value: \$4,69

\$3,759

BEAUTY EXPO



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

SAVE 10%

SOCIAL BUTTERFLY

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

Value: \$1,502

\$1,350



BEAUTY EXPO

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

\$22,000

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

\$16,500

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

\$5,500

F2F MAKEUP COMP



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

Full Page Ad in digital BEAUTYBook

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 signag in 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

\$3,300

\$5,500

GENERAL SPONSORSHIP OPPORTUNITIES

BEAUTYEXPO

LANYARD SPONSOR



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

DIGITAL

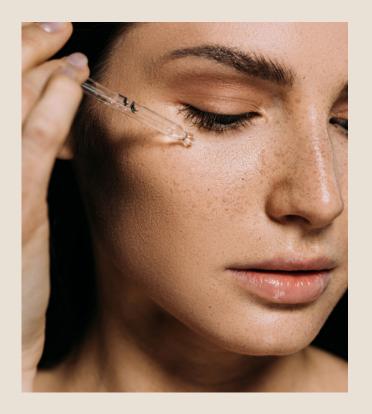
PRODUCT	PRICE			
Online Brand Directory				
Silver Directory Listing	\$524			
Gold Directory Listing	\$1,013			
BEAUTYBook Digital Magazine				
Half Page Ad	\$1,133			
Full Page Ad	\$2,030			
Double Page Ad	\$3,542			
Editorial Spread	\$2,514			
Social				
Social Post	\$561			
Social Story	\$699			
Email & 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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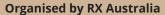
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