BEAUTY expo

20-21 August 2022 ICC Sydney Exhibition Centre









VENUE

ICC Sydney Exhibition Centre Darling Harbour

DATES

Saturday 20 August Sunday 21 August

9am - 5pm 9am - 5pm

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

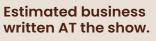
2019 EVENT SNAPSHOT

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 AFTER the show.



6,514 visitors



Top industries.

- **Beauty Therapy**
- Makeup Artistry 2.
- З. Nails
- Dermal Therapy 4.

Top categories of interest.

44%

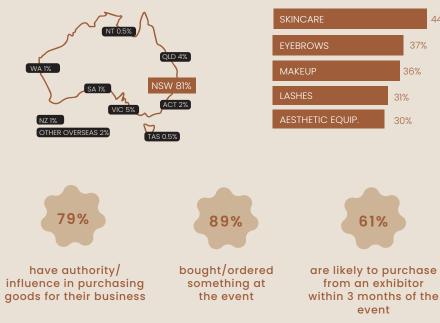
37%

36%

31%

30%

Where they came from.







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 Tanning Teeth Whitening Treatment Bed Linen & Towels Waxing





200+ LEADING BRANDS Australia's largest collection of professional beauty brands and products across



EDUCATION

Over 30 sessions over 3 streams of immersive education in the Australian Beauty and Aesthetics Conference (ABAC)



MAIN STAGE

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



COMPETITIONS

Marvel at the incredible talents of up and coming artists as they show their creativity and passion in the live Face2Face Makeup Awards and LashV Championships.



THE BUSINESS COUCH

One on one free consultations with industry experts and specialists in Salon management, Sales and Marketing, Training & Development.



SPOTLIGHT: NATURAL BEAUTY

Spotlight is our new curated space to showcase brands with a specific theme each year. In 2022 we focus on all Natural brands & products.



BEAUTY DISCOVERY

Showcasing new and emerging brands, 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





"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 & products, network with old colleagues, celebrate the year that was and walk awayfeeling accomplished that we are offering the latest to our clients."

BEAUTY EDUCATION

"WE WOULD SIMPLY FEEL LOST WITHOUT IT."



SHELL SCHEME

Our standard build package is thethe 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)



from

\$14,824

STORAGE

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

3m x 2m Unit \$78

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.

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

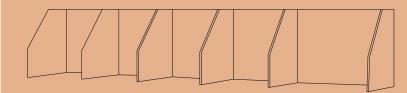
Best suited for smaller products and ranges.

\$9.320

\$3.034

SPOTLIGHT

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; **Natural Beauty.**



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
- Stand Design Approval fee



BEAUTY AUSTRALIA EXHIBITOR RATE CARD

Stand Type	Size	Platinum	Premium	Standard
Discovery	4m2	\$3,034		
Shell Scheme	6m2	\$6,686	\$6,554	\$6,422
Shell Scheme	9m2	\$9,320	\$9,122	\$8,924
Spotlight	9m2	\$9,320		
Shell Scheme	12m2	\$11,953	\$11,689	\$11,425
Space Only	18m2	\$15,616	\$15,220	\$14,824
Shell Scheme	18m2	\$17,220	\$16,824	\$16,428
Space Only	27m2	\$22,427	\$21,833	\$21,239
Shell Scheme	27m2	\$25,120	\$24,526	\$23,950
Space Only	36m2	\$29,239	\$28,447	\$27,655
Shell Scheme	36m2	\$33,020	\$32,228	\$31,436
Space Only	54m2	\$42,861	\$41,673	\$40,485
Space Only	72m2	\$56,483	\$54,899	\$53,315
Storage	6m2	\$764		

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





UPGRADES OPTIONS

Flooring

\$110/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 \$3,409

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

All prices are in Australian dollars and include GST

spotlight **NATURAL** BEAUTY

Introducing **SPOTLIGHT**, Beauty Expo Australia's home for a specially curated collection of like-minded brands.

With a unique theme each year, this space is dedicated to showcasing a mix of new and original Beauty Expo brands focused around specific trends, themes and attributes within the industry.

In 2022 we shine a SPOTLIGHT on Natural Beauty and we are looking for brands with a focus on their products being any mix of these core values in the clean beauty space...

NATURAL ORGANIC



VEGAN



FREE PACKAGED



ensuring every stand compliments the SPOTLIGHT theme.

Along with the addition of being featured in our SPOTLIGHT specific marketing campaign and promotion, you will also receive an individual Instagram post and upgraded exhibitor profile in our online directory.

PREMIUM STAND LOCATION,

Unlike our standard shell scheme build, this 3x3m hand selected position at the front of the show gets a little extra love with custom walling, signage and paint,

BUILD & MARKETING

SPOTLIGHT is the premium location to showcase the best in conscious, natural and sustainable professional beauty and wellness products.

Sound like you? Then let's chat.

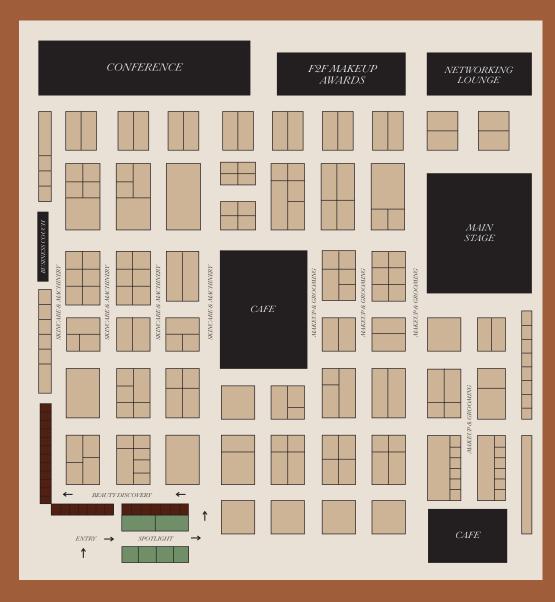
With premium stands starting from just \$9,345 incl gst and a limited number of spaces SPOTLIGHT is sure to sell-out fast. To be considered and for more information contact our team.



FLOORPLAN

BEAUTY *EXPO* AUSTRALIA

20-21 AUGUST 2022 ICC SYDNEY, DARLING HARBOUR







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Organised by RX Global

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