

A stylized line art illustration of a woman's face and neck, rendered in dark brown lines against a solid brown background. The lines are elegant and flowing, capturing the contours of the face, jawline, and neck. The woman's head is tilted slightly to the left, and her neck is elongated. The overall style is minimalist and artistic.

BEAUTY*expo*

A U S T R A L I A

20-21 August 2022

ICC Sydney Exhibition Centre

EXHIBITOR

PROSPECTUS

A photograph of four women of diverse ethnicities and body types standing back-to-back, facing the camera. They are all wearing white, thin-strapped crop tops. The woman on the far left is Black with her hair in a high bun, smiling broadly. The woman next to her is of Latin descent, smiling and looking slightly to the side. The third woman is a white woman with blonde hair, smiling. The woman on the far right is of Asian descent with long dark hair, looking towards the camera. They are all standing against a solid, warm brown background. The text is overlaid on the bottom half of the image, centered across the women's bodies.

*“EVERYTHING YOU NEED TO KNOW ABOUT THE
EVOLVING BEAUTY LANDSCAPE PLUS
MUCH MORE.”*



THE ULTIMATE PROFESSIONAL BEAUTY EVENT IS BACK!


VENUE

ICC Sydney Exhibition Centre
Darling Harbour

DATES

Saturday 20 August	9am - 5pm
Sunday 21 August	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

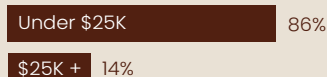
2019 EVENT SNAPSHOT

215 exhibitors

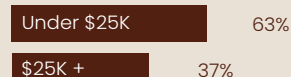
The Top 3 reasons our exhibitors choose Beauty Expo Australia

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 AT the show.



Estimated business written AFTER the show.



93%

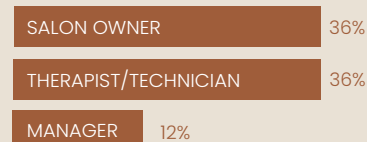
rate the organisation
of the event as good to
excellent

97%

rate our customer
service as great

6,514 visitors

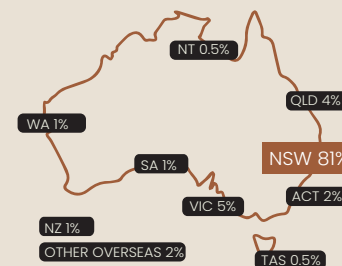
Key visitor type.



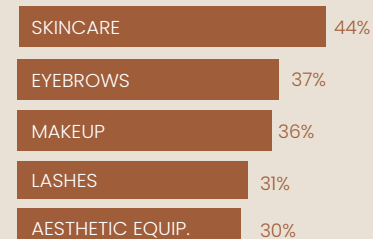
Top industries.

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



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



INGLOT

*"A BEAUTIFULLY PACKAGED EXPERIENCE. DELIGHTFUL
PEOPLE TO MEET, EXCELLENT PROMOTIONS AND
SPECIALS TO COLLECT AND A HUB OF KNOWLEDGE TO
ENLIGHTEN AND EXCITE."*



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.



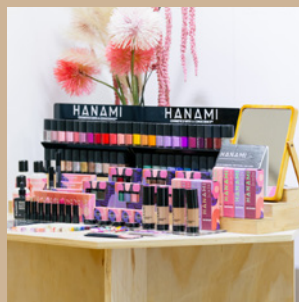
THE BUSINESS COUCH

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

EVENT FEATURES





"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 away feeling accomplished that 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)

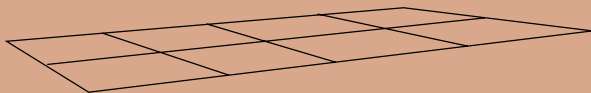


SPACE ONLY

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
- Stand Design Approval fee



STORAGE

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

3m x 2m Unit \$787

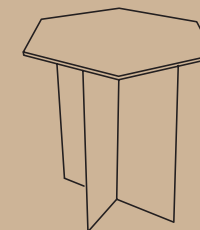
BEAUTY DISCOVERY

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.

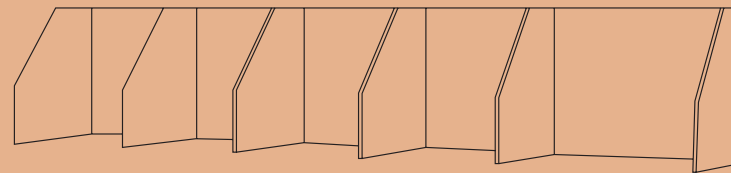
\$3,059



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.**

\$9,345



Stand Type	Size	Platinum	Premium	Standard
Discovery	4m2	\$3,059		
Shell Scheme	6m2	\$6,711	\$6,579	\$6,447
Shell Scheme	9m2	\$9,345	\$9,147	\$8,949
Spotlight	9m2	\$9,345		
Shell Scheme	12m2	\$11,978	\$11,714	\$11,450
Space Only	18m2	\$15,666	\$15,270	\$14,874
Shell Scheme	18m2	\$17,245	\$16,849	\$16,453
Space Only	27m2	\$22,477	\$21,883	\$21,289
Shell Scheme	27m2	\$25,145	\$24,551	\$23,975
Space Only	36m2	\$29,289	\$28,497	\$27,705
Shell Scheme	36m2	\$33,045	\$32,253	\$31,461
Space Only	54m2	\$42,911	\$41,723	\$40,535
Space Only	72m2	\$56,533	\$54,949	\$53,365
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

Package 1

2 x chairs
1 x table
1 x cupboard

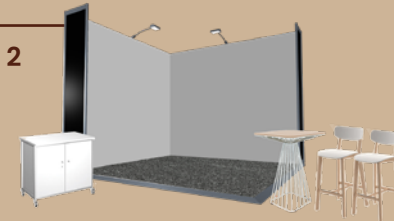
\$781



Package 2

2 x bar stools
1 x bar table
1 x cupboard

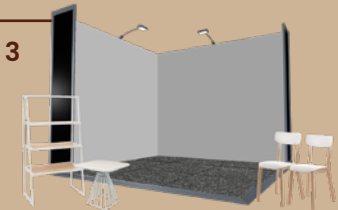
\$872



Package 3

2 x chairs
1 x table
1 x shelves

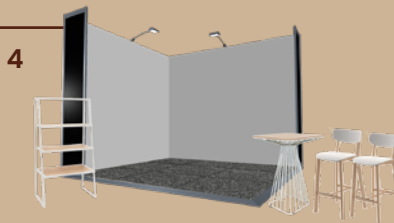
\$691



Package 4

2 x bar stools
1 x bar table
1 x shelves

\$781



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



CRUELTY
FREE



SUSTAINABLY
PACKAGED

PREMIUM STAND LOCATION, BUILD & MARKETING

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, 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.

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.

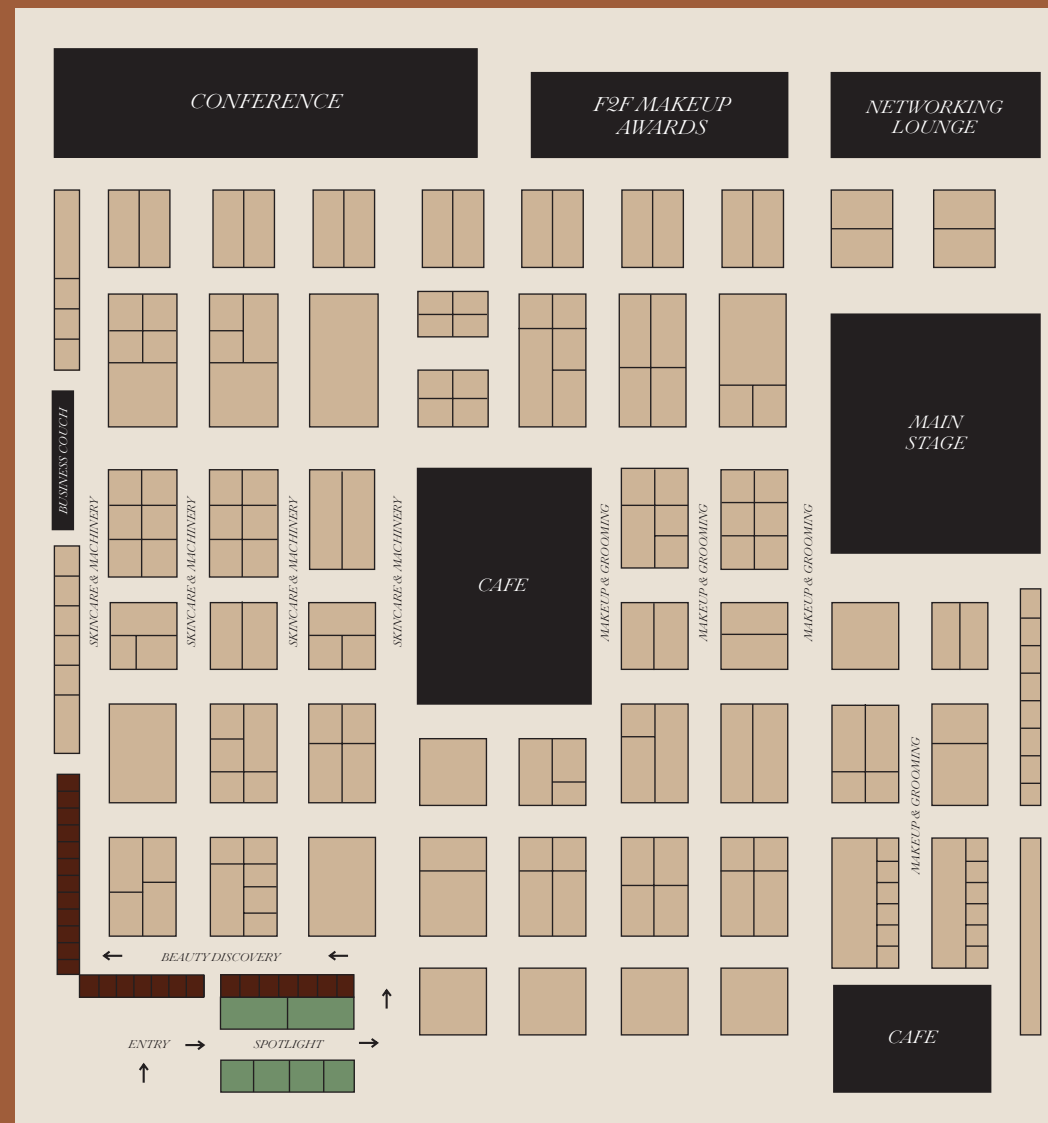
FLOORPLAN

BEAUTY *expo* AUSTRALIA

20-21 AUGUST 2022

ICC SYDNEY, DARLING HARBOUR

*Floorplan subject to change





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In the business of
building businesses