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28-29
March
2020

Melbourne Convention
and Exhibition Centre

Exhibitor
Prospectus

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BEAUTY MELBOURNE

Melbourne's
Professional
Beauty Event

Register Now

beautymelbourne.com.au

Y O U R

B E A U T Y

H A V E N

BEAUTY

Welcome to Beauty Melbourne

28-29
March
2020

Melbourne Convention
and Exhibition Centre

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Beauty Melbourne is Victoria's biggest weekend of skincare, cosmetics, nails, medi, wellness and spa, and provides a direct response to the needs of the booming beauty market. The event offers an opportunity for beauty brands to showcase their latest ranges directly to a captive audience of key decision makers, motivated buyers and salon owners, including beauty therapists, health and wellness centres, nail technicians, makeup artists and more. It's the perfect place to meet, network and do business with your target market, all in one place, across 2 fantastic days.

The event has continued to develop over the last few years and has firmly cemented itself as an essential part of the marketing mix for brands who want to reach and influence the beauty industry.

Up to **5,000 beauty professionals** are forecasted to attend the show in 2020, with the event being supported by some of the industry's biggest names including Dermalogica, Pevonia, CND, Global Beauty Group, Crown Brush, Lycon and over 100 highly valued well-known and boutique brands.

WHY EXHIBIT?

Beauty Melbourne is the most exciting event in the Victorian beauty calendar and presents a unique opportunity for exhibitors to connect with a diverse and passionate audience of beauty professionals.

Whether it's brand awareness, the launch of a new product or service, or sales your company is looking to engage in, Beauty Melbourne offers the perfect platform.

- ✓ Directly communicate with and educate your target market
- ✓ Boost new business and build brand loyalty
- ✓ Acquire quality leads and build your database
- ✓ Raise the profile of your brands
- ✓ Launch new product ranges
- ✓ Make on-the-spot sales
- ✓ Leverage your marketing budget by association with our national campaign
- ✓ Conduct market research
- ✓ Generate media coverage

NOT JUST A STAND

Exhibiting at Beauty Melbourne offers much more than just a stand on the expo floor. All of our exhibitors get a **free electronic lead scanner** to collect customer data, **listings on the website** and in the **trade guide**, **social media coverage**, inclusion in our **Expo Specials** and **Demonstrations** programme, featured in our **Proudly Australian, Proudly Natural** and **New Launch** initiatives, and participation in our **Black Friday Sale**.

All designed to extend your reach to our audience of beauty professionals far beyond the 2 days of the show.



5,000 POTENTIAL CUSTOMERS

Beauty Melbourne will attract up to 5,000 information hungry beauty professionals in 2020, all looking to discover the latest innovations in beauty, stock up on their necessary items, network with their peers and other industry professionals, and learn the latest in beauty education from top-tier industry leaders who attend from Melbourne and across the country.

DELIVERED TO YOU



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OUR DEMOGRAPHIC

POSITION

55% Owner or Manager
23% Employee
16% Apprentice/Student



75% of visitors held direct authority to purchase goods or services for their business at the event

TOP 10 JOB FUNCTIONS

Beauty Therapist
Makeup Artist
Nail Technician
Lash/Brown Artist
Receptionist
Manufacturer/Distributor/Supplier
Dermal Therapist
Laser Therapist
Massage Therapist
Student



90% of visitors purchased or ordered something at the event



93% of visitors said they are likely to attend again in 2020

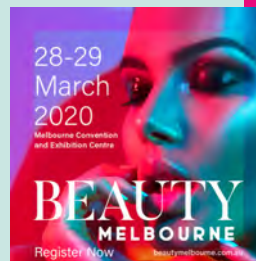
#BeautyMelbourne



OUR MARKETING CAMPAIGN

Beauty Melbourne has a highly focused and extensive marketing campaign, to ensure we bring you the very best audience in terms of footfall and quality.

By exhibiting with us at Beauty Melbourne, you're able to leverage your marketing budget by association with our national campaign, aimed at attracting a premium audience for our exhibitors and sponsors.



EXPOSURE

Beauty Melbourne Website:

43,149 unique users | 66,228 sessions | 184,639 page views, in the 3 months leading up to event

Beauty Melbourne Social:

17,200+ facebook fans and 7,100+ Instagram followers

Print Campaign:

Flyers, Magazine Advertising, Inserts, Ticket Brochure, Street Campaign

Digital Campaign:

eDM's, Newsletters, Social Media, Online Ads, SMS

2020 RATE CARD

Stand Size (m ²)	Gold	Silver	Bronze
6	\$5,220 +GST	\$5,100 +GST	\$4,980 +GST
9	\$7,230 +GST	\$7,050 +GST	\$6,870 +GST
12	\$9,240 +GST	\$9,000 +GST	\$8,760 +GST
18	\$13,260 +GST	\$12,900 +GST	\$12,540 +GST
27	\$19,290 +GST	\$18,750 +GST	\$18,210 +GST
36	\$25,320 +GST	\$24,600 +GST	\$23,880 +GST
54	\$37,380 +GST	\$36,300 +GST	\$35,742 +GST
72	\$49,440 +GST	\$48,000 +GST	\$46,560 +GST

ALL STANDS INCLUDE - STANDARD EXPOSURE PACKAGE -

PRINT FEATURES – 50 word company listing, product & brand listing in exhibition directory, lead scanner

ONLINE FEATURES – Web directory: 100 word listing, product profiles, (e.g. brochures/press releases), online logo, email enquiries, social media link, lead scanner

SPACE ONLY

- Floor space
- Public liability insurance
- Carpet tiles to floor

SPACE AND SHELL SCHEME

- Same inclusions as SPACE ONLY
- Aluminium frame construction booth
- Rear (and side walls where applicable), 2.4m high, white octanorm walls
- Fascia board & signage to front (and side walls where applicable)
- Spotlights; 2 per 9m² of space
- Electrics: 1 x 4amp powerpoint per 9m² of space
- Carpet tiles to floor

ADDITIONAL OPPORTUNITIES

FURNITURE PACKAGE

Package 1

2 x chair
1 x table
1 x lockable cupboard

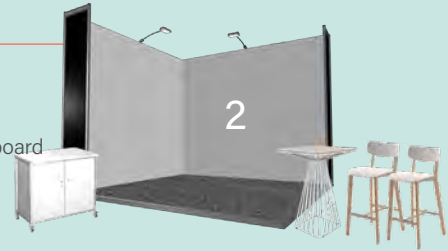
\$1,082 +GST



Package 2

2 x bar stool
1 x bar table
1 x lockable cupboard

\$1,209 +GST



Package 3

2 x chair
1 x table
1 x shelves

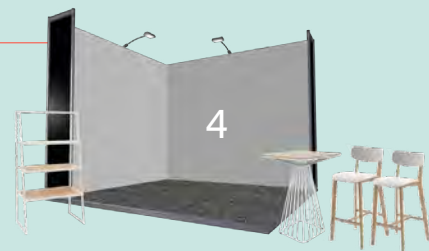
\$955 +GST



Package 4

2 x bar stool
1 x bar table
1 x shelves

\$1,082 +GST



STAND UPGRADES



Upgrade Flooring **\$96/m² +GST**

Take your standard shell scheme to the next level with our upgrade flooring package. You can choose from raised flooring with ramped aluminium edging in either white or beech.



Fab Frame

(3m to hire) **\$2,770* +GST**
(6m to hire) **\$3,970* +GST**

Description: This is a stretch fabric banner with your branding on the back of your stand. This is an easy and effective way to showcase your brand.

**Includes installation for 1 show*

ADVERTISING PACKAGES

Diamond Value Package:

\$4,235 +GST

Maximum visibility for your brand
Includes:

- Full page advertisement and logo in the event program
- One month peak time website banner advertising
- One email banner advertising max 4 weeks pre-show
- Enhanced exposure web directory listing
- One social media promotion

Platinum Value Package:

\$2,210 +GST

- Full page advertisement and logo in the event program
- Enhanced exposure web directory listing
- One social media promotion

Gold Value Package:

\$1,886 +GST

- Half page advertisement and logo in the event program
- Enhanced exposure web directory listing

ADDITIONAL OPPORTUNITIES

NEAR ENDLESS OPPORTUNITIES TO SHOWCASE YOUR PRODUCTS AND BRANDS.

Website: www.beautymelbourne.com.au delivers access to over **43,000** hair and beauty professionals who plan their visit, identify companies and products to see, and to buy tickets. Our web directory is the industry reference tool to research and contact suppliers and email newsletters are sent to more than 28,000 qualified beauty professionals in the weeks and months leading up to the expo, providing them with information about the event and our exhibitors.



ADVERTISING MARKETING OPTIONS

WEBSITE AND DIGITAL ADVERTISING

Enhanced Exposure Web Directory Listing Up to 25 product profiles, online logo, email enquiries, social media links	\$596 +GST
Website Banner Advertising Peak (Jan-April 2019)	\$3,433 +GST
Website Banner Advertising Off Peak (May-Dec 2019)	\$1,710 +GST
Email Banner Advertising	\$670 +GST
Email Advertorial	\$2,290 +GST
Social Media Promotion	\$1,377 +GST

PRINT ADVERTISING IN THE EVENT PROGRAM

6,000 distributed at Beauty Melbourne to qualified salon professionals.

Double Page Spread	\$3,310 +GST
Full Page Ad	\$1,670 +GST
Half Page Ad	\$810 +GST
Company Logo in Exhibitor Listing	\$300 +GST
Sponsor Lanyard for visitor badges	\$4,546 +GST
Sponsor Show Bag at the Front Door (sponsor produces bag)	\$6,250 +GST
Aisleway Promotional Personnel (2 per sponsor, max 5 companies)	\$1,640 +GST

EXTRAS

Storage (3m x 2m Storage Unit)	\$676 +GST
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WEBSITE & DIGITAL ADVERTISING

ADVERTISING MARKETING SPECIFICATIONS

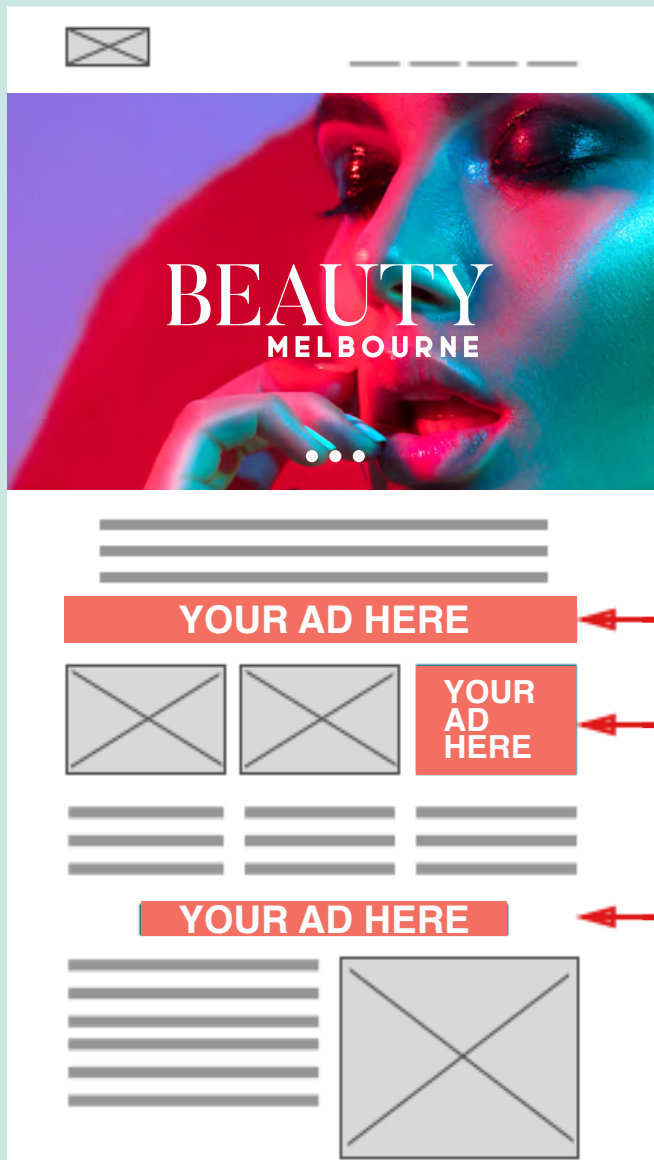
Enhanced Exposure Web Directory Listing **\$596+GST**

Up to 25 product profiles, online logo, email enquiries, social media links

Website Banner Advertising

\$3,433+GST /month
Peak (Jan-April 2019)

\$1,710+GST /month
Off Peak (May-Dec 2019)



Max File Size:

40 kb

File Format:

JPEG or GIF file,
72 dpi

Animation:

Maximum of
2 frames

Specifications:

Dimensions (w x h):

Super leader board
970 x 90 px

Medium rectangle
300 x 250 px

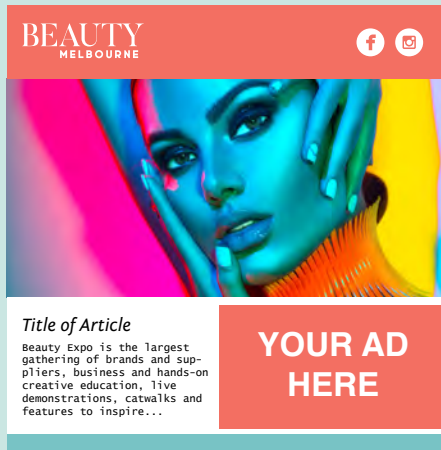
Leaderboard
728 x 90 px

All costs are quoted in Australian dollars and include GST

WEBSITE & DIGITAL ADVERTISING

Email Banner Advertising

\$670+GST/email



Specifications:

Dimensions (w x h):

300 x 250 px

Max File Size:

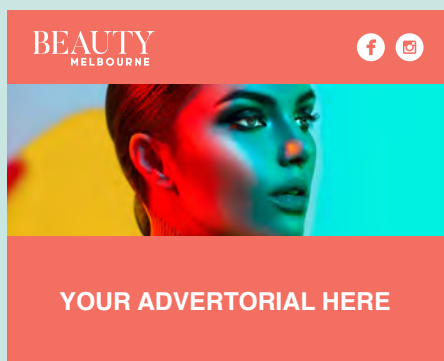
72dpi, 40 kb

File format:

JPEG or GIF file,
Static images only, no animation

Soleus Email Advertorial

\$2,290+GST/email



Specifications:

Dimensions (w x h):

600 x 1500 px

Max File Size:

200kb

File format:

JPEG or GIF file, 72dpi.
Static images only, no animation

Social Media Post

\$1,377+GST/post

Deadlines and specifications:

Dimensions:

Facebook	Instagram	Twitter
940 x 788 px	1080 x 1080 px	1024 x 512 px
500 characters max	750 characters max	120 characters

File format:

JPEG

Artwork Deadline

3 weeks prior to dispatch

Booking Deadline

4 weeks prior to dispatch

Send via email to:

Your Account Manager



All costs are quoted in Australian dollars and include GST

PRINT ADVERTISING

1. Double Page Spread	\$3,310+GST
2. Full Page Ad	\$1,670+GST
3. Half Page Ad	\$810+GST
4. Company Logo	\$300+GST

Specifications:

Accepted files
PDF

Minimum resolution
300 dpi

Colour mode
CMYK with fonts
embedded



1. Double page spread

Width: 296mm
Height: 210mm
Bleed: 3mm

2. Full page ad

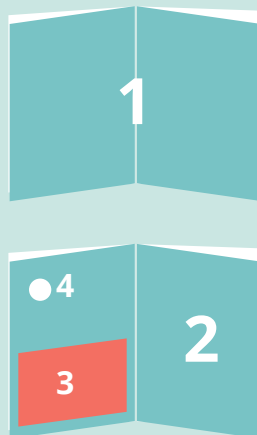
Width: 148mm
Height: 210mm
Bleed: 3mm

3. Half page ad

Width: 125mm
Height: 90mm
No bleed

4. Company Logo

High res JPEG and/or EPS logo (min 300dpi)



Print Advertising Deadlines

Booking Deadline

5th February 2020

Artwork Deadline

12th February 2020

Send via email to

Your Account Manager

All costs are quoted in Australian dollars and include GST

SPONSORSHIP

MAXIMUM EXPOSURE
PROMINENT COVERAGE
EXCLUSIVE OPPORTUNITY
BE AN EVENT PARTNER

Beauty Melbourne has a limited number of partnership opportunities for brands wanting to make a big impact.

Walk-on and bespoke opportunities are available.

Please contact **Rosie Mitchell** on +612 9422 8937
or email rosie.mitchell@reedexpo.com.au



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BEAUTY MELBOURNE

To discuss your Exhibitor opportunities
for Beauty Melbourne, please contact
our friendly Account Managers:

Rosie Mitchell Sales Manager
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+612 9422 8937

James Redshaw Account Manager
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