

BEAUTY*expo* AUSTRALIA

28 - 29 August 2021
ICC Sydney Exhibition Centre

*DIGITAL &
SPONSORSHIP
OPPORTUNITIES*





BEAUTY*expo* 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



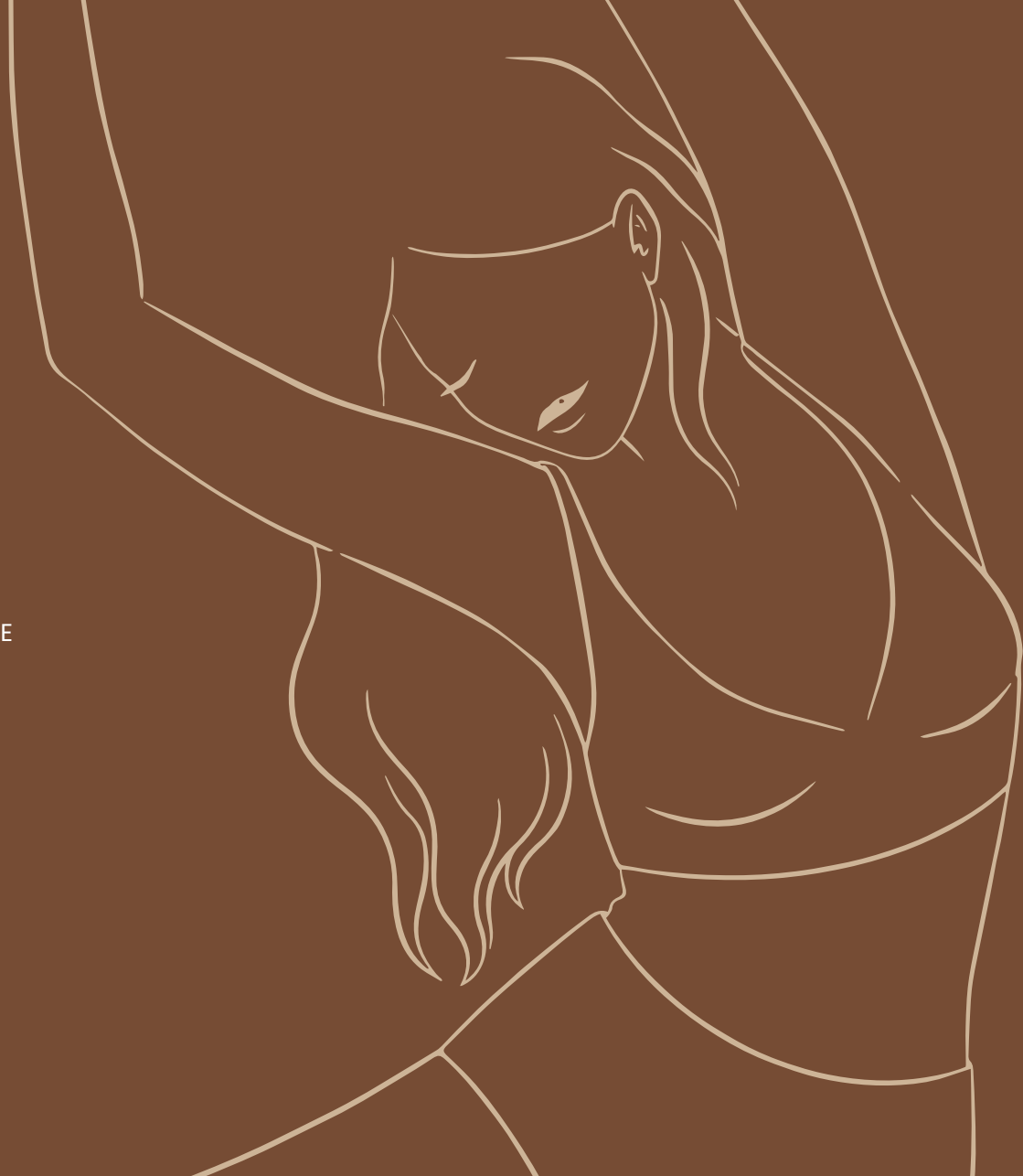
18,500+
EMAIL DATABASE



37,200+
FACEBOOK
FOLLOWERS



12,500+
INSTAGRAM
FOLLOWERS



BEAUTY*expo*
AUSTRALIA

DIGI
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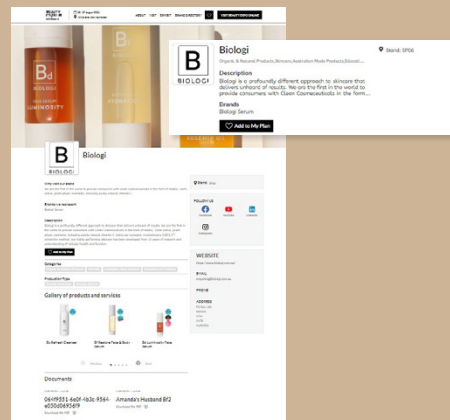
WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?

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.



NEW
LOOK IN
2021

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...

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](#)

Stand: SP06

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

\$516 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


\$999 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...

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, Dermalroller, GMV,...

[Add to My Plan](#)


Stand: H119

[Website](#)


[Email](#)

[1300 006 607](#)


View all 16 products



HydroLUX



eDermaStamp



Geneo

YOUR
CONTACT
DETAILS

SHOW
MORE
INFO

PRODUCT
IMAGES

THE BEAUTYBOOK DIGITAL MAGAZINE



NEW
LOOK IN
2021

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: \$1,015

Full Page Ad: \$1,816

Double Page Spread: \$3,172

Editorial: \$2,250

AD SPECS

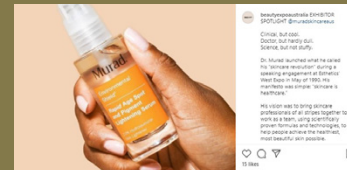
Ad Type	Dimensions	Resolution	File Type
Half Page	180mm (w) x 110mm (h) + 5mm bleed	300dpi	PDF
Full Page	210mm (w) x 250mm (h) + 5mm bleed	300dpi	PDF
Double Page	420mm(w) x 250mm (h) + 5mm bleed	300dpi	PDF

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



\$499

Appears on both Instagram and Facebook feeds simultaneously

STORY



\$625

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

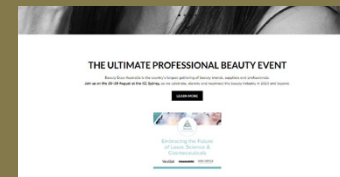
The go-to source for all event information, your brand will land straight in the inbox of our email database of over 18.5k beauty professional OR sit pride of place on our website with eyes from over 23k average users per month

EMAIL BANNER AD



\$928

WEB TILE AD



\$2,071/month

MORE DIGITAL OPPORTUNITIES

NEW
IN 2021

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!

\$799

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.

\$1,199

DIGITAL SWAG BAG



Use our new swag 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.

\$200 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.

\$995

DIGITAL PACKAGES

BEAUTY*expo*
AUSTRALIA

SAVE
10%

SOCIAL BUTTERFLY

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

Value: \$1,324

\$1,192

SAVE
15%

DIGITAL DARLING

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

Value: \$2,183

\$1,856

SAVE
20%

GLOW GETTER

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

Value: \$4,183

\$3,346

SAVE
25%

BEAUTY BEAST

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

Value: \$5,617

\$4,213



BEAUTY*expo*
AUSTRALIA

*SPON
SOR-
SHIP*

HEADLINE SPONSORSHIP OPPORTUNITIES

BEAUTY*expo*
AUSTRALIA

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 Social Post

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

Opportunity to provide all session attendees with product sample bags.

\$20,000

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 Social Post

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

Opportunity to provide all session attendees with product sample bags.

\$15,000

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

\$5,000

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.

\$5,000

BUSINESS COUCH



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.

\$3,000

GENERAL SPONSORSHIP OPPORTUNITIES

BEAUTY*expo*
AUSTRALIA

LANYARD SPONSOR



Be visible around the neck of every visitor.

\$5,518

+ lanyard production

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.

\$5,400

+ bag production

BATHROOM SPONSOR



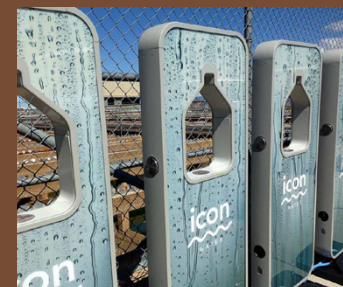
Exclusive product placement in dedicated bathrooms (Female, Male & Disabled) with branded decals on mirrors. Perfect for soap, hand creams and fragrance products.

Limited to 2 sponsors

\$1,299

+ 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.

\$1,000 per station

\$2,800 set of 3

HAND SANITISER



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

\$545 per station

\$1,500 set of 3

DIGITAL & SPONSORSHIP RATE CARD

BEAUTY*expo*
AUSTRALIA

DIGITAL

PRODUCT	PRICE
Online Brand Directory	
Silver Directory Listing	\$469
Gold Directory Listing	\$908
BEAUTYBook Digital Magazine	
Half Page Ad	\$1,015
Full Page Ad	\$1,816
Double Page Ad	\$3,172
Editorial Spread	\$2,250
Social	
Social Post	\$499
Social Story	\$625
Email & Web Ads	
Email Banner Ad	\$928
Web Tile Ad	\$2,071/month
Other Digital	
Visitor Badge Ad	\$799
Blog/Email Article	\$1,199
Digital Swag Bag	\$200
Stand Tour Video	\$995

SPONSORSHIP

PRODUCT	PRICE
Headline Sponsorship	
Main Stage	\$20,000
Conference	\$15,000
Conference Stream	\$5,000
F2F Makeup Competition	\$5,000
The Business Couch	\$3,000
Other Sponsorship	
Lanyard Sponsor	\$5,500
Bag Sponsor	\$5,500
Bathroom Sponsor	\$1,299 + product
Hydration Sponsor	\$1,000 per station \$2,800 set of 3
Hand Sanitiser Station Sponsor	\$545 per station \$1,500 set of 3

PACKAGES

PACKAGE	PRICE
Social Butterfly	\$1,192
Digital Darling	\$1,856
Glow Getter	\$3,346
Beauty Beast	\$4,213

ALL PRICES LISTED ARE EX GST





FLYN ROBERTS
Event Director

flyn.roberts@reedexpo.com.au
02 9422 2552



ROSIE MITCHELL
Sales Manager

rosie.mitchell@reedexpo.com.au
02 9422 8937



JAMES REDSHAW
Account Manager

james.redshaw@reedexpo.com.au
02 9422 2463

BEAUTY
expo
AUSTRALIA

Organised by Reed Exhibitions Australia
Tower 2, 475 Victoria Avenue, Chatswood NSW
02 9422 2535 | exhibit@beautyexpoaustralia.com.au
ABN 47 000 146 921

 **Reed Exhibitions**