

BEAUTY*expo* AUSTRALIA

24-25 August 2024 | ICC Sydney

A photograph of three diverse women with long dark hair, smiling and laughing joyfully. They are positioned in the center and right of the frame, with their heads close together. The background is a solid, warm beige color. The woman on the left is laughing heartily, the woman in the middle is smiling broadly, and the woman on the right is also smiling and looking towards the camera.

Digital &
Sponsorship
Opportunities



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.

BEAUTY*expo*
AUSTRALIA

BEAUTYexpo AUSTRALIA

OUR COMMUNITY REACH



7,000+
EVENT
ATTENDEES



27,000+
WEBSITE USERS
PER MONTH



30,000+
EMAIL
DATABASE



43,000K
FACEBOOK
FOLLOWERS



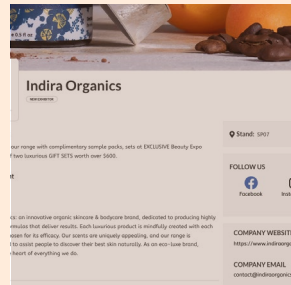
18,400K
INSTAGRAM
FOLLOWERS



DIGITAL



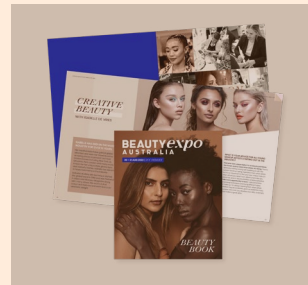
WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?



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.



BEAUTY BOOK LISTING

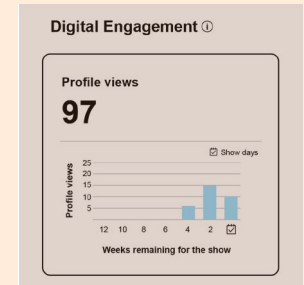
This is your listing in Beauty Expo's digital magazine the BEAUTY Book. Released just weeks before the show, and promoted via email and social channels this is the industries sneak peek for the event and an important pre-planning tool.



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 post event follow-up.



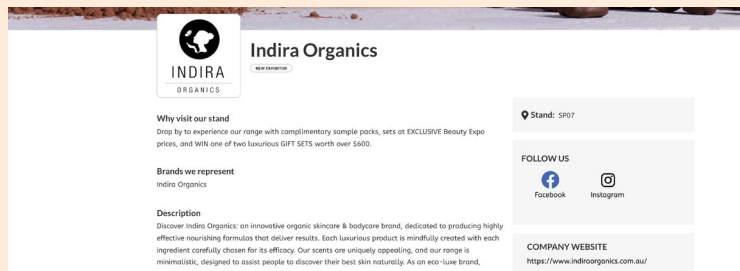
EXHIBITOR DASHBOARD

The Exhibitor Dashboard gives you visibility into quantifiable business values. With the dashboard, you can: Quantify your company profile views and leads captured through the event, view and download leads scanned at show, split view leads by dimensions of interest, assess online visitor engagement with your company and products/services over time and view matchmaking recommendations made to visitors by RX on your behalf through different channels.

UPGRADE YOUR WEBSITE LISTING

STANDARD

BRONZE WEBSITE LISTING



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
- Exhibitor Dashboard Pro

\$550 inc GST

GOLD UPGRADE

On average drives 6.3 x more traffic to your profile

As per Silver plus:

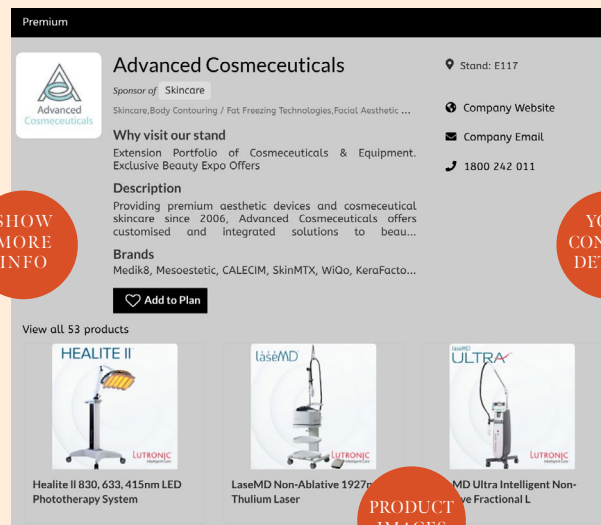
- Appear at the top of your chosen product category search
- Logo and link to profile on Beauty Expo Home page carousel
- Exhibitor Dashboard Pro

\$1,066 inc GST

* limit one per product category

UPGRADE

SILVER & GOLD WEBSITE LISTING



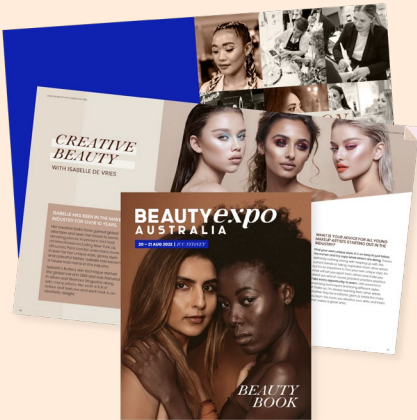
SHOW MORE INFO

YOUR CONTACT DETAILS

PRODUCT IMAGES



THE BEAUTY BOOK 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: \$1,201 inc GST

Full Page Ad: \$2,131 inc GST

Double Page Spread: \$3,723

Editorial: \$2,640

AD SPECS

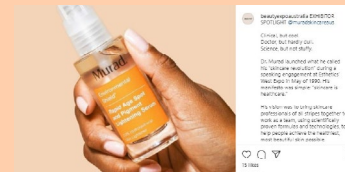
Ad Type	Dimensions	Resolution	File Type
Half Page	180mm (w) x 110mm (h) + 5mm bleed	300dpi	PDF
Full Page	210mm (w) x 250mm (h) + 5mm bleed	300dpi	PDF
Double Page	420mm(w) x 250mm (h) + 5mm bleed	300dpi	PDF

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



\$590 inc GST

Appears on both Instagram and Facebook feeds simultaneously

STORY



\$774 inc GST

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

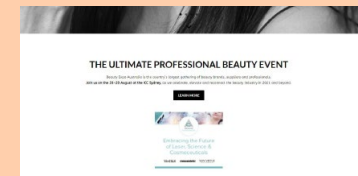
The go-to source for all event information, your brand will land straight in the inbox of our email database of over 18.5k beauty professional OR sit pride of place on our website with eyes from over 30k average users per month

EMAIL BANNER AD



\$1,088 inc GST

WEB TILE AD



\$2,428 inc GST

MORE DIGITAL OPPORTUNITIES

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!

\$941 inc GST

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.

\$1,412 inc GST

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.

\$256 inc GST

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.

\$1,502 inc GST

DIGITAL PACKAGES

SAVE
10%

SOCIAL BUTTERFLY

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

Value at \$1531

\$1,362 inc GST

SAVE
15%

DIGITAL DARLING

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

Value at \$2618

\$2,294 inc GST

SAVE
20%

GLOW GETTER

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

Value at \$4900

\$4,009 inc GST

SAVE
25%

BEAUTY BEAST

- Gold Listing Upgrade
- Social Post
- BEAUTYBook Full Page Ad
- Digital Show Bag
- Blog/Email Article
- Stand Tour Video
- Exhibitor Dashboard Pro

Value at \$6858

\$6,099 inc GST

SPONSORSHIP



HEADLINE SPONSORSHIP OPPORTUNITIES

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.

\$23,114 inc GST

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.

\$17,335 inc GST

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

\$5,779 inc GST

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.

\$5,779 inc GST

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.

\$3,468 inc GST

LANYARD SPONSOR



Be visible around the neck of every visitor.

\$11,668 inc GST

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.

\$6930 inc GST

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

\$1,502 inc GST

HAND SANITISER



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

\$1,191 inc GST

\$1,786 inc GST

GENERAL SPONSORSHIP OPPORTUNITIES

DIGITAL & SPONSORSHIP RATE CARD

DIGITAL

PRODUCT	PRICE
Online Brand Directory	
Silver Directory Listing	\$550
Gold Directory Listing	\$1,066
BEAUTYBook Digital Magazine	
Half Page Ad	\$1,201
Full Page Ad	\$2,131
Double Page Ad	\$3,723
Editorial Spread	\$2,640
Social	
Social Post	\$590
Social Story	\$774
Email & Web Ads	
Email Banner Ad	\$1,088
Web Tile Ad	\$2,428
Other Digital	
Visitor Badge Ad	\$941
Blog/Email Article	\$1,412
Digital Show Bag	\$256
Stand Tour Video	\$1,502

ALL PRICES LISTED ARE INC GST

SPONSORSHIP

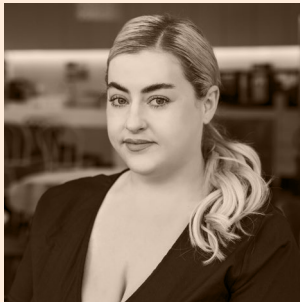
PRODUCT	PRICE
Headline Sponsorship	
Main Stage	\$23,114
Conference	\$17,335
Conference Stream	\$5,779
F2F Makeup Competition	\$5,779
The Business Couch	\$3,468
Other Sponsorship	
Lanyard Sponsor	\$11,668
Bag Sponsor	\$6930
Bathroom Sponsor	\$1,502

PACKAGES

Social Butterfly	\$1,362
Digital Darling	\$2,294
Glow Getter	\$4,009
Beauty Beast	\$6,099



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In the business of
building businesses