



EVENTS

Germany & Austria

2024

Your exhibitor information
& application

All information:
www.beauty-fairs.de

BEAUTY FORUM EVENT YEAR 2024



In 2024 there will once again be attractive and diverse events for beauty professionals from beauty professionals. In addition to the international beauty trade fair BEAUTY FORUM MUNICH these are the regional one-day events BEAUTY BUSINESS DAYS as well as the podiatry congress in Leipzig. The BEAUTY FORUM event year 2024 starts in February and ends in November.

Thus, BEAUTY FORUM offers you, the exhibiting companies, various platforms throughout the year where you can present your company, your products, treatments and services as well as your innovations to your target group in personal contact.

In this folder we have compiled detailed information on all the planned events for you. You can easily register for the individual events online at www.beauty-fairs.de

We would be pleased if you join us as an exhibitor at the 2024 events and help us to create them.

The year 2024 is an anniversary year – we are celebrating 40 years of BEAUTY FORUM magazine and are planning lots of special promotions in connection. Let yourself be surprised.



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BEAUTY FORUM MUNICH

26+27 OCTOBER 2024
MESSE MÜNCHEN

BEAUTY FORUM MUNICH 2024

The concept

International cosmetics trade fair at the Munich Trade Fair – trade exhibition with the entire spectrum of professional cosmetics, high-quality further training and attractive fringe and supporting programme.

In addition to the classic exhibition areas, there will be a start-up zone for young companies of the beauty industry and the hair topic area integrated into the trade fair.

High visitor retention of over 80% (visitor survey 2019).

The visitor target group: Beauty professionals from all areas of professional cosmetics as well as hairdressers

Cooperation partner: podo Germany, regional association Bavaria e.V.



THAT'S WHY YOU SHOULD BE THERE AS AN EXHIBITOR:

- The most important beauty trade fair in the European autumn
- Wide reach – more than 15,000 trade visitors from over 30 countries (2022)
- Attractive sponsorship offers for additional presence to your target group
- Extensive range of advertising materials for communication of your participation in the trade fair

PRICES & CONDITIONS: Early bird prices until 31 January 2024

- Row stand: EUR 154/sqm
- Corner stand: EUR 162/sqm
- Head stand: EUR 169/sqm
- Block stand: EUR 174/sqm

Prices from 1 February 2024*

- Row stand: EUR 166/sqm
- Corner stand: EUR 174/sqm
- Head stand: EUR 181/sqm
- Block stand: EUR 186/sqm

- Surcharge Cosmetic Exclusive: EUR 360
- Flat rate sub-exhibitor: EUR 400
- Media flat rate: EUR 349
- Disposal flat rate including energy flat rate: EUR 120 – 270, depending of stand size
- **Start-up zone: EUR 2,100**

* From 1 February to 30 April 2024
3% discount for payment within 4 weeks after booking.

All prices plus VAT.

Detailed information can be found in the registration form at www.beauty-fairs.de/munich

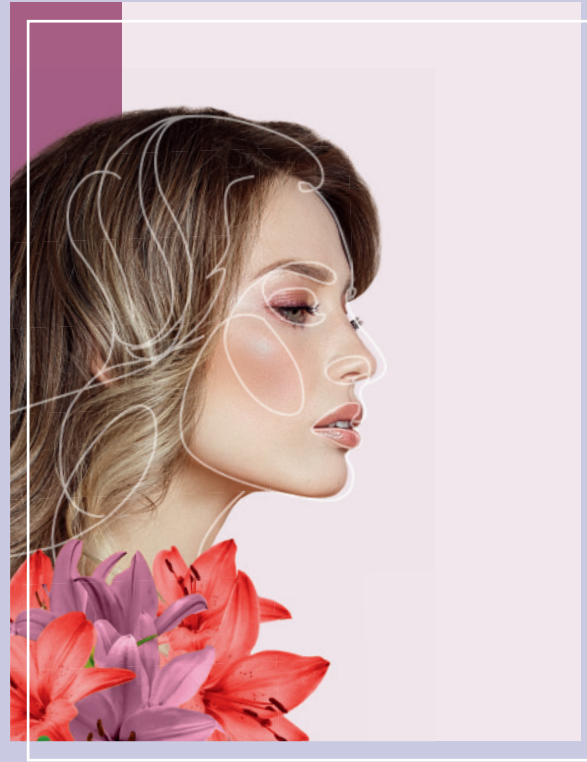
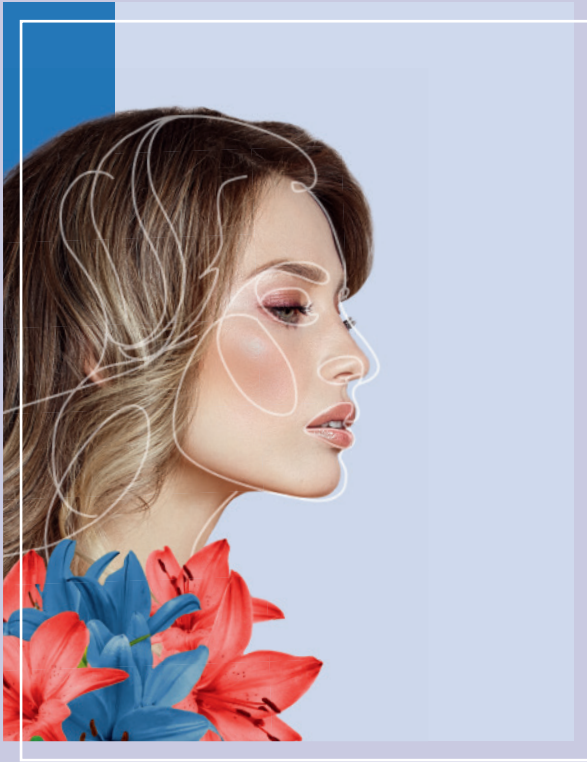


Photo: Getty Images/Imbada

BEAUTY BUSINESS DAYS Germany

BEAUTY BUSINESS DAY Hamburg

20 April 2024 · Hotel The Westin Hamburg

BEAUTY BUSINESS DAY Leipzig

5 May 2024 · Kongresshalle am Zoo

BEAUTY BUSINESS DAY Stuttgart

29 June 2024 · Hotel Le Méridien Stuttgart

BEAUTY BUSINESS DAYS Austria

BEAUTY BUSINESS DAY Salzburg

24 February 2024 · Imlauer Hotel Pitter

BEAUTY BUSINESS DAY Vienna

7 September 2024 · Hotel Andaz Vienna am Belvedere

THE CONCEPT

Regional one-day events in an exclusive location with a trade exhibition and presentations from the exhibiting companies – by beauty professionals for beauty professionals.

Subject areas: cosmetics, massage, wellness & spa, nail, foot care

The visitor target group: Beauty professionals from all areas of professional cosmetics

WHY YOU SHOULD BE THERE AS AN EXHIBITOR:

- Efficient and focused one-day events
- Optimal opportunity to meet your target group personally in a small circle and to increase and expand your presence in the respective regions in Germany and Austria
- Table presentation – no effort involved in building a stand: just arrive and present your exhibition material in an appealing way
- Accompanying lecture program – book your lecture date and present yourself in addition to your table presentation
- Targeted visitor advertising and communication of your brand via an attractive marketing package

SCOPE OF SERVICES:

Your exhibition area

- 1 table or bar table, 2 chairs or bar stools

The catering

- All day: free coffee and mineral water
- 2x exclusive finger food buffet for exhibitors and visitors

OUR OFFER FOR YOU:

Exhibition area including daily catering and marketing package: EUR 2,900 /event (plus VAT)

Discount scale:

- Booking of 2 events: 5% discount
- Booking of 3 – 4 events: 10% discount
- Booking of 5 events: 15% discount

ADDITIONAL OFFER:

Company presentation (30 minutes): EUR 200 (plus VAT)

Detailed information can be found in the registration form at www.beauty-fairs.de/beauty-business-days



PODIATRY CONGRESS LEIPZIG

5 MAI 2024

KONGRESSHALLE AM ZOO

PODIATRY CONGRESS LEIPZIG 2024

The concept

Certified podiatry congress with an accompanying podiatry/foot care exhibition – for the second time after a successful premiere in April 2023. The congress includes six top-class, certified lectures, presented by experts from the industry.

The congress offers the perfect setting for exhibiting companies from the podiatry/foot care sectors to present their products and treatments to their target group in a small group and the opportunity for detailed advice. Longer exhibition opening times as well as

longer breaks during the congress guarantee that congress participants can visit the exhibition.

Event location: Kongresshalle am Zoo in Leipzig

The visitor target group: Foot care and podiatry professionals

Cooperation partner: podo Germany, regional association Sachsen-Anhalt e.V.



WHY YOU SHOULD BE THERE AS AN EXHIBITOR:

- Efficient and concentrated one-day event – from professionals for professionals
- Optimal opportunity to meet your target group in person in a small group and to hold in-depth consultations with them
- Targeted visitor promotion and communication of your brand via an attractive marketing package
- Active support and member communication by the association

Scope of services premium package

- 15 sqm stand space in the exhibition room (without stand construction): The stand may have included a back wall, lounge and counter as well as required equipment and presentation furniture.
 - Standard WiFi
 - 3 exhibitor passes
 - Extensive premium marketing package with communication measures before and during the congress
- Price premium package:** EUR 3,800 (plus VAT)

Scope of services basic package

- 8 sqm stand space in the exhibition room (without stand construction): The stand may have included a back wall, lounge and counter as well as required equipment and presentation furniture.
 - Standard WiFi
 - 2 exhibitor passes
 - Basic marketing package with communication measures before and during the congress
- Price basic package:** EUR 2,200 (plus VAT)

Detailed information can be found in the registration form at www.beauty-fairs.de/podologie-kongress

WE BELIEVE IN THE POWER *of* BEAUTY!

BEAUTY FORUM EVENTS Germany and
Austria 2024 are events of

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