

27. BEAUTY FORUM HUNGARY

27th EXHIBITION & TRADE FAIR
**BEAUTY
FORUM
BUDAPEST**
26th - 27th OCTOBER 2018

The biggest
professional expo
and fair of the
Hungarian
beauty industry

26-27th
October
2018

**THIS IS
MY DAY!**

VENUE:
LURDY
CONFERENCE AND
EVENT CENTER

WWW.BEAUTY-FORUM.HU

Why the Beauty?

THE ORIGINAL OBJECTIVE OF OUR event was to become market-leading, independent expo of the Hungarian beauty industry. We have accomplished and surpassed this goal: Beauty has, by now, become a phenomenon in the industry. Our publication, Beauty Forum magazine, and our event, Beauty Forum Hungary are well-known by every relevant professional in the area.

We maintain tight relationship with our audience using various channels all year round. We have first-hand information on domestic and international novelties, trends, and we do everything to spread the news among industry professionals. We thoroughly explore the important questions of our field, organize workshops, trainings, conferences and other events.

This is our way of supporting cosmeticians, make-up artists, manicurists and wellness-spa professionals.

Our activities benefit from the support of our German parent company's exquisite know-how and broad network of partners. Our international background is an accessible asset to our Hungarian partners as well: we support the international efforts of Hungarian companies, as well as the Hungarian presence of international brands.

We are looking forward to welcoming you at our event!



THE PERKS OF BEING AN EXHIBITOR

- The year's single biggest event in Hungary, where you can meet your potential clients in person: not just the existing ones, but also past and future costumers.
- An opportunity for promotion, bundled with an opportunity to make sales.
- The entire industry convenes in one place, at the same time.
- Contrary to the webshops, you can present your novelties, products and services in real life.
- A great opportunity to build international relations.
- The year-closing event of the beauty industry, as well as a year-opener for 2019.
- Our conferences' presentations draw-in a full house audiences.
- The entrance for industry professionals is free.

Exhibitors

ABOUT 80 EXHIBITORS, representing many hundreds of brands, supplemented by the iconic personalities and characters of the industry will host some 5000 visitors at the biggest professional event of Central and Eastern Europe. Watch out! If you drop out, you miss out!

Thematics: nurturing cosmetics, facial treatment, natural and bio-cosmetics, decorational cosmetics, electrocosmetics, mezotherapy, PMU, eyelash-extension, body hair removal, body treatment, aroma therapy, wellness-spa treatments,

hygiene, nutritional supplements, work clothes, salon furniture, softwares, trainings, education, consulting.

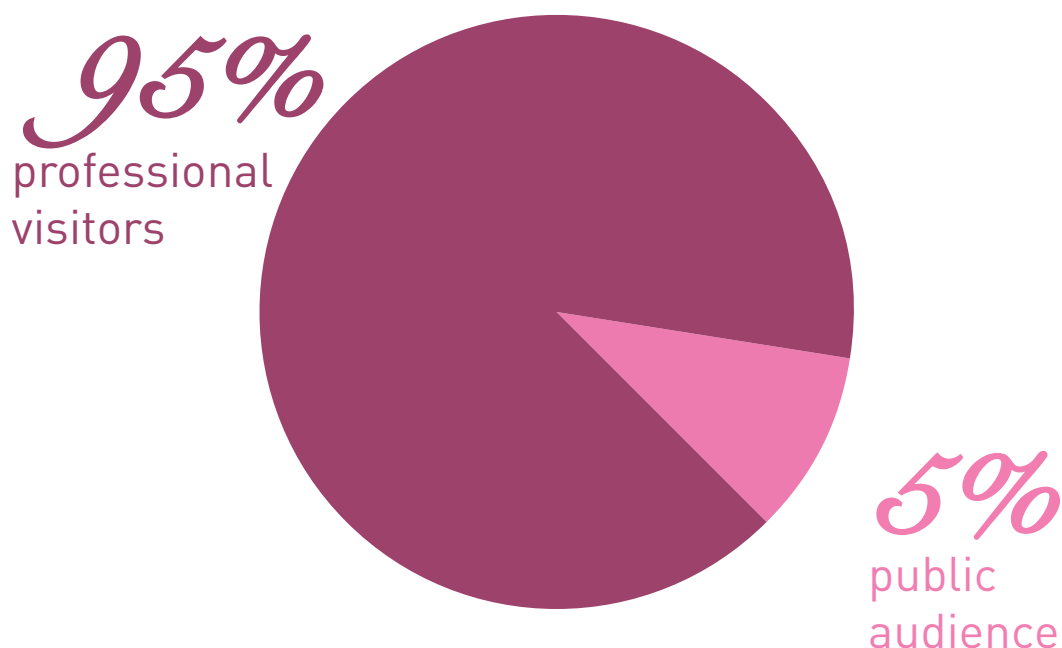
Exhibitors from the following countries: Austria, Czech Republic, Korea, Poland, Germany, Italy, Romania, Slovakia, Ukraine



PROFESSIONAL VISITORS

Cosmeticians, masseurs, make-up artists, stylists, students, teachers, salon directors, businessmen, spa and wellness studio owners, investors and other industry professionals from Hungary and abroad. Also hairdressers and nail artists, who are interested in the field of cosmetics.

The distribution of the visitors:



Professional programs

THROUGHOUT THE TWO-DAY EVENT, the audience is invited to participate in many professional programs. The programs introduce novelties and new brands, provide professional trainings, demonstrate practical skills. Competitions mean an important opportunity for professionals to compete against their peers, and celebrate the best representatives of their fields. As the organizers of these events quality is our highest priority.

A PREVIEW OF PROGRAMS:

- Professional demonstrations on cosmetics at the main stage
- Trend-shows at the „We love make-up” make-up stage
- 28th Make-up Hungarian Cup – with international qualification
- 3rd Student olympics, the national competition of professional schools



PHOTO: ATTILA MAGYAR



Cooperation opportunities

STANDARD EXHIBITION BOOTH

You can sign up to rent a standard exhibition booth by filling in registration form.

We are pleased to consult you on your accurate requirements based on our decades worth of professional experience. We suggest that, along with the direct sales, you also consider organizing practical demos at your stand, as this attracts our visitors the most.

EVENT AND COMPETITION SPONSORSHIP

Appearance in the campaign and on the spot.

By sponsorship agreements your brand will be able to increase its visibility, reach, and recognition. The logo of your brand will be present in every publication throughout the event's ad campaign, for various months. It will also appear in print and online communications materials used during the event.

Package offers: exclusive sponsor | premium sponsor | premium sponsor of a competition | supporting sponsor of a competition

PRINT AND ONLINE CAMPAIGN

In order to encourage participation, we prepared special packages for our exhibitors with yearly discounts. Be it a new or a well-known brand, you can reach your target audience on the pages of Beauty Forum and the online at www.beauty-forum.hu way before the event. You can introduce your services, products, and you can inform your potential customers about the programs at your stand.



**Should you have any inquiries,
please don't hesitate to contact us:**



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You are welcome on our event!