

HAIRDRESSING | COSMETICS | NAIL CARE |
Make-up | Fitness and Wellness



BEAUTY & *Style*
International Beauty Industry Exhibition



18-20 October 2019



hungexpoexhibition

you have a program

BEAUTY & STYLE INTERNATIONAL BEAUTY INDUSTRY EXHIBITION 2019

At Hungary's greatest beauty industry event in 2018, the manufacturers and distributors of the industry presented their cosmetics, hairdressing, nail care innovations and top products across 5,000 sqm.

Based on the experiences of the previous year, alongside the exhibition's main professional partner, the Handicraft Department of the Budapest Chamber of Commerce and Industry (BKIK), we will be staging another international-class event at Hungary's premier event center, Hwungexpo.

Apart from serving as the definitive platform and annual meeting place of Hungarian beauty industry professionals, we strive to make the BEAUTY & Style Exhibition an internationally recognized brand within 2-3 years.

Let's create Central Eastern Europe's biggest beauty industry event together!

**FOR PROFESSIONAL VISITORS WE PROVIDE
FREE ENTRY FOR THE EXHIBITION!**

OUR EXHIBITORS

(BEAUTY & STYLE EXHIBITION 2018, RESEARCH)



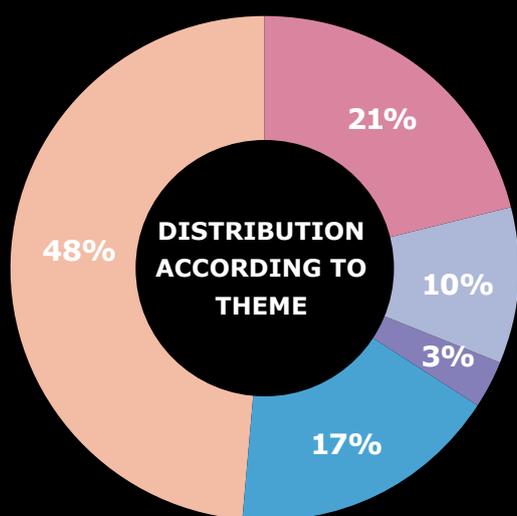
61
EXHIBITORS



110
REPRESENTED
BRANDS

74% would
recommend
participating as an
exhibitor for their
business partners

64% feel end-users
and professional visitors
participation are equally
important



- cosmetics
- artificial nails, manicure and pedicure
- hairdressing
- counselling
- other (make-up and accessories, solarium, ear lobe piercing)



PROFESSIONAL VISITORS

(BEAUTY & STYLE EXHIBITION 2018, RESEARCH)



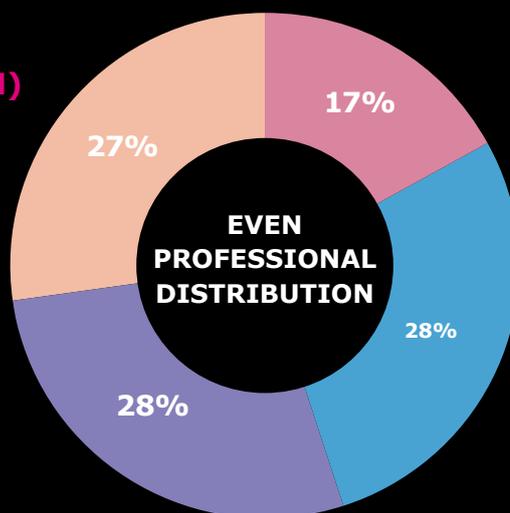
NEARLY
6000
VISITORS

74% would recommend participating as an exhibitor for their business partners



OVER
85%
PROFESSIONAL VISITORS

■ hairdressers
■ other
■ beauticians
■ artificial nail and pedicure technicians



EVEN
PROFESSIONAL
DISTRIBUTION

92% women

55% Budapest and agglomeration

63% will definitely attend next year

68% made a business decision at the exhibition or a future business decision significantly influenced by what was seen at the exhibition

GENERAL PUBLIC

74% women

76% Budapest and agglomeration

60% made a purchase at the exhibition

26% men

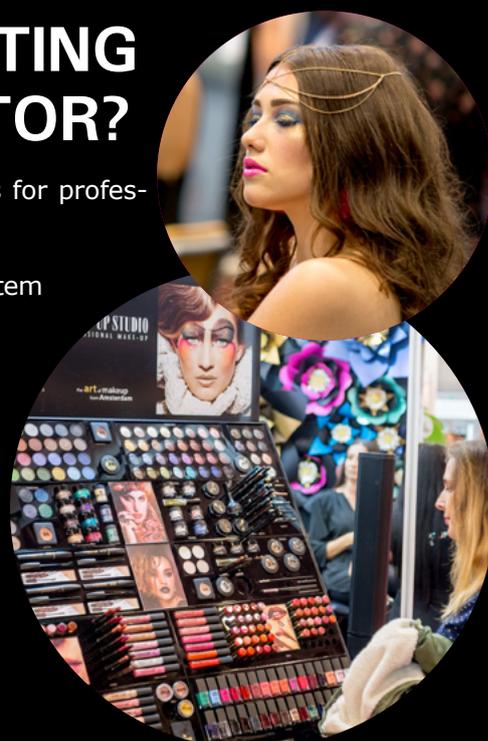
74% would recommend visiting the exhibition to a friend

76% will definitely attend next year

75% chooses beauty care products based on the recommendation of an expert

WHY IS IT WORTH PARTICIPATING AT THE EVENT AS AN EXHIBITOR?

- Doing business, expanding the range of potential partners
- Unlimited free invitations for professional partners
- Target group at the same location
- Wrist band admission system in order to easily identify the audience and certain professional groups
- Possibility of hosting corporate lectures and workshops
- Hungexpo awaits it's exhibitors and visitors in its latest pavilion with over 50 years of experience and a professional team of organizers
- Large number of beauty industry experts attending the event from throughout the entire sector
- International quality event (infrastructure, services, presence of international exhibitors)
- A range of rich, quality programmes for professional and general public alike



MAKE USE OF THE EXHIBITION AS A COMPLEX MARKETING PLATFORM AND EXPAND YOUR BUSINESS TIES! SECURED TARGET GROUP, TARGETED BRAND MESSAGE, BEST COMPETITOR MONITORING, NETWORKING!

WE ARE WAITING FOR EXHIBITORS IN THE FOLLOWING FIELDS:

COSMETICS

- Facial care
- Decorative cosmetics, make-up
- Personal care

HAIRDRESSING, BARBERS

ARTIFICIAL NAILS, HAND AND FOOT CARE

SPA, FITNESS AND WELLNESS, SOLARIUM

- Aromatherapy

- Bronzing products
- Solarium, sauna, massage pools
- Fitness and wellness machines, wellness packages

COUNSELLING

- Dietary counselling, personalized work-out plans
- Medical counselling (dermatologists, plastic surgeons, etc.)
- Make-up
- Style

MISCELLANEOUS

- Hygiene
- Workwear
- Dietary supplements
- Perfume
- Salon furniture, fittings
- Advanced training, education, counselling
- Professional organizations
- Media

COMMUNICATION, EVENTS

- Multi-channel communication, comprehensive online and offline media campaign:
 - Active DM campaign
 - Effective social media campaign (Facebook, Instagram, Youtube)
 - Appearances in glossy magazines
 - TV appearances
- Close cooperation with professional organizations

- A series of rich, quality side events
 - Company presentations, professional lectures, workshops
 - 61st National Hairdresser and Beautician Championship
 - Nail competitions
 - Beautician competitions

Professional programmes and competitions in all themes of the exhibition with the involvement of the Organization of the Budapest Chamber of Commerce and Industry Handicraft Department



RECOMMENDATIONS OF PROFESSIONAL INFLUENCERS

LÁSZLÓ HAJAS, master hair stylist

During my travels abroad, I always enviously eyed the amazing professional exhibitions organized throughout the world. I never understood why we can't manage to cooperate in Hungary and celebrate together, talk and learn from each other, in short, to get professional!

I've attended many professional events, yet unfortunately, these have somehow lost their appeal over the years. Here is another initiative about beauty professions, a brand-free, quality event where everyone can feel at home, gather information, learn and compete with one another!

I can only recommend for everyone, distributors, manufacturers, dealers and professionals to attend

the BEAUTY & Style Exhibition at Hungexpo in the fall!

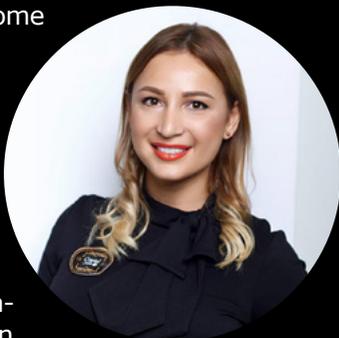
The organizers have already proven last year that it's possible to organize a high quality professional event in Hungary and I'm convinced that this year will be even better, with more exhibitors, shows and competitors!

See you in October at Hungexpo at the BEAUTY & Style Exhibition, the gathering of BEAUTY and Style!



ÁGNES SEBESTYÉN, artificial nail technician, international nail art instructor

I've been wondering for some time now about how our profession could be further developed, breaking through to the top of the world scene as an artificial nail decorator instructor, serving as a trailblazer, both technically and in the field of education. If you're interested in the world of artificial nails and how you can develop yourself in the most up-to-date and simplest manner as a professional, you simply must attend at the BEAUTY & Style Exhibition hosted by Hungexpo! This exhibition presents the novelties of beauty industry companies, and new technical procedures, while providing a wide overview of current trends as well as quality professional lectures and competitions, all in the same place. Come and see for yourself, I'll definitely be there!



BETTI POHORELLI, makeup artist

I'm deeply pleased that we finally have an international quality domestic exhibition, where the entire beauty industry profession can present itself and its novelties. Professionals and general public visitors can sample the quality products of a range of brands, gaining inspiration from the latest trends and expand our range of make-up knowledge. A weekend that's dedicated to us and for us!



WE WORK FOR YOUR SUCCESS

HUNGEXPO

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OUR PROFESSIONAL PARTNERS



ORGANIZATION OF THE BUDAPEST CHAMBER OF COMMERCE AND INDUSTRY HANDICRAFT DEPARTMENT

DISCOUNTED EARLY BIRD DEADLINE:

31 March 2019 - 20 % discount from the space fee

30 June 2019 - 10% discount from the space fee

FURTHER INFORMATION

Date: 18-20 October 2019

Opening hours: Friday 12.00 am – 6.00 pm

Saturday – Sunday: 10.00 am – 7.00 pm

Venue: HUNGEXPO Budapest Fair Center
H-1101 Budapest, Albertirsai út 10., Pavilion G

www.beautyandstyle.hu/en

beautyandstyle@hungexpo.hu



ACCORDING TO OUR EXHIBITORS

(BEAUTY & STYLE EXHIBITION 2018, RESEARCH)

„We are greatly satisfied with the exhibition. Last year, we attended a similar two-day exhibition, but this was a three day-long event. The event was a great success for us: we received a lot of interest and new buyers, while meeting a number of old friends. Our colleagues took part in various nail and hairdresser competitions. We had a chance to present ourselves across a broader area and I really liked the whole pavilion.”

Gábor Mauchart
Owner
GLORYNAILS
HUNGARY

„This is an event with a very high level of professional quality and I’m not the only one to say that this is just like the event in London. There were high quality, demanding, beautiful stands and visitors were glad to attend the event with a lot of people on Saturday and Sunday, both of which were a great success.”

Tamara Garamvölgyi
Head of training
REVLON
PROFESSIONAL

„We attended the exhibition with the DRHAZI brand. We encountered just the kind of audience we expected. We gave two lectures at the event which were attended by a large audience. It was a high quality event with terrific activities, the stands were beautiful and we had a great time”

Dr Edina Házi
Research developer
DRHAZI HIGHTECH
NATURAL ZRT.

„I woke up this morning with joy because I feel the organizers and hosts did their best and were greatly enthusiastic about the whole event. The beauty industry – I don’t like the word industry – and beauty itself received the coverage it deserved thanks to the organizers. I am greatly satisfied with the event and there were many visitors.”

Adrienne Feller
Founder, owner
ADRIENNE FELLER
COSMETICS ZRT.