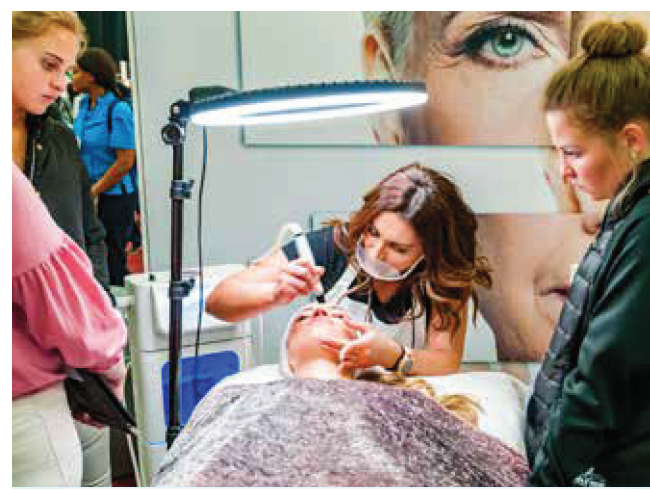


PROFESSIONAL beauty

JOHANNESBURG

GALLAGHER CONVENTION CENTRE

30 – 31 AUGUST 2020



Promote your brand at **Africa's
biggest beauty and hair trade show**



Reasons to exhibit at Professional Beauty...

- **Meet decision-makers** that have significant purchasing power, face-to-face.
- Meet new prospects and establish a **pipeline for new business**.
- **Generate more sales leads** per salesperson in less time than field calls.
- **Introduce** and demonstrate new & existing products.
- **Reach new customers** - from sectors and companies your team never knew existed.

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Professional Beauty offers a comprehensive marketing opportunity with excellent return

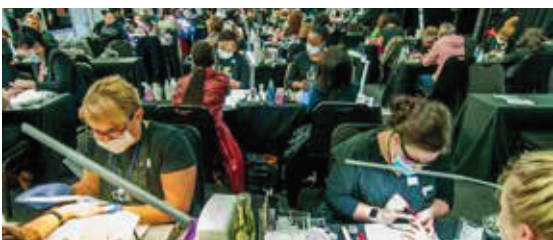
- A **comprehensive marketing campaign** to promote your company.
- Printed and electronic invitations for you to send to potential and existing customers.
- **Editorial in pre-show magazines** distributed to thousands of beauty industry professionals.
- **Newsletters, show offers and online listings.**
- Exposure to the "must attend" **World Spa & Wellness Convention** bringing spa owners and managers together to share a great learning platform.
- **VIP Invitation campaign.**

Subject to the completion of all marketing documentation

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Our extensive programme of events designed to bring motivated people to the Expo and help grow the industry.

World Spa and Wellness Convention

Bringing together spa owners and managers from across the region to learn from industry experts. A fantastic opportunity to meet key decision makers.

The Aesthetic Medicine Conference

An opportunity for Aesthetic Medicine practitioners to gain new insights and share knowledge. Get involved, a targeted opportunity to boost your brand.

Business Seminars

A platform for owners to learn new ideas and methods to grow their business and keep ahead of the opposition. Attended by highly motivated owners, keen to build on their knowledge.

CIPI Seminar

Featuring top chemists and manufacturers in the industry and brand owners who have been on the journey of creating their own products and are happy to share their experiences.

Nail Education

What's hot and what's not in the nail sector. A host of experts share ideas, techniques and upskilling workshops.

Nail Competition

Nail technicians show off their skills and creativity in a number of specialist disciplines which promote good practice and all that's best in the nail industry.



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Johannesburg 2019 Show Stats

Some interesting Q&As
from our visitors

Where is your business based?

1. Shopping Centre/Mall	27.5%
2. Home Based	24.0%
3. Hotel Based	1.7%
4. Stand-alone Spa/Salon	15.2%
5. Mobile	6.4%
6. Health/Wellness/Gym Centre	3.2%
7. At College	20.0%

How many staff do you have?

1 to 2 staff	34.4%
3 to 5 staff	23.8%
6 to 8 staff	8.5%
9 or more	12.0%
I am a Student	21.3%

Why did you visit the expo?

Research new skin brands	13.4%
Research new nail brands	14.0%
Research new hair brands	12.1%
Research new lash and brow brands	11.1%
Attending Seminars/Workshops/Education	10.6%
To keep up with new trends	24.9%
Industry Events	13.9%

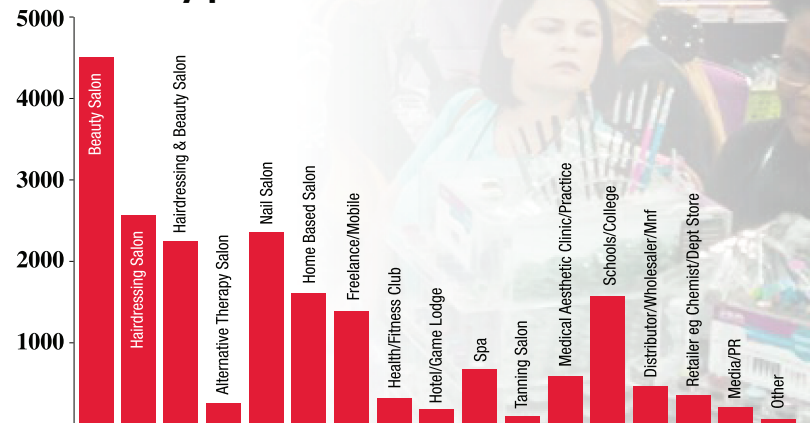
By place of work

Organisation	TOTAL	Organisation	TOTAL
Beauty Salon	4620	Spa	826
Hairdressing & Beauty Salon	2200	Tanning Salon	121
Hairdressing Salon	2680	Medical Aesthetics Clinic/Practice	620
Alternative Therapy Salon	281	School/College	1620
Nail Salon	2318	Distributor/ Wholesaler/ Mnf	521
Home Based Salon	1612	Retailer eg Chemist / Dept Store	315
Freelance/Mobile	1480	Media/PR	251
Health/Fitness Club	268	Other	67
Hotel/ Game Lodge	215		

By job title

Organisation	TOTAL	Organisation	TOTAL
Owner	6820	Medical Practitioner	272
Director	2160	Nurse	80
Manager	2610	Make-up Artist	820
Therapist	1987	Teacher	124
Alternate Therapist	287	Instructor (Gym)	49
Nail Technician	2315	Student	1980
Hairstylist	2430	Other	110
Receptionist/Assistant	238		

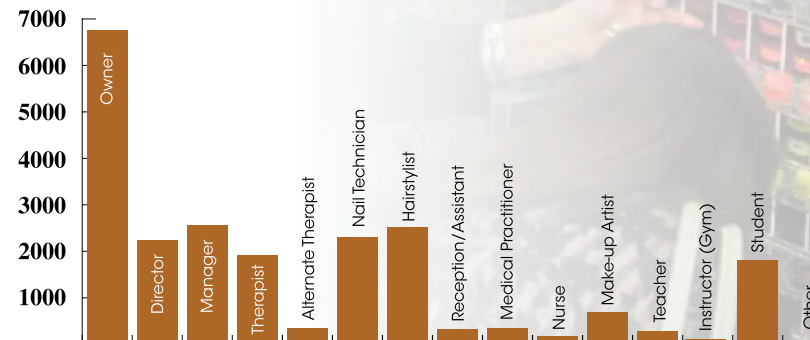
Visitors by place of work



* Please note:

Some visitors indicated more than one place of work or more than one job title

Visitors by job title



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Event Guide

At every exhibition we organise, Professional Beauty publishes an event guide. The guide is available to all visitors to the exhibition and it contains important information such as who is exhibiting and shows where they are on the floor plan.



Advert size	Price
Double Page Spread	R18,860.00
Full Page	R11,236.00
Half Page	R7,420.00
Quarter Page (JHB Only)	R5,512.00

Special Positions

Outside Back Cover	R18,020.00
Inside Back Cover	R13,038.00
Inside Front Cover	R15,680.00
Front Cover Strip (This is a 3cm deep advert placed at the bottom of the front cover, great exposure!)	R14,310.00



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Sponsorship Opportunities at the show...

Registration Staff

Have your sales message seen by every visitor by sponsoring the registration staff polo shirts. **R6,890.00**

Queue pamphlets hand-out

Hand out your sales information to those waiting in the entrance queue and at the main entrance. Be the first brand they see!
Only **R3,710.00** (limited to only 5 brands)

Visitor Bags with Logo

Your brand on every bag and carried by visitors all around the expo
R31,800.00 Bag production is an additional cost to the client.

Visitor Bags insert

Add an insert to the visitor bag, limited to 5 brands **R4,240.00**

Washroom Branding

Let's face it, we all have to go to the washroom, even the guys, so where better for you to get your message across? **R5,300.00**

Banners

A banner hanging above your stand, Feature your brand or special offer high up where visitors can see it. **R3,710.00 per banner.**
(Not including cost of banner)

Welcome Tower Banners

Reinforce your brand message by taking advantage using the welcome towers at the entrance to the exhibition halls. Right at the front of the entrance, a great marketing opportunity. **R10,600.00 per banner.**

VIP Lounge Branding

VIP Lounges offer key decision makers and buyers an opportunity to relax and unwind or discuss business more calmly. **R5,830.00** per 2,4m banner or **R3,710.00** per 1msq banner.

Visitor Badges

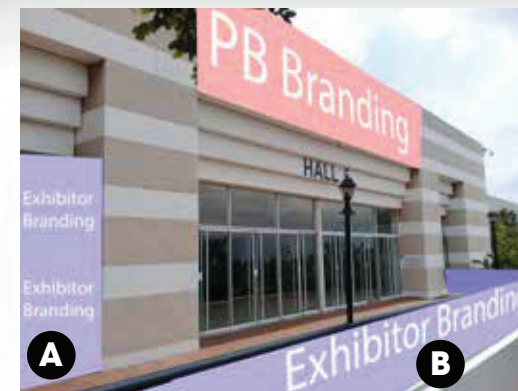
Exclusive sponsorship of all visitor badges branded with your logo and stand number. **R26,500.00**

Outside branding

There are some great opportunities to get your brand to the front of the queue.

A 3m wide x 2.4m high **R15,900** (plus cost of production due to variations on print material)

B 22m x 0.95m **R28,620** including printing



C 4m x 2m sizes posters, printed on mesh material **R10,600** per poster, up to 4 opportunities available.

D 20m x 0.95m **R23,320** including printing



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