

BEAUTY TECH EXPO

Exhibitors Brochure



Cosmo Tech Expo

the Cosmo Tech Expo will burst onto the scene on Sunday 17th and Monday 18th Sep 2015 at the Le Royal Hotel Amman.

The Cosmo Tech Expo brings together thousands of industry professionals under one roof, all actively looking for new inspiration, products, brands, techniques, solutions and networking opportunities.

The Expo boasts two action-packed days of all things beauty Technology, featuring tips and tricks from the industry's hottest talent, show stopping live hair and nail competitions, and the latest in education.

The Cosmo Tech Expo is a one-stop-shop for thousands of industry professionals looking to enhance their knowledge and skills in an entertaining and informative environment. This event provides the opportunity for visitors to explore the huge range of beauty industries and brands products on offer. With quality exhibitors, solutions and services to compliment business and salon needs, not to mention plenty on offer to satisfy their appetite for knowledge and reignite their passion, this Expo has everything an industry professional could want.

Expo highlights include:

- Show Stage – A snap-shot of cutting-edge education and entertainment
- Spotlight Stage – New products, techniques and talent demonstrations in an 'up-close and personal' environment
- Extended Education Program – Engaging and informative seminars presented by the best educators and presenters in the country



Why Jordan

Jordan has for a long time astonished and attracted ancient travelers from all over the world, and continues today to attract visitors by virtue of its modern and dynamic stature, charming nature and unique antiquities.

Jordan has a strategic location amid the Middle East and North Africa Region which makes Jordan a proper gateway for investors and a business destination and gateway for exports to many countries around the world owing to Jordan's political stability, growing economy, security and reassuring transparent economic legislations. Besides, Jordan has skilled and young manpower which provide investors in Jordan with a promising environment for investment conducive to growth and prosperity of their enterprises.

The numerous free trade agreements - signed between Jordan and many countries around the world and supported through strong network of industries, services and logistic facilities - helped Jordan to assume a leading position among investment destinations vis-à-vis international business community, and to forge a breakthrough and gain access to more than one billion consumers around the world.



Why Exhibit?

The Beauty Tech Expo brings together thousands of industry professionals under one roof, all actively looking for new inspiration, products, brands, techniques, solutions and networking opportunities.

Benefits of being an Exhibitor at the Expo include the opportunities to:

- Showcase your product, service or brand to thousands of active buyers
- Launch new products
- Meet with your key market, including new potential customers
- Catch up with your existing customer base
- Network with other exhibitors and key industry stakeholders
- Generate on-the-spot sales
- Boost your brand's presence to industry professionals

As well as talking one-on-one with your targeted audience, the Expo will also allow you to:

- Bring together your most active prospects and customers
- Harness all five senses to drive home your messages
- Drive business to other sales channels – e.g. online and retail
- Provide the opportunity to meet more interested buyers than any other sales activity
- Build solid business relationships and generate leads
- Emotionally connect with customers

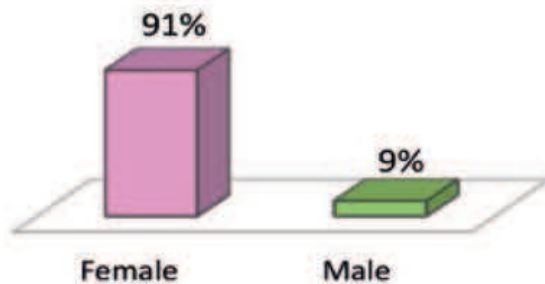


About the Visitors

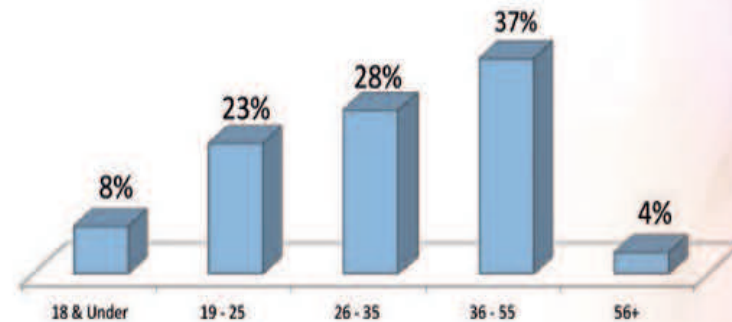
The Beauty Tech Expo will attract thousands of quality industry visitors, covering a variety of demographic profile

Based on our marketing plan, we will going to grow and build our marketing and advertising strategy through the following activities:

Gender Split



Visitors Age Profile



Who will Visit ?

- Surgeons, doctors, nurses, dermatologists and managers/owners of private hospitals and clinics
The targeted marketing approach backed by Strong Industry Database will attract approximately 4,000 + Trade Visitors for the Show.
- Cosmetic & Personal care Manufacturers
- Home Care manufacturers
- Perfume & Toiletries manufacturers
- Private Label / Contract Manufacturers
- Corporate Buyers
- Distributors & Wholesalers/ Agents/ Exporters
- Pharmaceutical Companies
- Pharmacies & health Stores
- Spa & Hotels
- Research Lab & Institute
- Quality & Safety control organization
- Trade Association, Publication & Government bodies

Marketing Activity

The Beauty Tech Expo marketing campaign will comprehensively reach influential and engaging beauty professionals and enthusiasts. The 2 month targeted campaign incorporates a variety of activities including trade and consumer magazine advertising, targeted email campaign, online advertising, direct mail, social media, radio .

Website Advertising: A series of web banner advertisements will appear on media partner websites and other targeted Beauty & health websites from Dec. 2014.

Magazine Advertising: A number of advertisements will appear in key Beauty and cosmo tech related publications in the four months leading up to the Expo.Promotions

Promotions: A series of promotions will take place leading up to the Expo to encourage industry visitors to pre-register and the general public to pre-book.

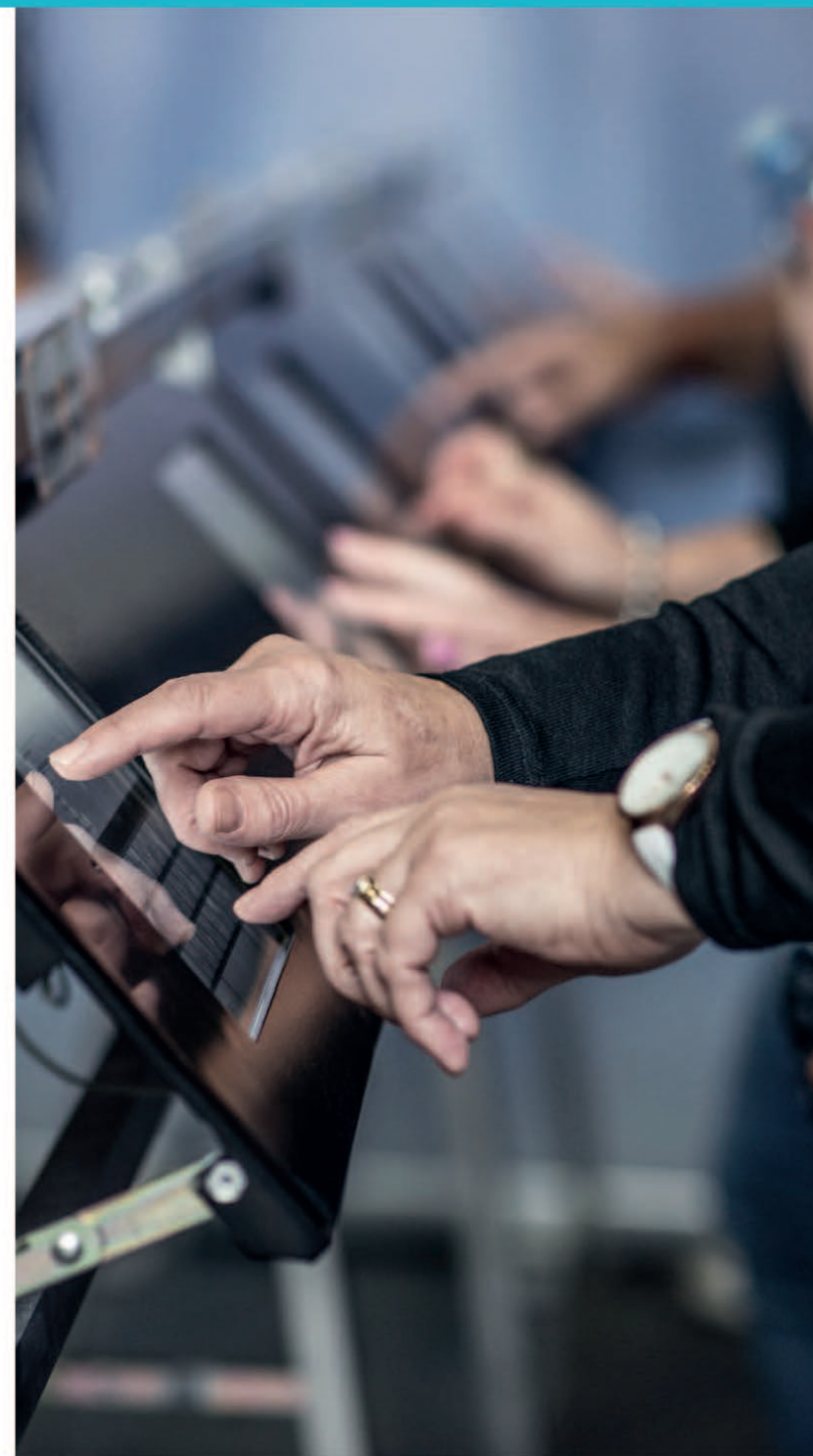
Flyers & Posters: A range of trade invitation flyers, discounted consumer tickets and posters will be distributed via a range of channels including exhibitors, gyms, supplement & retail stores and sporting clubs & facilities.

Direct Mail: A segmented direct mail piece with targeted messaging will be mailed to the prospective industry visitor audience including beauty Jordan associations driving industry visitors to pre-register and attend the Expo.

Newspapers: A newspaper campaign will commence leading up to the Expo in the all newspapers.

Radio: Through commercial airtime, live reads and promotional properties, Radio advertising will showcase the Diet & Nutrition Expo on a multi-platform level to drive awareness and create hype around the event.

Social Media: A cutting edge social media and digital campaign has been implemented with high engagement with both consumer and trade led content. A strong presence on Facebook and blogs alongside other platforms including YouTube, Twitter and Instagram has created a social media hub, tying together a fully integrated digital program.



Booth Sizes and Costs



1) Corinthian Wall Option



2) Syma Wall Option

SHELL SCHEME

Two options

- 1) Corinthian Wall Option
Velcro compatible walls - 2.4m tall – one back and two sides
- 2) Syma Wall Option
High matt anodised aluminium frame with white laminate infill – 2.5m tall - one back and two sides

Both these options include:

- Floor carpet
- Front fascia with organisation's name and BHBE Logo
- Two 150 watt spotlights and one 4 amp power point
- Access to the Exhibitor Lounge throughout the event
- Two invitations to the Lunch Break
- Inclusion in the Exhibitor Program to be distributed to Expo visitors

COST

2m x 3m - \$2,300

3m x 3m - \$3,750

3m x 6m - \$7,000

3m x 9m - \$9,825

Note: Neither Shell Scheme Booth Option includes tables or chairs. These can be arranged separately through our Expo boothing contractor, CONEX.

SPACE ONLY

This option includes:

- One 4 amp power point
- Access to the Exhibitor Lounge throughout the event
- Two invitations to the Lunch Break
- Inclusion in the Exhibitor Program to be distributed to Expo visitors

COST

3m x 6m - \$7,550

6m x 6m - \$12,500

Note: The Space Only option does not include fascia boards or fascia signage, lights, tables or chairs. These can be arranged separately through our Expo boothing contractor, CONEX.

Multiple booths/spaces are available at discounted rates on application.

To enquire about sites, please contact Dana Sabar (admin@eventscons.com) or Hadeel Ahmad (sales@eventscons.com).

INSURANCE - As an Exhibitor at the Beauty Tech Expo you must hold Public Liability Insurance. Proof of this must be provided no later than one week before the event. If you do not hold Public Liability you can purchase one off cover for \$100. This option can be selected on the Booking Form. The organiser bears no responsibility for your goods, for damage/theft of your stock/equipment, or for your legal liability. Any goods are left on site at your own risk.

Book Your Site

HOW TO BOOK YOUR SPACE

- 1) Select your preferred location from the Booth Map
- 2) Complete the attached Booking Form and forward to admin@eventscons.com

Your booking will be confirmed in writing, and receipted.

PAYMENT TERMS

- 50% deposit due on signing and booking
- 50% due on Monday 30th August 2015
- 100% due on signing and booking for all bookings placed after Monday 30th August 2015

GENERAL CONDITIONS

Space will be allocated in line with the policy of the Expo and in order of receipt of application. Exhibitors will be required to complete the Booking Form and pay the relevant deposits on their due dates. If you have any queries please contact Major League Marketing on 0799602002 or email admin@eventscons.com

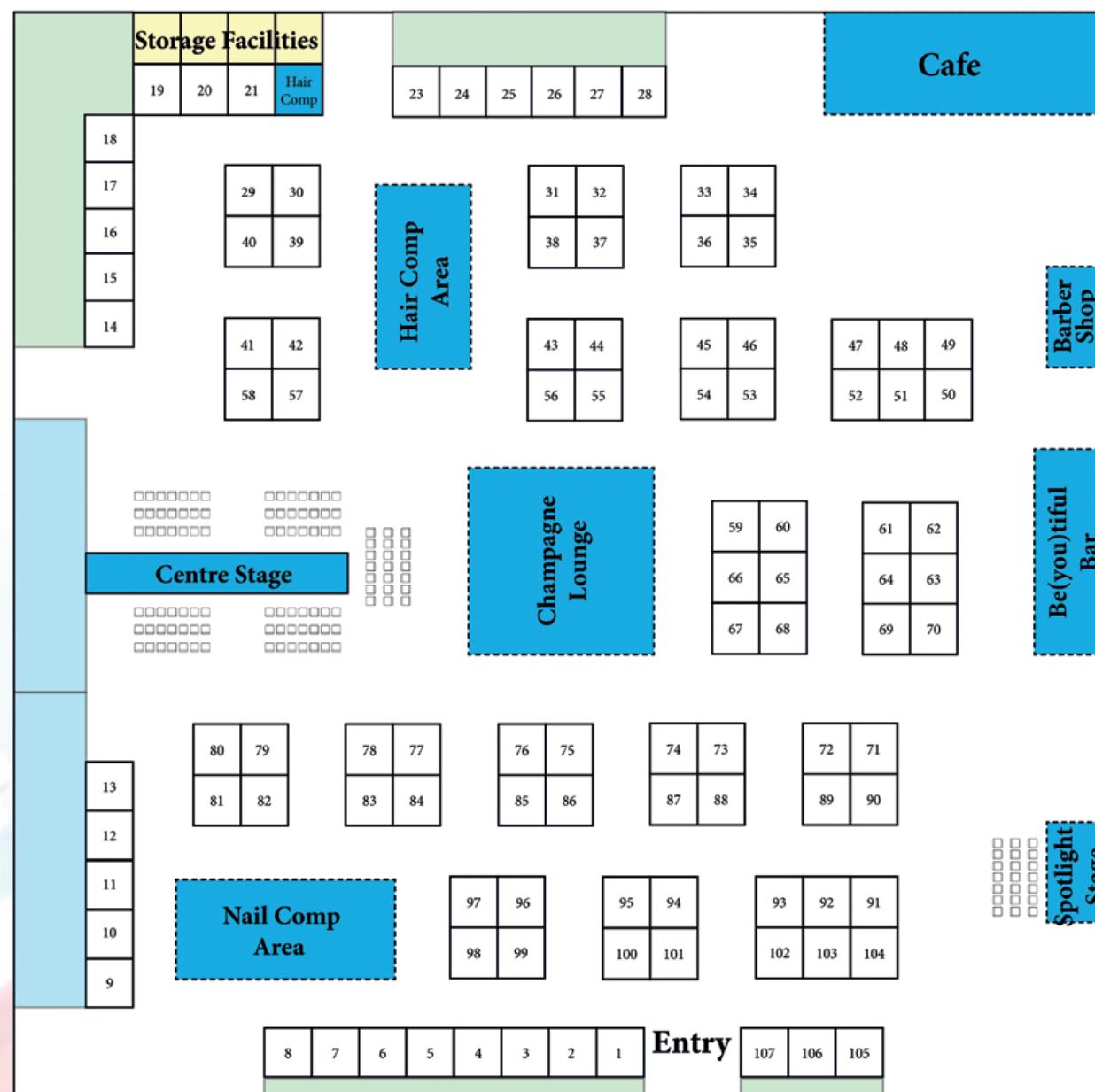
SCANNERS

The easiest way to gather leads and run your competitions. With all Expo attendees receiving a QR Code on entry, visitors simply scan their unique QR Code at your stand, leaving you to maximise the time you spend talking to your guests. Receive your leads in an Excel format in real time and continue your engagement with your qualified leads long after the Expo doors have closed!

To find out more, visit the ExpoNews website here.

To book your scanner, please contact Joe on mamoun@eventscons.com.

Booth Map



About the Event Organisers

Events consultant is specialized in preparing, organizing, and marketing scientific conferences, exhibitions, workshops, and seminars in Jordan. it also provides professional management consulting. Events consultant delivers a full range of services through global expertise to diverse clients...

With Events Consultant you can rest assured to having cost-effective, highly organized & successful event that achieves results, we are always readily available to answer any of your questions and provide you with all the necessary services.

Our reputation for specialized service is the result of a management philosophy that stresses the importance of quality work combined with a mission to solidify lifetime clients.

We will assist you from the very beginning of the planning process, and guide you every step of the way gain from our experience and knowledge in Jordan Market.

Contact Us

For more information or to discuss this opportunity further,
please don't hesitate to contact the team at Major League:

P.O. Box: 143161 Amman 11814 Jordan

Tel : +962 6 581 9003

Cell: +962 79 512 6916

Fax: +962 6 581 1733

E-mail: admin@eventscons.com

Website: www.eventscons.com

Events
consultant