

Special Edition

4th International
India's Largest

Beauty Spa
Expo 2013



connecting the beauty world

22nd - 23rd July, 2013

Pragati Maidan, New Delhi, INDIA

WWW.BEAUTYANDSPAEXPO.COM

Beauty & Spa Expo 2012

A GROWING BEAUTY EVENT PROVED BY FACTS & FIGURES

3rd Edition India Beauty & Spa Expo recorded highest number of Visitors from across India, International Participation, Multiple Biggest Stage Shows with the Serious Business Meetings changed the Face of the Indian Beauty Industry which made the India Beauty Expo as being the Most Successful Largest Indian Beauty Trade show.

Beauty & Spa is considered the Oldest Largest Indian Beauty Event which has successfully Reached to 4th Edition proved by its regular exhibitor's participation & Growing statics of previous editions.



2012
5200

VISITORS,
Industry professionals &
expected to increase
20% in 2013



5400 in 3 Days
Show in
2011

2012
5000

sq feet
EXHIBITION AREA



2500 sq feet in
2011

2012

6

COUNTRIES:
Germany, Italy,
France, Taiwan,
China & US.



None in
2011

2012

62

EXHIBITORS in



52 in
2011

2012

60

**BUSINESS TO
BUSINESS MEETINGS**



25 in
2011

2012

More than

300

Brands



250 in
2011



DO NOT MISS

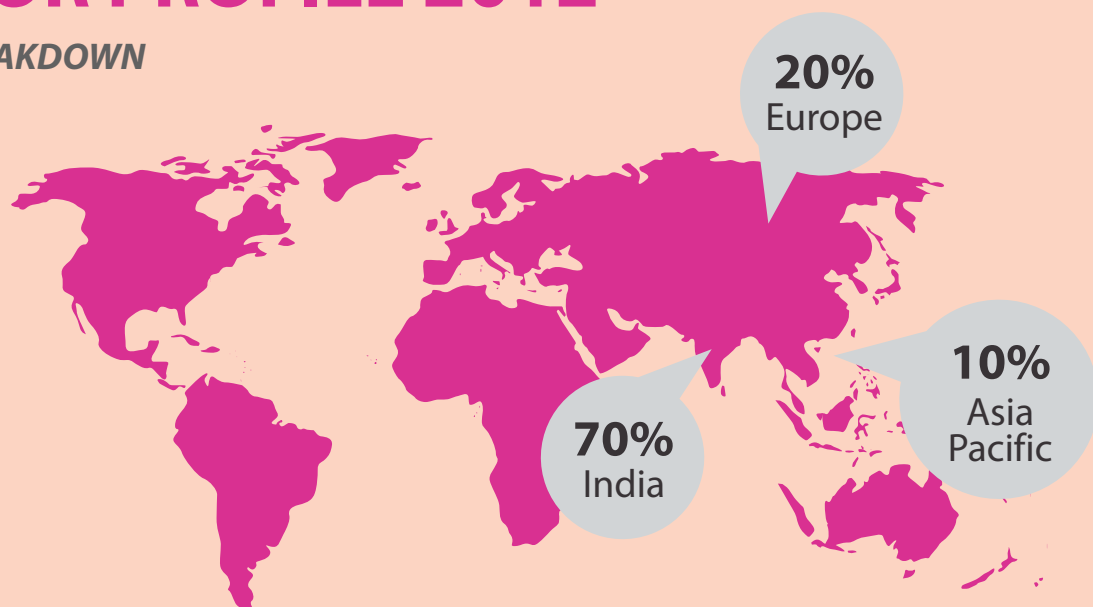
**THE SPECIAL 4TH EDITION
OF BEAUTY EXPO!**

From **22nd to 23rd July 2013**,
at the **Pragati Maidan**,
Convention Centre



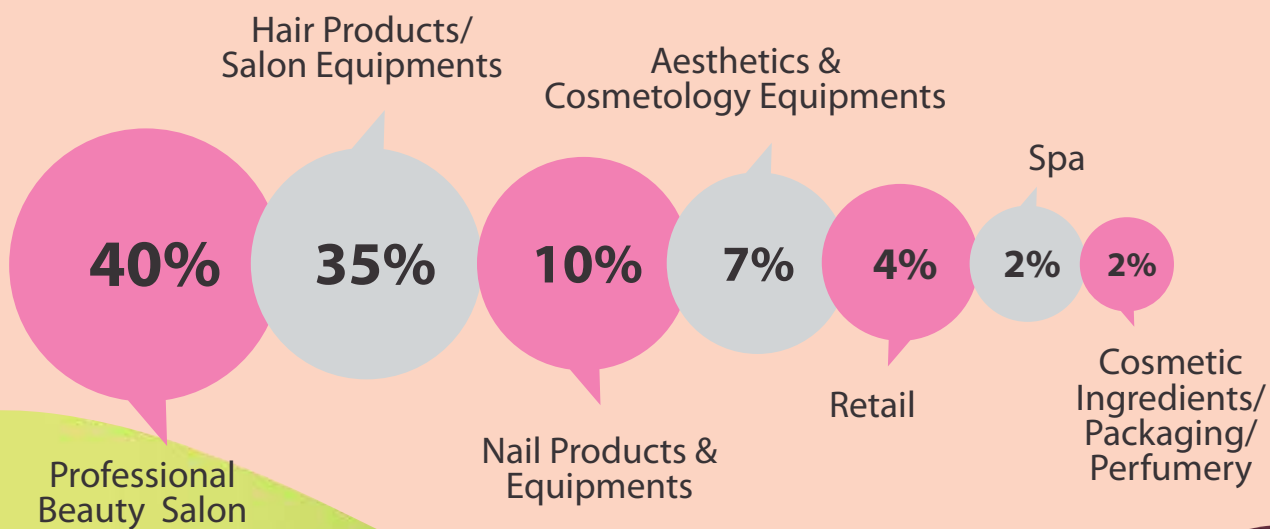
EXHIBITOR PROFILE 2012

GEOGRAPHIC BREAKDOWN



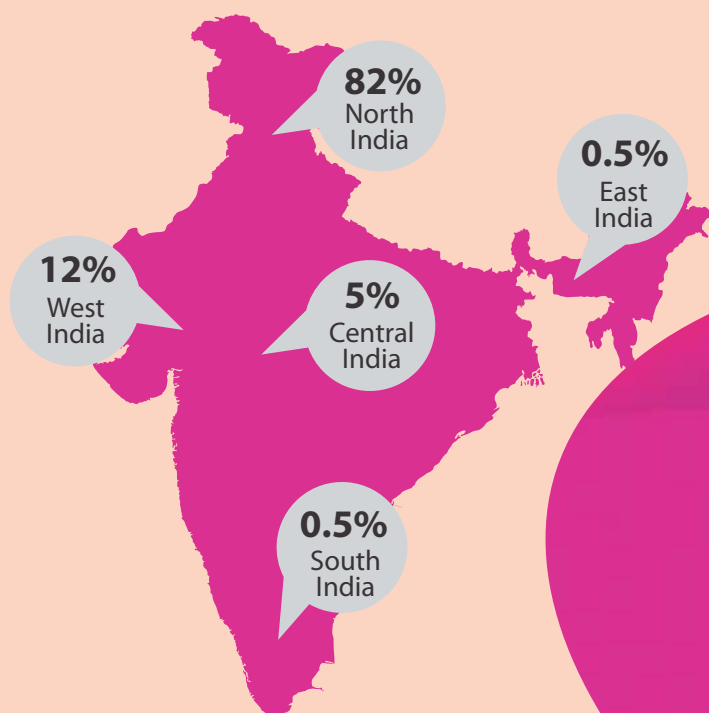
BY PRODUCT SECTOR

THE WHOLE BEAUTY INDUSTRY IN ONE MEETING PLACE



VISITOR PROFILE 2012

GEOGRAPHIC BREAKDOWN

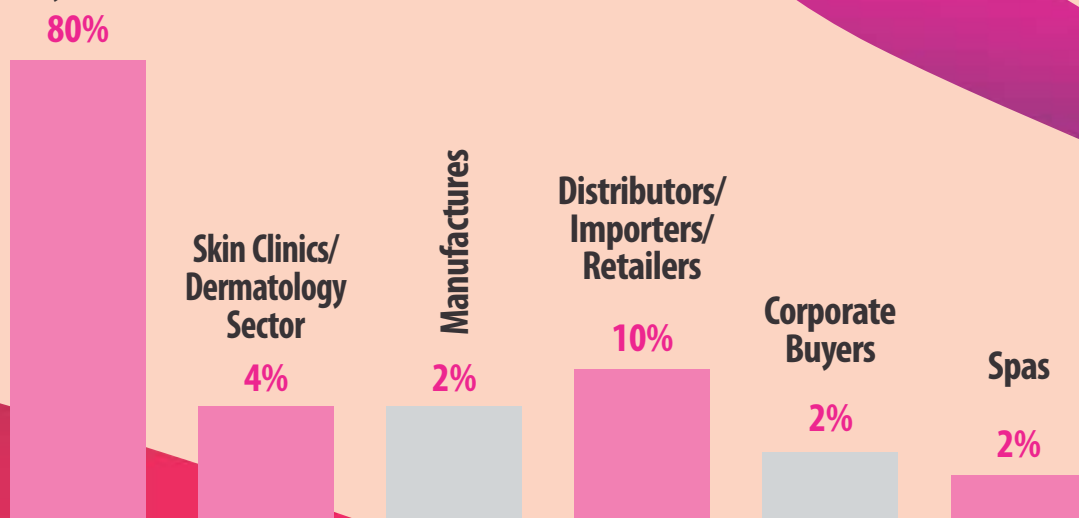


BY JOB FUNCTION

28% Owner/ Director	12% Managers	13% Buyer
	18% Beautician	13% Hair Stylist
	5% Employee	8% Cosmologist
		3% Spa Therapist

BY PROFESSION

Beauty & Hair Salon



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connecting the beauty world

“

***Your Ideal Gateway
to the Rapidly Growing
Indian Market***”

Your Perfect Launch Pad

Your Advertising Beyond the Trade Fair

Beauty Expo is the perfect Trade Platform to Showcase, launch & network with the Industry Leaders. Beauty Expo has devised an Value Added Advertising Plan for Exhibitors to promote & create leads for the business meetings during the show. Buyer-Seller Meet for the International Participants will be focused to bridge the gap between the Importers & Exporters thus Boosting the Entry of Foreign brands through our platform.

Entry to the Beauty Expo is strictly restricted to the Trade Professionals as Beauty Expo is an trade show meant only for the industry. Thus all visitors have to pre registered, posses invite, badge or visiting card for an Free Entry to the show.

- Nexus Beauty & Spas Expo is considered as the Pioneer of bringing the trend of successful Beauty Exhibition back to India from its 2010 Show followed by the International Beauty Expo 2012 which created a Landmark with foreign participation.

- Most Successful B2B Indian Trade Show which attracts LARGEST PROFILE OF VISITORS from all part of India making Beauty Expo an Ideal Networking platform for Beauty Players looking for varied business objectives.

- Exhibition, Conferences, Business Meetings, Technical Workshops, Stage Shows, Awards, Competition, Mutual Partnership define this largest Trade Platform providing the latest updates on products, technology & upcoming trends.

Expected Visitors & Exhibitors

Visitors : 15,000 - 20,000

Exhibitors : 100 - 120



Nexus bringing again the 'Special Edition of Beauty Expo 2013' for your BUSINESS GROWTH"

4th Edition is the Special Show conceptualized on bringing the industry leaders, decision makers & professionals involved in the all encompassing networking, business oriented & educative Show thus reaching the highest level of Exhibitor & Visitor satisfaction

Who Will Visit?

- Beauty Salons
- Hair Salons
- Importers
- Distributors/Wholesale Agents
- Beauty Professionals
- Skin Clinics
- Spas / Hotels
- Manufacturers
- Retailers
- Cosmetic Stores/Departmental Stores

BEAUTY SECTORS COVERED IN 2013

Beauty & Hair Salon

Retail & Spa

Aesthetics

Cosmetic Ingredients

Packaging & Contract Manufacturing

ONLY INDIAN BEAUTY SHOW SUCCESSFULLY REACHED TO ITS 4TH EDITION IN 2013



For more information or book your stand mail at ruchi@beautyandspaexpo.com

EVENT HIGHLIGHTS

STAGE SHOWS CONFERENCE & SEMINARS LAUNCH BRANDS



will bring the
business leaders
from various
sectors of the
industry together
to participate
DELIVERING YOU
new contacts &
boosting beauty
business of the
exhibitors.

STAGE SHOWS

Grand Shows on Makeup & Hair will reveal the latest trends on Stage performed by the Celebrity Artists across the World.

“Hair Walk
Show 2013”

“Makeup Trends
Show 2013”

TECHNICAL EDUCATION

“**WORKSHOP SERIES**”: **Series of Workshops** will be held on Makeup, Beauty treatments and Nail & Hair extension for the professionals across India.

BEAUTY - PROFESSIONAL & RETAIL BEAUTY INDUSTRY FORUM

Expert Speakers from the Diverse field of beauty, spa, cosmetology, retail will be invited for sharing their insights about the industry to the pre-registered visitors from various parts of the country.

THE AESTHETICS & COSMETOLOGY CONFERENCE

Medical Aesthetics is one of the fastest growing specialties in the beauty industry. Professionals will be attending this exciting new event to find out more about the sub-sector covering medical aesthetics, treatments and anti-ageing.

SPA MANTRA FORUM:

Expert Speakers will share the Spa strategy of running a successful spa, the convention gives a platform to spa owners and senior to learn & take away the advanced spa knowledge from this convention.

VALUE ADDED SERVICES WITH YOR STAND



**NETWORKING,
BRANDING &
BUSINESS MEETING
CAMPAIGN FOR
YOUR BUSINESS**



EXCLUSIVE MARKETING CAMPAIGN FOR YOUR BRAND

The moment you Confirm us your Participation, We will Begin the promotional campaign exclusively for your brand to ensure your reach out to beauty salon owners, distributors, skin clinics, spas, hairstylists, importers and agents **even before the event.**

MEDIUMS FOR THE PROMOTING YOUR BUSINESS

Your Brand will be listed in the following

- Listing in Regular Event Emailers
- Website Listing
- Listing In Show Directory
- Meetings will be booked before the show through the Exclusive E-Mailers for Pre appointed Meetings send to the Trade Professionals
- E- Newsletter
- Personal Telecalling Your Clients
- VIP Passes to your Esteemed Clients

PRE SCHEDULE MEETINGS FOR THE INTERNATIONAL PARTICIPANTS

International Participants have the opportunity to pre-schedule appointments with the importers and distributors from the Organizer database & marketing support. In 2012 more than 30 one-on-one business meetings took place with buyers.

DEMO AREA

Demonstrate your product to your target audience. Demo Room will have effective presentation & demonstration by various participating brands which allows them to educate the professionals besides their brand presence at the booth. **Demo area will be free of charge for all visitors**

LAUNCH STAGE for the Exhibitors who have launched or added new brands in their product portfolio. A Speaking Session accompanied by small demo at the Launch Stage will give the exhibitors an access to an Effective Launch Pad at the Beauty Expo.



INDIAN MARKET THE NEXT BIG STOP FOR THE GLOBAL BEAUTY INDUSTRY

"Explore UNLIMITED BUSINESS OPPORTUNITIES at the Fastest Growing Largest Economy: INDIA"



WHY EXHIBIT

- The Total Size of the Indian Retail Beauty & Cosmetic Market is estimated at **\$950 million**. The emergence of the young urban elite class with high disposable income in cities including the increase in the growing working women looking for luxurious lifestyle has increased the demand for the Imported Products in India.
- As per the CII Figuer, the overall beauty & wellness market is **\$2.68 Billion**. The Cosmetic market is growing at 15-20% annually which translates into tremendous potential for the foreign companies.
- The Spa & Body Treatment is estimated at **\$772 Million** over the next 5 years

Some Great Reasons to Build your Business with Us

- Meet New Business Partners
- Reach New Markets
- Launch New Products
- Find Distribution Channel
- Meet More Buyers in the Shows days than other means
- Boost your Sales
- Live Demonstrate Your Products
- Enhance Your Brand Awareness &
- Avoid Time Consuming Individual Client Visits
- Collect Leads
- Increase your Market Share
- Build New & Strengthen Existing Client Relationships

ADVERTISING

Advertisements in All the Trade Magazines & Newspaper will be published for the event awareness for a period of six months.

DIRECT MAIL

Over 30,000 Invitations & Pre-show materials will be Mailed / Couriered / Distributed to industry professionals using Beauty & Spa database

BADGE MAIL

Badge Mail over 8,000 personalized badges for free entrance to the show will be sent to Beauty & Spa previous years visitors and to all 2013 pre-registered visitors.

EMAIL MARKETING

E-news delivered to nearly 100,000 qualified contacts at the database by means of general newsletter, pre-registration reminders, and events update and seminars enrolment.

STRATEGIC MARKETING PLAN

All Promotional Channels will be employed for Visitor Promotion to enhance event awareness on an on-going basis

VIP Clients will be personally invited to confirm their Attendance

ONLINE MEDIA & SOCIAL NETWORK PRESENCE

Online Media Sites, Face book will be used for the Digital Promotion.

DIRECT TELECALLING/ SMS

Telecalling to the High End Clients, VIP, and Key Accounts Decision Makers to Confirm their Presence at the Event

ELECTRONIC & OUTDOOR MARKETING

Hoardings, Banners, TV Channel will be tapped for event promotion.

PUBLIC RELATIONS

Pre & Post Coverage Articles will be published in all the Trade Journals & Newspapers.

THE FAIR WEBSITE

www.beautyandspaexpo.com will be promoted online





What Exhibitors Say About Our Show

This was our first time we represented our whitening & Anti Ageing Products at the Beauty Expo India. We received lot of interesting Contacts for our business & we are very happy to participate at this show

Nexus Beauty Expo is the first Indian Beauty Exhibition which has its reach to the pan India. This time we become the Hair Show Sponsor & got excellent response from this show. Participating at Beauty Expo ensures our interactions with new Customers from different cities of thus we met many customers from Punjab, Rajasthan, Ahmadabad, Kolkata, and Luck now. We would definitely like to participate in the next show in much bigger way



**Nicole Gerstner,
Eden Wellness, Germany**



Schwarzkopf Professional

Overwhelmed with the response from the Beauty Expo 2012. Our 3rd year participation makes us say that there has been a Drastic Increase in the Quality & Quantity of the Visitors as the event attracted visitors from outside north India. We showcased 2 new brands here & got excellent sales & branding among our target audience. Beauty Expo has become bigger & international in all respects. It is a Must Participate Show for the brands growth.



**Ankit Virmani, Director
Esskay Beauty Resources**

Ours is the 4th show with Nexus & I felt that this Beauty & Spa Expo has grown tremendously in last 3 years & has become the only successful Indian Trade Show for the Beauty market. 2012 Edition was greatly rewarding as it helped to successfully launch new hair brand in India"



**Pradeep Verma, Euro Cosmetics
Kryolan Cosmetics**

Hopefully we will find the partners to establish our business in India. We had good number of meetings with the buyers & we are very much looking forward to participate next year with a wider range of products for next year



**Mr Guido Haier,
Duliberg, Germany**



“

What Exhibitors Say About Our Show

This was the first time we demonstrated our product in India & we got good feedback & response. We met salon owners, distributors & importers at the show. We are hopeful to find partners in India for our product.

▲
**Sofi,
Time less Truth,
Taiwan**

Beauty Expo served as a tool to network, enhance the northern India market & meet our existing & new clients. Our Workshop also had full packed attendees

This was our first time participation with Nexus & we are Happy that we participated in the 3rd Beauty Expo. It proved to be a Fantastic Marketing Tool for promoting & creating awareness for our portfolio of brands & we met quality buyer's thus generated good business from this show.

▲
**Naresh Pillai,
Cheryls**

▲
**Bhaskaran, Country Head,
Glosell India**

It is our first time participation in India & we are delighted that from this platform we get to know about the Indian spa market & we meet Spa owners thus we will drive lot of conclusions from the show

3rd Beauty & Spa Expo was a good platform to introduce our Air brush Makeup India. From the show we received amazing feedback & show helped us to meet thousands of quality professionals directly & generated good business & awareness for our brand"

▲
**The DKZ Team
(Nada, Djida & Co), DKZ, France**

▲
Temptu Pro, New York

”

WHY 4TH EDITION SPECIAL

"EXPLORE ADVANCED BEAUTY EXPO IN ITS 4TH EDITION"



- Segments to the Beauty Expo been increased to focus on all the segments of the industry.
 - **Cosmetology & Aesthetics Zone,**
 - **Spa Zone**
 - **Cosmetic Ingredients Zone** are the other three beauty segments will be highlighted.
- **Launch Stage** is an Innovative Promotional Activity developed to promote new launches or highlight the existing brands by means of Interactive Presentation & Demo exclusively designed **to announce the Launching of New Brands by both domestic & international participants at this Launch Stage Platform. Launch Stage will be advertised in our Website, Emailers & Invites.**
- **Pre Appointed Business Meetings exclusively for the International Participants will be scheduled by the organizer to ensure serious business happening during the exhibition.** We would also advertise & promote the Foreign Brands through our Complimentary Marketing Campaign to ensure awareness & hot leads generation for the meetings.
- Pre Registered Visitors : Entry is strictly restricted to the Trade Professionals as Beauty Expo is an trade show meant only for the industry. Thus all visitors will be invited from the following ways :
 - **Visitors needs to be Pre registered**
 - **Posses either a Entry Badge or Invitation Card**
 - **Posses Business card**
 - **In view of the non availibility of the above, then a Visitor needs to pay INR 100 for the entry.**
- **Show Directory** : Show Directory will be an brief Guide about the Beauty Expo which will detailed all the Exhibitors details with the show programme & other information. All the Exhibitors details will be listed in this show book which will be distributed to the Pre Registered Visitors.
- **Exclusive Expert Conference** on Salon, Spa & Aesthetics will bring the Industry leaders, decision makers, important clients to a single platform to integrate, network, share their thoughts & build contacts for the boosting of the beauty business.
- **Strategic Marketing Plan for the 4th Edition** has been planned ensuring that we cover all the effective mediums of marketing thus reaching out to all **your potential buyers from different parts of the cities for visiting the expo.**
- Stage Shows & Seminars on all the segments by the big brands to provide the education to the professionals. **Celebrity Artists** adds the excitement & entertainment factor in the show ensuring the long stay of all the visitors at the show.
- Even the **Floor plan of the Hall** is designed in a manner that the Products are displayed as per the Products Segment Sector & Domestic / International Countries.
- In all the respects, we will Invite, Integrate & Involve the Industry Leaders, professionals, owners from all beauty segments from pan India with a single motive of **Augmentation of Your Business in a Networking Way.**

BOOK YOUR STAND SPACE TODAY

Option 1

Ready Stand Space:

3m x 3m Ready Stand - One side open, 9sqm

Includes Octonorm Panel Booth with carpet, Spot Lighting, Electrical Socket, grid-ceiling and Fascia name board, plus Complimentary Marketing services for every Exhibitor.

Option 2

Raw Space : 6m x 3 m – 18 sqmt

Includes Space Only + Complimentary Marketing Service.

ABOUT THE ORGANISER

NEXUS EXHIBITIONS PVT LTD

Nexus Exhibitions Pvt Ltd is one of the Premier Indian Exhibition Company which has successfully organized number of exhibitions/ shows in the B2C & B2B segment with portfolio comprising of fashion, lifestyle & beauty related events across India since 2006. Nexus focuses on creating trade exhibitions for industries looking at making strong nexus with their target market. Nexus aims at highest quality from event management to delivering high returns for its participants.

BEAUTY & SPA EXPO TEAM

For Booth Booking or Exhibition Queries, Please Contact our Head Office

Nexus Exhibitions Pvt Ltd

Contact Person : Ruchi Batra | **Mobile No :** + 91 9971811937

Email Id : ruchib@nexusexhibitions.net / ruchi@beautyandspaexpo.com

Website: www.beautyandspaexpo.com