

A woman is the central figure, wearing a voluminous, pink feathered gown and a large, dark, textured hairpiece that fans out behind her. She is posed in a classic, ornate room with columns and a mirror. The lighting is soft and warm, highlighting the textures of the feathers and hair.

EXHIBITOR PROSPECTUS 2019

8 - 10 JUNE 2019

I C C S Y D N E Y

HAIR EXPC

THE FESTIVAL OF HAIR

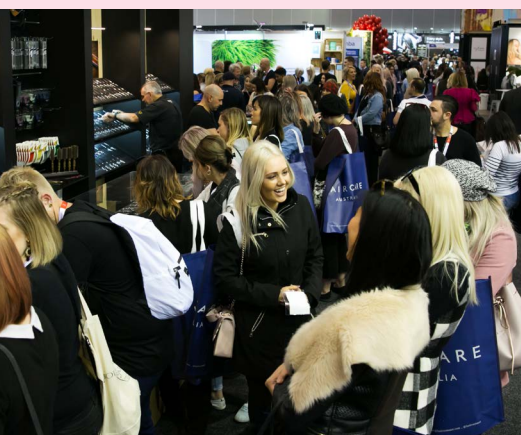


WELCOME TO HAIR EXPO

Celebrating our 43rd year in 2019, Hair Expo Australia draws together the Southern Hemisphere's hairdressing community, offering an unparalleled opportunity to experience the largest display of brands and products, world-class education, international talent and show-stopping live performances.

The event provides an opportunity for brands to showcase their latest ranges directly to a captive audience of up to **9,000 key decision makers, motivated buyers and salon owners**, including hairdressers, freelance operators, management staff and more. It's the perfect place to meet, network and do business with your target market, all in one place, across 3 fantastic days.

The show has firmly cemented itself as an essential part of the marketing mix for brands who want to reach and influence Australia's hair industry and stay ahead of their competitors.



HAIR EXPO
8-10 June 2019



GEN NEXT GALA
Sunday 9 June 2019



HAIR EXPO AWARDS
Monday 10 June 2019

ICC Sydney, Darling Harbour



WHY EXHIBIT?

Hair Expo is the most exciting event in the Australian hairdressing calendar and presents a unique opportunity for exhibitors to connect with a diverse and passionate audience of hairdressing professionals.

- Directly communicate with and educate your target market
- Boost new business and build brand loyalty
- Acquire quality leads and build your database
- Raise the profile of your brands
- Launch new product ranges
- Make on-the-spot sales
- Leverage your marketing budget by association with our national campaign
- Conduct market research
- Generate media coverage



“ It was one of our most successful shows to date and the feedback has been so positive from our customers. The opportunity to showcase our brand to so many hairdressers over a 3-day event is the reason Excellent Edges will always be your biggest fan. ”

- Pete Walstab, Managing Director, Excellent Edges

“ Having not been before, we didn't know what to expect – it's gone beyond our expectations because everybody's just so intrigued in the technology and they're getting hands-on. We have not stopped! We're loving it! Would we come back again? Yes, we would. ”

- Astra Justice, Brand Experience Manager, Dyson

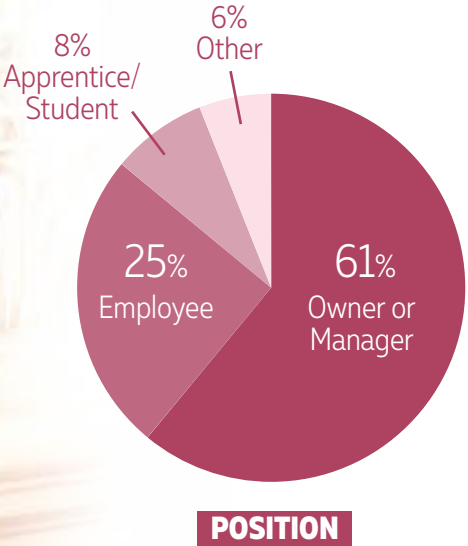
“ We have had an amazing show. At every point there've been people on hand to answer questions, tape down wires, get extra tables, extra chairs. It really has for me been one of the best shows! So thank you to all the organisers who just made it happen this year. Best ever, thank you. ”

- Marie Nieuwoudt, Australian International Industries



Hair Expo Australia will attract up to 9,000 information hungry hair professionals in 2019, all looking to discover the latest innovations in hairdressing, stock up on necessary items, network with their peers and other industry professionals, and learn the latest in education from top-tier industry leaders who attend Expo from all over the globe.

OUR DEMOGRAPHIC



69% of visitors held direct authority to purchase goods or services for their business at the event

86% of visitors intend to make orders post Expo

93% of visitors said they are likely to attend again in 2019

6 hours – average time our visitors spent at Expo

DID YOU KNOW...

79% of visitors bought/ordered something at the 2018 event, equating to a staggering **\$1.4 Million** being spent at Expo, with an additional **\$2.4 Million** intended to be spent with our exhibitors within 3 months after the event



OUR MARKETING CAMPAIGN



EXPOSURE

Hair Expo Website:

56,748 unique users | 89,470 sessions
260,891 page views in the 3 months leading up to event

Hair Expo Social:

41,000+ facebook fans and 32,000+ Instagram followers

Print Campaign:

Flyers, Magazine Advertising, Inserts, Ticket Brochure, Street Campaign

Digital Campaign:

Edm's, Newsletters, Social Media, Online Ads, Retargeting, Hair Expo Blog





2019 RATE CARD

RATES INCLUDE GST

	Stand Size (m ²)	Gold	Silver	Bronze
Shell Scheme	6	\$6,173	\$5,975	\$5,843
Shell Scheme	9	\$8,704	\$8,407	\$8,209
Shell Scheme	12	\$11,235	\$10,839	\$10,575
Shell Scheme	18	\$16,298	\$15,704	\$15,308
Space Only	18	\$13,376	\$12,782	\$12,386
Shell Scheme	27	\$23,891	\$23,000	\$22,406
Space Only	27	\$19,267	\$18,376	\$17,782
Shell Scheme	36	\$31,484	\$30,296	\$29,504
Space Only	36	\$25,157	\$23,969	\$23,177
Space Only	54	\$36,938	\$35,156	\$33,968
Space Only	72	\$48,719	\$46,343	\$44,759

SPACE ONLY

You are custom building your stand and will provide all walling, lighting, electrics, fittings etc. No carpet/ floors, walling, signage, lights or electrics will be supplied by Reed Exhibitions. Includes:

Event program: 50 word listing, product categories, brand listing

Web directory: 250 word listing, 5 product profiles, 5 documents (e.g. brochures / press releases), online logo, email enquiries, social media link

Public liability insurance

Stand design approval

Electronic lead scanning app

SPACE AND SHELL SCHEME

You are receiving a complete standard stand build. This includes everything supplied in the space-only package, plus:

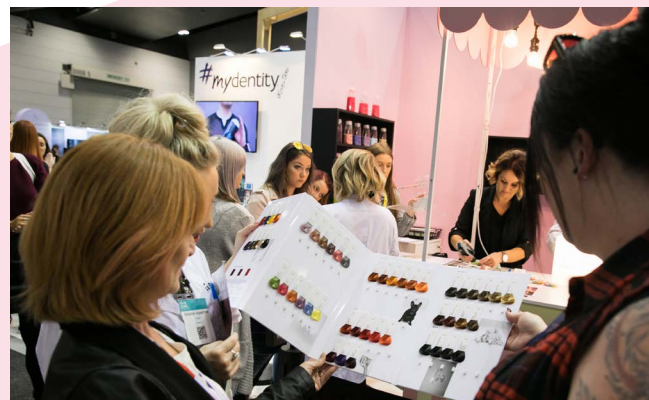
White octanorm rear walls (and side walls where applicable), 2.4 m high

Fascia signage to front (and sides where applicable)

Spotlights: 2 x 120 w per 9m² of space

Electrics: 1 x 4amp powerpoint per 9m² of space

Carpet tiles





ADDITIONAL OPPORTUNITIES RATE CARD

RATES INCLUDE GST

STAND UPGRADES

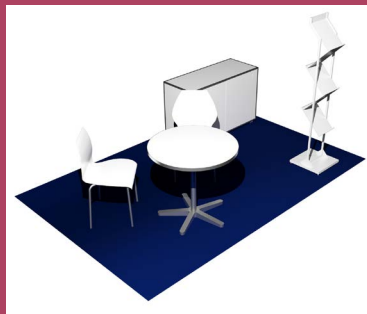
Upgrade Flooring \$105/m²

Take your standard shell scheme to the next level with our upgrade flooring package. You can choose from raised flooring with ramped aluminium edging in either white or beech.



Furniture Package \$539

Includes table, 2 chairs, lockable cupboard and a brochure rack



Fab Frame

(3m to hire) \$3,146*
(6m to hire) \$4,369*



Description: This is a stretch fabric banner with your branding on the back of your stand. This is an easy and effective way to showcase your brand.

*Includes installation for 1 show

ADVERTISING PACKAGES

Diamond Value Package:

\$5,544

Maximum visibility for your brand

Includes:

- Full page advertisement and logo in the event program
- One month peak time website banner advertising
- One email banner advertising max 4 weeks pre-show
- Premium exposure web directory listing

Platinum Value Package:

\$3,432

- Full page advertisement and logo in the event program
- Premium exposure web directory listing

Gold Value Package:

\$2,255

- Half page advertisement and logo in the event program
- Enhanced exposure web directory listing



ADVERTISING MARKETING OPPORTUNITIES

Website:

hairexpoaustralia.com delivers access to over **56,000** hair professionals Who research the show, plan their visit, identify companies and products to see, and buy tickets.

Our web directory is the industry reference tool to research and contact suppliers, and email newsletters are sent to more than 20,000 qualified hair professionals in the weeks and months leading up to the expo, providing them with information about the event and our exhibitors.

ADVERTISING MARKETING OPTIONS

RATES INCLUDE GST

WEBSITE AND DIGITAL ADVERTISING

Premium Exposure Web Directory Listing \$2,343

Up to 50 product profiles, 25 documents, boosted listing in one category, online logo, 5 videos, enquiry capture, download leads, view web statistics, social media links

Enhanced Exposure Web Directory Listing \$770

Up to 25 product profiles, 10 documents, online logo, email enquiries, social media links

Website Banner Advertising \$2,167

Peak (Jan-April 2019)

Website Banner Advertising \$968

Off Peak (May-Dec 2019)

Email Banner Advertising \$979

Email Advertorial \$3,377

Feathr Retargeting Advertising

Tier 1 (25,000 Impressions)

\$847

Tier 2 (50,000 Impressions)

\$1,265

Tier 3 (100,000 Impressions)

\$1,683

Social Media Promotion \$1,463

PRINT ADVERTISING IN THE EVENT PROGRAM

6,000 distributed at Beauty Melbourne to qualified salon professionals.

Double Page Spread \$3,289

Full Page Ad \$1,892

Half Page Ad \$979

Company Logo in Exhibitor Listing \$308

ON SITE PROMOTIONS

Sponsor Lanyard \$6,138

for visitor badges (sponsor produces lanyards)

Sponsor Show Bag \$6,237

at the Front Door (sponsor produces bag)

Aisleway Promotional Personnel \$3,883

(2 per sponsor, max 5 companies)

EXTRAS

Storage (3m x 2m Storage Unit) \$1,023

Additional digital advertising opportunities are available, connecting you with Hair Expo's audience year-round. Please contact us for more information.



SPONSORSHIP

Hair Expo has a limited number of partnership opportunities for brands wanting to gain maximum exposure and make a big impact.

EXPO FEATURES – brand exposure opportunities, 3 stages, 75+ free shows

EDUCATION – over 40 ticketed education sessions

TOP SALON SUMMIT – 150 of the top salon owners in Australia, all in one room

GEN NEXT GALA – showcasing our next generation of up and coming talent

HAIR EXPO AWARDS – the most coveted industry awards

Walk-on, upgrade, and bespoke opportunities are available. Contact either Rosie or Cory to discuss the perfect solution to take your brand to the next level.

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HAIR: JOEY SCANDIZZO PHOTOGRAPHY; ANDREW O'TOOLE STYLING; JOSIE MCMANUS MAKEUP; KYLIE O'TOOLE

8-10 JUNE 2019
ICC SYDNEY

HAIR EXPO

THE FESTIVAL OF HAIR

To discuss your Exhibitor opportunities
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