

WE BELIEVE IN THE POWER OF BEAUTY!

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EXHIBITORS GUIDE

BEAUTY FORUM & HAIR WARSAW

9-10 SEPTEMBER 2023

EXPO XXI CENTER, PRĄDZYŃSKIEGO STREET 12/14, WARSAW

www.beauty-forum.com.pl

www.beauty-fairs.com.pl



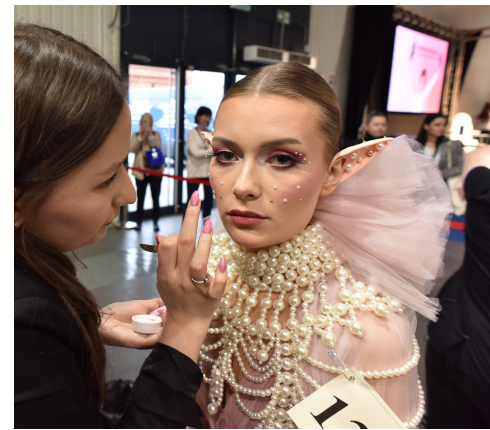
CZECH REPUBLIC | FRANCE | GREECE | GERMANY | **POLAND** | ROMANIA | SLOVAKIA | SWITZERLAND | HUNGARY

The most important cosmetology and hairdressing event in Poland, dedicated to professionals!



BEAUTY FORUM & HAIR trade fair is:

- a celebration of the entire industry,
- an opportunity to meet face-to-face and build business relationships,
- product novelties, trends, inspirations,
- a rich offer of the leading domestic and foreign companies on the Polish market,
- a clear thematic division of exhibition zones: classic and instrumental cosmetics, hairdressing, barbering, nails and eyelashes, podiatry, classic and permanent makeup, exclusive, Eko&More and **NEW! SCHOOLS, UNIVERSITIES, TRAINING INSTITUTIONS zone,**
- education included in the ticket price prepared in cooperation with experts in the cosmetic and hairdressing industry,
- demonstrations and presentations on open stages: HAIR, BARBERS and MAKE UP & STYLE,
- **NEW! Presentation Zone - trends in cosmetic treatments,**
- exciting cosmetic and hairdressing championships and competitions.



Why together?

Because the two industries are an inseparable duo, and the fair is a unique meeting space and relationship-building, the answer to the needs of professionals from both sectors.

The comprehensive offer of the fair is tailored both to the needs of experienced professionals, owners, managers and employees of beauty salons, aesthetic medicine salons and hairdressing salons, representatives of drugstores and pharmacies, as well as to people planning to start activities in the cosmetic or hairdressing industry, including investors, students and students of directional schools.

CLEAR DIVISION OF EXHIBITION AREAS:

classic and apparatus cosmetics, classic and PMU make-up, podiatry, nails and eyelashes.



SCHOOLS, UNIVERSITIES, TRAINING INSTITUTIONS ZONE:

space, dedicated to all establishments offering education in the cosmetic and hairdressing industry at different levels of advancement.

EXCLUSIVE ZONE - a selected exhibition area reserved for professionals interested in establishing business contacts, with no direct sales offer.

INTERNATIONAL BUSINESS FORUM – an exclusive offer for foreign manufacturers and investors looking for business partners and distributors in Poland

CHAMPIONSHIPS AND COMPETITIONS

Exciting competitions for professionals and debutants in both cosmetology and hairdressing:

Polish Eyelash Extension Championship,

Facepainting Trophy Championship,

Nailpro Europe Championships organized

by VELLP PROFESSIONAL BEAUTY EXPERT,

Mario Mayer Polish Championship in Hairdressing for Women and Men and men's hairdressing

organized by Mario Mayer:

-women's competitions: Old Hollywood Style, Technical Cut, Pin Up Style, Evening Updo.

-men's competitions: Flat Top, Modern Look (Skin Fade), Old School, Classic Haircut (headpiece).

HAIRDRESSING STAGES

Unique shows and presentations of the most important trends on the HAIR and BARBERS stages.

It is here that award ceremonies are held and honoring the winners of hairdressing and barbering championships and competitions.

NEW LOCATION



EXPO XXI CENTER is located in Wola, the fastest growing district of Warsaw. It is a modern and versatile facility on the map of Warsaw, ready to professionally handle all kinds of special events. Perfectly located, very close to the Central and Western Railway Station and the International Airport Fryderyk Chopin, is significantly convenient for event participants who travel to Warsaw and for foreign guests. The facility is well connected with the city thanks to the second metro line and an extensive network of trams and buses. The facility is also fully adapted to the needs of people with disabilities.

EDUCATION AT THE HIGHEST LEVEL

During both days of the fair, a huge dose of knowledge from the best professionals in the industry will be waiting for the participants. Lectures will take place in specially prepared EDUCATIONAL ZONES.

Admission to the lectures will be free of charge for fair entry ticket holders



LOOK & LEARN BARBER TRAININGS

Barber trainings conducted by well-known, well-liked and highly respected authorities of the barbering world, including Mr. Adam Szulc.



Presentation Zone - trends in cosmetic treatments in which Exhibitors will present the latest trends and technological products and solutions used in in cosmetic procedures.

MAKE UP & STYLE SCENE

Stay up to date with makeup trends and eyebrow & eyelash care and styling. Knowledge and practical advice useful in your daily work provided by excellent specialists.

This is where the award ceremonies take place and honoring the winners of championships and cosmetic competitions.

THE ORGANIZER / ABOUT US

For 26 years, with constant passion and commitment as Health and Beauty Media Sp. z o.o. we organize the largest fairs in Poland for professionals in the beauty industry: BEAUTY FORUM and BEAUTY FORUM & HAIR.

Our events are more than exhibition events: they are professional business platforms that are characterized by continuous development, the priority role of education and industry communication.

In constant dialogue with the industry, we are up to date with global trends and market news. We open new markets for customers and we continue to develop together with them maintaining the dynamics of change and strengthening our leading position.

Since 2018, we are a member of the international Cosmoprof group reaching all over the world with its events

We comprehensively support the beauty industry, basing business relations on partnership and mutual respect.

Our offer includes not only the highest quality exhibition events combined with a rich educational offer for professionals, but also a trade magazine, internet portals and a wide range of training courses.

Stand prices / Participation costs

Unfurnished area

Stand type	The minimum area	Basic net price PLN/m ²	Special net price PLN/m ²
row	6 m ²	470,-	450,- if the stand area ≥ 15 m ²
corner	12 m ²	530,-	500,- if the stand area ≥ 24 m ²
semi-island	24 m ²	580,-	520,- if the stand area ≥ 42 m ²
island	30 m ²	610,-	560,- if the stand area ≥ 50 m ²

Electrical connection of the stand:

In the case of ordering space with its own development, the electrical connection of the stand must be ordered. The price depends on the power of the ordered connection.

The minimum power is (230 V, 3 kW) - at PLN 490 net.

Standard stand construction: PLN 185 net per 1 m² (including stand electrical connection)

The price of 1 m² of built-up area includes:

- system construction with lockable facilities (from 9 m² of stand construction),
- gray floor covering,
- electric connection of the stand (230 V, 3 kW)
- 1 frieze for each open side of the stand
- 1 table, 2 chairs for each full 6 m² of the stand,
- 1 glass case or a counter with a shelf for every full 6 m² of the stand,
- 1 coat hanger, 1 wastebasket per stand,
- 1 electric socket,
- 1 light point for every full 2m² of the stand.

From the prices indicated above for undeveloped area

a 10% discount

applies, provided that

the registration is made by May 31, 2023

and payment is made in accordance

with paragraph 11 of the Terms of Participation.

Application deadline
July 14, 2023

Venue:

EXPO XXI CENTER
Prądyńskiego Street 12/14
Warsaw

Opening hours:

September 9, 2023, Saturday
10:00 – 18:00

September 10, 2023, Sunday
10:00 – 17:00

Organizer:

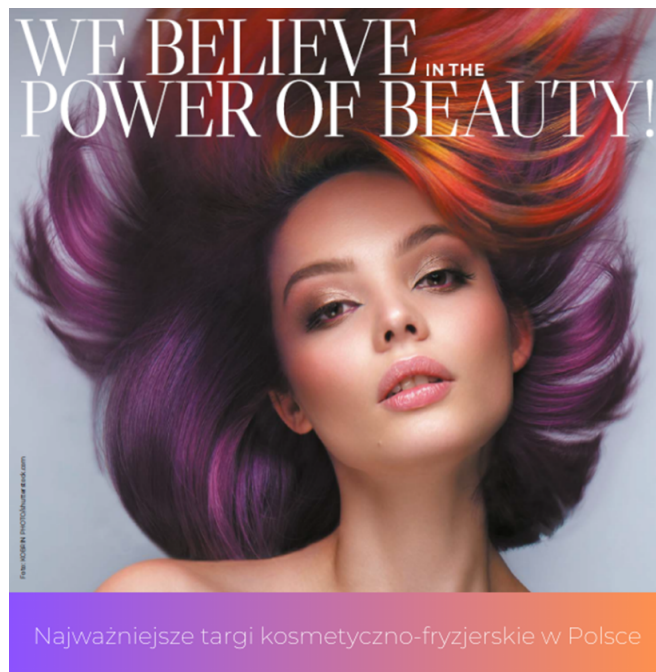
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