



BEAUTY BUSINESS DAY VIENNA 2021

SATURDAY, 4 SEPTEMBER 2021 | VIENNA

The one-day event for beauty professionals

www.beauty-fairs.de/wien



1st BEAUTY BUSINESS DAY VIENNA

THE CONCEPT – ONE-DAY EVENT FOR BEAUTY PROFESSIONALS

The BEAUTY BUSINESS DAY Vienna is a one-day event with an exhibition and expert lectures for beauty professionals from the Vienna region and all over Austria. The event offers exhibiting companies the opportunity to present themselves and their products, new products and services to potential Austrian customers in an intimate setting with a pleasant atmosphere via personal interaction and lectures.

The following topic areas are planned:

- Cosmetics
Apparative | Decorative | Care | Anti-aging | PMU
- Massage, wellness & spa
- Nails
Nail care | Nail design | Nail art
- Podiatry and foot care

The premiere of the BEAUTY BUSINESS DAY in Austria will be taking place on 4 September 2021 at the Hotel Andaz Vienna Am Belvedere in Vienna.

A maximum of 25 companies can participate as exhibitors. Trade visitors (approx. 150 people planned) will receive personal invitations from the organiser and from you, the exhibiting companies.

Why should you be part of the BEAUTY BUSINESS DAY premiere in Vienna?

- **Efficient, focused one-day event – from professionals for professionals**
- **Optimum opportunity to personally meet your customers and potential customers in an intimate setting** and to expand your presence in Austria
- **No effort and expenditure for a stand.** Simply come and present your exhibits
- **Focused personal discussions** in separate meeting rooms (max. 10 people)
- **Accompanying specialist and information programme** with lectures on current beauty industry topics – book your lecture slot
- **Targeted visitor advertising and communication** of your brand via an attractive marketing package

THE LOCATION – THE NEW 5-STAR LUXURY LIFESTYLE HOTEL ANDAZ VIENNA AM BELVEDERE

- **A fantastic location in the Belvedere district**, within walking distance of the main train station – the new 5-star luxury lifestyle Hotel Andaz Vienna Am Belvedere.
- **Generous event space** – totalling around 700 sqm – plenty of room for exhibitors and visitors. Exhibition area: 470 sqm, lecture room: 235 sqm, foyers and the sensational Upper Belvedere terrace.
- Hotel rooms at the Hotel Andaz Vienna Am Belvedere can be booked **at discounted prices** (single room EUR 140, double room EUR 170 incl. breakfast).
- Room contingency, booking: +43 (1) 205 7744 3333, keyword: Beauty Days 2021, valid until 6 August 2021



THE SCOPE OF SUPPLY

Your exhibition area

- 1 table (180 x 66 cm), 4 chairs
- Ample space to present yourself and your products

Catering

- Free coffee and mineral water throughout the day
- 5-star all-day catering (beverages, 2x exclusive finger food buffet)

Marketing package

- Active advertising of the event, beginning in June
On the BEAUTY FORUM Instagram and Facebook channels
Via the BEAUTY FORUM Austria newsletter incl. link to the online exhibitor directory (approx. 2,700 recipients/ newsletter)
- Your logo entry in the online exhibitor directory at www.beauty-fairs.de/wien incl. link to your website

- Your company/logo entry in the print & digital event guide
- Editorial reporting on the event in BEAUTY FORUM Edition Austria, Issues 3+4
- Editorial reporting after the event in BEAUTY FORUM Edition Austria, Issue 5

Our offering for you

- Exhibition area incl. 5-star catering and marketing package: **EUR 2,500** (excl. VAT)

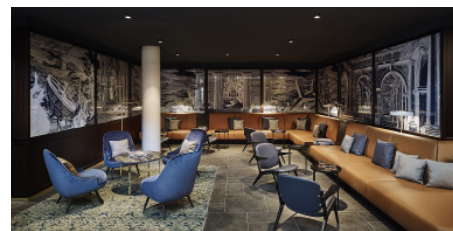
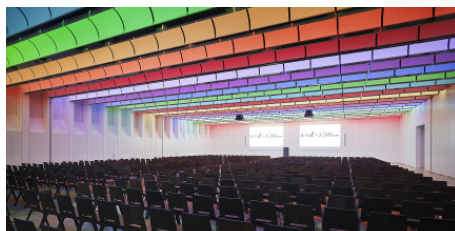
Additional offers

- Company lecture (45 minutes): EUR 200 (excl. VAT)
- Booking of a meeting room (8 – 10 people, 1 hour): On request

BEAUTY BUSINESS DAY VIENNA 2021

Date: Saturday, 4 September 2021
Erection/Set-up: 7 am – 9 am
Opening hours: 9.30 am – 6 pm

Event venue: Hotel Andaz Vienna Am Belvedere
Arsenalstr. 10, 1100 Wien, Austria
www.andazviennaambelvedere.com



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