



FACT SHEET

ABOUT THE EXHIBITION:

BEYOND BEAUTY EVENTS holds its expertise from the organisation, since 2003, of cosmetics & perfumery summits, in the beauty and spa industries, including the major **Creative Beauty Paris** (in its 12th edition), **Cosmeeting Paris**, as well as **China Beauty Expo**, Shanghai, being one of the largest beauty event in the world, **SPAMEETING Business Meetings Asia** and many business meetings all over the world.

BEYOND BEAUTY ASEAN - Bangkok 2014 is a 3-day trade show gathering major beauty professionals around **4 key segments (Beauty & Cosmetics, Spa & Well- being, Herb & Supplement, Hair & Nail)** and held in conjunction with the **3rd edition of World Spa & Well-being Convention (WSWC)**, covering a total space of 20,000 Sqm.

Strongly supported and endorsed by **the Health & Beauty Cluster, Federation of Thai Industries and all key associations of the Thailand Beauty Industry**, determined to enhance the image of the ASEAN beauty industry internationally, and presenting the best beauty destination of choice in the Asia Pacific region.

The inaugural event presents a truly regional gateway for industry players to expand on the booming beauty market in ASEAN with a population of 600 million and a market size of over US\$14 Billion with a rising middle income and economic development giving rise to new beauty hubs in emerging South East Asia.

Beyond Beauty ASEAN built on the success of Beyond Beauty Events series, promise an excellent all-in-one platform for the beauty industry players to exchange ideas and knowledge, establish possible commercial connections between local and international organizations as well as exploring expansion efforts and growth of their business in the ASEAN region.

SHOW INFORMATION

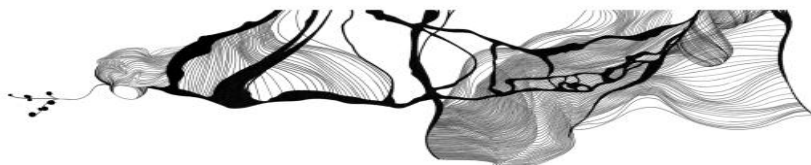
Date & Time:	18 – 20 September 2014
Exhibition Venue:	IMPACT Exhibition & Convention Centre, Bangkok
Show Organiser:	Informa Exhibitions Pte Ltd
Show Manager:	IMPACT Exhibition Management Co., Ltd
Total Exhibition Area:	20,000 sqm
Admission:	Free Admission (2 days trade, 1 day public)
Expected No. of Participants:	Over 400+ Exhibiting Organisations
Expected Visitorship	Over 15,000
Endorsed and Supported by:	<ul style="list-style-type: none"> ▪ Department of International Trade Promotion ▪ Health & Beauty Cluster, Federation of Thai Industries - Thai Cosmetic Manufacturers - Association Thai Spa Association - Herbal Products Association - Health Food and Supplements Association - National Hairdresser Association - Beauty Culture Association of Thailand - Thai Herbal Industry Association



BEYOND BEAUTY ASEAN - BANGKOK 2014 is the right business platform helping to differentiate, develop sustainable business and benefit from the **ASEAN** Economic Community seamless trading regime

For all beauty brands and suppliers investigating in new expertise, trends and network growth on the **ASEAN** region, this is **THE** event for you.

- ❖ To establish a single **ASEAN** market and encourage **intraASEAN** trade along with benefit from a single platform for multinationals and industry professionals to expand into this growing beauty market of increasingly wealthy urban middle class and young population.
- ❖ To sell into an **ASEAN** market of over **600** million populations with an increasingly higher middle income population.
- ❖ To reach out to a growing **ASEAN** Beauty industry that has more than tripled in the last 5 years from US\$4 billion turnover to an estimated **US\$13.75 billion**.
- ❖ To be the first to benefit from the **ASEAN's** anticipated economic integration under a single **ASEAN Economic Community** in 2015 with lower to zero tariff.
- ❖ To provide the perfect opportunity for international companies to increase market share through one main **ASEAN** platform that provides invaluable networking opportunities and business development contacts.
- ❖ A one-stop platform that provides trade information and advisory services, match-making link-ups, business networking, statistics on **Thailand** and **ASEAN** products and manufacturers, as well as helping to find suitable trade partners.
- ❖ To work together with **Thailand** and **ASEAN** players in finding ways to strengthen areas of collaboration to grow their businesses and also tap economic potentials that could help them become more competitive.
- ❖ To explore expansion efforts and growth of their business in **Thailand** and **ASEAN** globally.
- ❖ To generate new customer leads as Asia has great potential to be exploited, reaching out to the Asian audience.
- ❖ To gain exposure in the **Thai** and **ASEAN** market, exchange ideas and knowledge as well as establishing possible commercial linkages between local and international organization



KEY BEAUTY SEGMENTS



Beauty & Cosmetics

The Beauty & Cosmetics segment will showcase the latest trends through a range of beauty products in Skin-care, Personal Care, Make-Up, Color Cosmetics, Perfume and Accessories, alongside with beauty suppliers of the Ingredient and Raw Material sectors.

Exhibitors' Profile

- ▶ Personal Care
- ▶ Skin Care
- ▶ Color Cosmetics & Makeup accessories
- ▶ Fragrance
- ▶ OEM & Raw materials
- ▶ Ingredients
- ▶ Machinery & Packaging equipment



Spa & Well-being

The Spa & Well-being segment will provide the most innovative and diversified offer in Spa & Wellness facilities, Spa products and Equipment.

Exhibitors' Profile

- ▶ Spa Operators
- ▶ Spa Consultants
- ▶ Spa Product Suppliers
- ▶ Spa Management Firms
- ▶ Spa & Well-Being Book Sellers
- ▶ Spa Education Centers / Spa Schools
- ▶ Spa Equipment & Accessory Suppliers
- ▶ Pool Spa Suppliers, O.E.M's
- ▶ Packaging Companies
- ▶ Architects & Interior Designers
- ▶ Aesthetic, Fitness & Wellness Services
- ▶ Thai Brands with International Stores
- ▶ Certified Natural & Organic Spa Product Suppliers



Herb & Supplement

The Herbal and Health segment will showcase Herbal Products and Ingredients, Natural Health Products, Herbal Extracts and Health Supplements.

Exhibitors' Profile

- ▶ Health and Herbal Products
- ▶ Herbal Remedies
- ▶ Health Food Products
- ▶ Ayurvedic Products
- ▶ Healthcare & Therapy
- ▶ Research Institutions & Labs
- ▶ Test & Inspection Equipment
- ▶ Seed producers & Dealers
- ▶ Bio fertilizers Producers & Dealers
- ▶ Certification Agencies
- ▶ Herbal Publications
- ▶ Nurseries, Physicians & Professionals
- ▶ Plant Gums & Resins Producers and Dealers



Hair & Nail

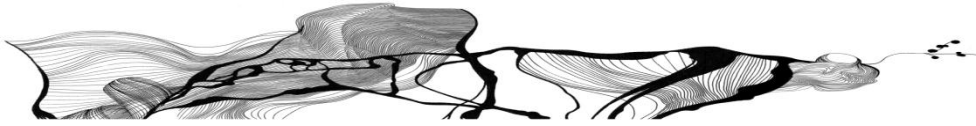
The Hair & Nail segment is the platform for all Professional Care Products, Equipment and Solutions for Hair and Beauty salons, Wigs and Hair-pieces, Decorative & Promotional materials, Training institutes, Hair & Nail Products, Manufacturers and Institutions.

Exhibitors' Profile

- ▶ Hair cosmetic products
- ▶ Tools of the trade
- ▶ Cosmetics & nails for hairdressers
- ▶ Wigs and hairpieces
- ▶ Decorative & Promotional aids
- ▶ Wellness products for hairdressers
- ▶ Training institutes for hair & nails



SHOW HIGHLIGHTS



ZOOM ASEAN

ZOOM ASEAN is a unique launching platform for brands willing to launch or expand on the ASEAN market. Innovative fragrance & beauty brands, with original concept, will meet with key ASEAN retail buyers and wholesalers, as well as strengthen their identity, on this specific exhibition area.



Beauty Challenger Awards ASEAN

The competition rewards the creativity and talent of new and promising fragrance & beauty brands.

Three highly coveted awards – *Grand Prize Award, Natural & Organic Award, Creativity & Innovation Award* – guarantee to be singled-out by 60 top-management jurors coming from ASEAN distribution networks, as well as by the trade press:



- ▶ Get the chance to win 1 of the 3 Awards and be applauded by hundreds of beauty professionals at the Awards ceremony
- ▶ Give your brand a chance to be referenced in more than 8000 points of sale
- ▶ Get feedback about your products from leading buyers of the ASEAN market
- ▶ Gain great exposure and media coverage



World Spa & Well-being Convention 2014

The 3rd edition of World Spa & Well-being Convention (WSWC) will be held in conjunction with **BEYOND BEAUTY ASEAN – BANGKOK 2014**, an established event of the Thai Spa Association (TSPA). Their expertise and network will be a real added-value to the Spa & Well-being segment. A series of seminars and workshops will be held concurrently at the event.

The new theme “**From Earth to Life**” definitely sets the scene to the World of Spa & Well-being.





EXHIBITOR PROFILE

BEAUTY & COSMETICS

Personal Care / Skin Care/ Color Cosmetics & Makeup accessories/ Fragrance/ OEM & Raw materials/ Ingredients/
Machinery & Packaging equipment

SPA & WELLNESS

Spa Operators/ Spa Consultants/ Spa Product Suppliers/ Spa Management Firms/ Spa & Well-Being Book Sellers/ Spa Education Centers / Spa
Schools/ Spa Equipment & Accessory Suppliers/ Pool Spa Suppliers, O.E.M's/ Packaging Companies/ Architects & Interior Designers/ Aesthetic,
Fitness & Wellness Services/ Thai Brands with International Stores/ Certified Natural & Organic Spa Product Suppliers

HERB&SUPPLEMENT

Health & Herbal Products/ Herbal Remedies/ Health Food Products/ Ayurvedic Products/ Healthcare & Therapy/ Research Institutions & Labs/ Test
& Inspection Equipment/ Seed producers & Dealers/ Bio fertilizers Producers & Dealers/ Certification Agencies/ Herbal Publications/ Nurseries,
Physicians & Professionals/ Plant Gums & Resins Producers and Dealers

HAIR & NAILS

Hair cosmetics products/ Tools of the trade/ Cosmetics & nails for hairdressers/ Wigs and hairpieces/ Decorative & Promotional aids/ Wellness
products for hairdressers/ Training institutes for hair & nails/ Certification Agencies

VISITOR PROFILE

COSMETICS, PERFUMERY & PERSONAL CARE

Department Stores / Specialty Stores / Chain Stores / Drug Stores / Make-up Studios / Cosmetologists / Industry Members

HERB & SUPPLEMENT

Natural Health Practitioners / Beauty Professionals / Retailers / Government Agencies / Policy makers / Scientists / Researchers /
Pharmacy / Industry Members

PROFESSIONAL HAIR, NAIL & TOOLS

Hair Salons / Beauty Salons / Bridal Studios / Nail Salons / Industry Members

SPA, AROMATHERAPY & WELLNESS VISITORS

Hotel & Resort Spas / Day Spas / Hotel & Spa developers / Aesthetic & Wellness Centers/ Slimming Centers / Beauty Schools /
Fitness clubs / Consultants / Trainers / Industry Members





COST OF PARTICIPATION



Option 1 : USD350 / SGD 445 per SQM

Raw Space (min.18 SQM)

Customize your own ideal booth and showcase your product in the most suitable setting. This one of a kind creation will surely be recognized and make your product stands out.

- Includes general security & cleaning services
- Free standard entry in show directory:
150 words & full contact details



Option 2 : USD395 / SGD 500 per SQM

Standard Shell Scheme Booth (Standard Furnished Booth min. 9 SQM)

Professional and convenience in usage yet modern look that suits the overall vibe of the exhibition.

- Includes ready-built stand, carpet, fascia name board, lightings, 13-amp power point, chairs, rubbish bin, info counter (*Furniture package varies according to stand size*)
- General security & cleaning services
- Free standard entry in show directory:
150 words & full contact details



Option 3 : ZOOM ASEAN USD6,500 / SGD 8,255 per counter

All inclusive 10 SQM counter

Specially designed custom made Zoom counter comes with specific fittings – A unique launching platform in the ZOOM ASEAN Pavilion. You just bring your products. We do the rest.

- Unique selection of 40 brands only (ASEAN, Europe, USA)
- Pre-selection done by an expert committee, following specific admission criterias
- All-inclusive 10sqm counter
- Turn-key exhibition solution, "just come with your products!"
- Unmissable meeting point between brands and distributors
- Pre-set meetings on the show



Option 4 : USD 450 /SGD 570 per SQM Upgraded Enhanced Shell Scheme min 9SQM

Professional and convenience in usage yet modern look that suits the overall vibe of the exhibition.

- Includes ready-built stand, carpet, fascia name board, lightings, 13-amp power point, chairs, rubbish bin, info counter (*Furniture package varies according to stand size*)
- General security & cleaning services
- Free standard entry in show directory:
- 150 words & full contact details
- Special design fascia board with Company logo
- Round table
- 2 information counters

Option 5: Singapore Pavilion min 9SQM SGD 665 per SQM

Additional Charges	Unit Cost
Registration Fee Compulsory fee that includes online web promotion, show directory, other online features and benefits, entries, product listing	USD150 / SGD190
Corner Charge	USD150 / SGD190 per counter
Additional Listing	USD300 / SGD380

Sponsorship Packages Available

Lanyard Sponsorship	USD5,000
Show Bags Sponsorship	USD5,000
Show Banner Sponsorship <ul style="list-style-type: none"> ➤ Excludes production of banner and rigging cost ➤ Location of banner subject to availability and approval 	USD2,000
“YOU ARE HERE” Locator Displays	USD2,000
PRESS Room Sponsorship	USD3,500

Advertising Opportunities

Show Directory: Half Page, Full Colour Advert (Non-preferential position)	USD1,500
Show Directory: Full Page, Full Colour Advert (Non-preferential position)	USD2,500
Show Directory: Centrefold Full Page, Full Colour Advert (Non-preferential position)	USD4,500

Note: For other Sponsorship / Advertising Opportunities, please check with Sales Person.



CONTACT US

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Organised By



Show Manager



Media Partners

BEYOND BEAUTY MAG



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