



# BEAUTY FORUM PRAGUE

The B2B trade show for Beauty Industry professionals

Saturday 21 – Sunday 22 November 2020

Industrial palace – Expo Prague 7 – Czech Republic



# REASONS TO ATTEND THE BEAUTY FORUM CZECH REPUBLIC

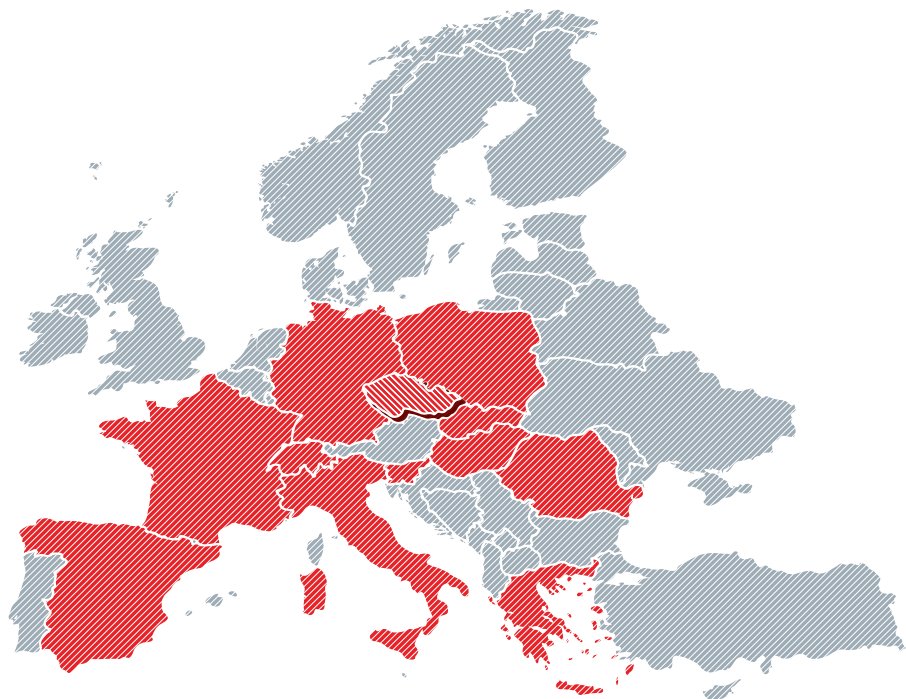
**Czech Republic is a unique country with a high business potential and opportunities.**

Its great infrastructure and location in the center of Europe makes it easy to reach and business friendly.

Together with Poland, the Czech Republic has the highest living standard of the Central Europe.

**Beauty Forum Prague is the only major quality event currently operating in the Czech Republic.**

Beauty Forum Prague is a powerful event that brings new business opportunities for professionals, exhibitors and visitors.



Beauty Forum Prague offers over 4.000 m<sup>2</sup> of sales area in a luxury venue at an Industrial Palace near the center of the city



Beauty Forum Prague compares with Beauty Forum Zurich or Warszawa. Two halls of cosmetics and around 7.000 visitors.



Beauty Forum Prague is a two day event for professionals and beauty lovers. Saturday is B2B only, Sunday is open for the public as well.



Beauty Forum Prague cooperates with the best of Instagram and YouTube influencers as well as with professionals from beauty industry.



You could present your brand, products or services on stage, at workshops, shows, lectures, and reach a wide range of buyers. Ask us for all the possibilities.



The main contests of Beauty Forum Prague are: Master Make-Up Artist, and Nail and Lashes competitions.



Czech buyers are actively searching for new fashions. The Czech market welcomes all new products in the beauty section.



We aim to send a personal invitation to all beauty professionals and buyers in the country. Beauty Forum Prague is the leading B2B event in the Czech Republic.



## BEAUTY FORUM PRAGUE

B2B beauty tradeshow, the best platform to launch a business in the central European market.



**6-8.000 visitors**  
Beauty and Nails salons owners and managers, buyers for distribution companies, retailers, wholesalers and eshops.

60 % from Prague and suburbs 30 % the other parts of the country.



Highest percentage of **returning visitors (81,5%)**.



**Constant number** of visitors in the field of professional cosmetics.



**Professional lectures, presentations of products and workshops.**



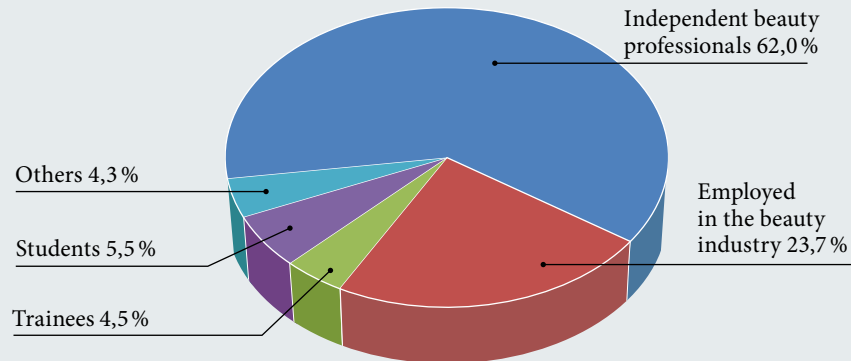
**Master competitions** in make-up, nails and lashes.

**Beauty Forum Awards** for the best products of the year.

# FACTS & FIGURES

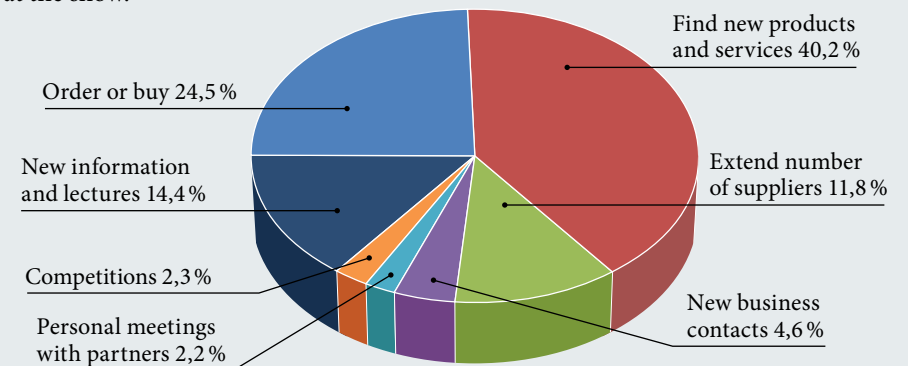
## Visitors structure

62% are salon owners.



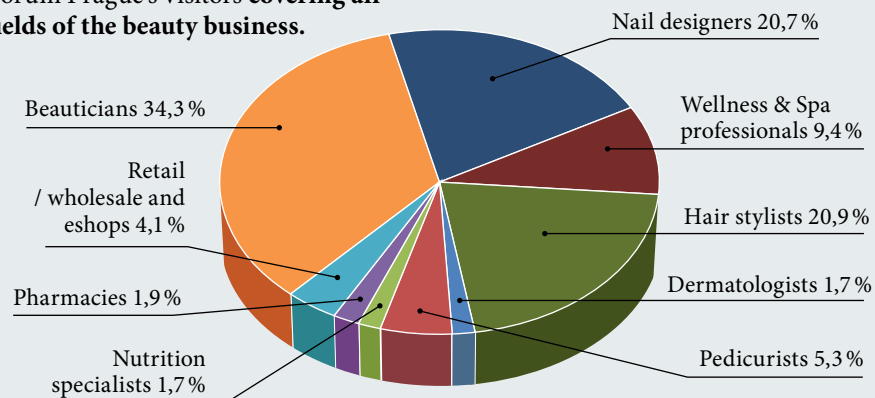
## Visitors interest

64,7 % order products at the show.



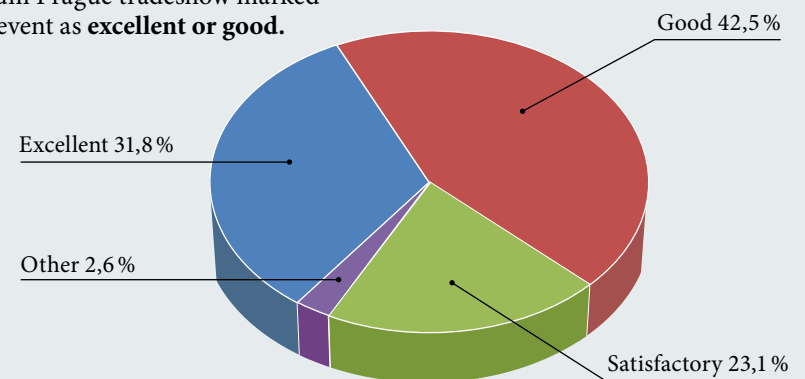
## Field of visitor's business

Wide range of activities for Beauty Forum Prague's visitors **covering all fields of the beauty business.**



## Visitors satisfaction with Beauty Forum Prague

74,3 % of visitors of last Beauty Forum Prague tradeshow marked the event as **excellent or good.**



# TRADESHOW SECTIONS AND EXHIBITION PRICES

## BEAUTY



All kinds of cosmetics – decorative, facial, body care, organic and professional salon cosmetics.

**Program support:**  
Master Championship in Make-up, lectures and workshops.

## HAIR CARE



Hair care, colours, all kind of products, tools and styling.

**Program support:**  
Hair show and lecture

## NAIL CARE



Beauty Forum Prague offers also professional nail care and nail design portfolio.

**Program support:**  
Lectures, workshops, Nail Artist master Competition

## EQUIPMENT



Salon equipment and beauty tools are an essential part of Beauty Forum Prague.

**Program support:**  
Lectures about new trends in this field.

## FOOT CARE



Podiatry and professional foot care will be part of our event as well.

**Program support:**  
Professional lectures

## PRICE OF EXHIBITION SPACE AT BEAUTY FORUM PRAGUE 2020

**S area** (1-5 sqm)  
70 EUR per sqm

**M area** (6-9 sqm)  
66 EUR per sqm

**L area** (10-20 sqm)  
62 EUR per sqm

**XL area** (21-29 sqm)  
58 EUR per sqm

**BIG area** (above 30 sqm)  
54 EUR per sqm

All prices excludes VAT.

# SUPPORT PROGRAM FOR THE FAIR



## CONTACTS

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youtube.com/beautyforumpraha

Organiser:

Euro Beauty, s.r.o., Hradešínská 60a,  
100 00 Prague 10

Date:

saturday – sunday, November 21–22nd 2020

Venue:

Industrial palace, expo Prague 7

[www.beautyforum.cz](http://www.beautyforum.cz)

**Master Make-Up Artist Championship** (competition in makeup)

**Master Nail Artist Championship** (competition in nail design)

**Master Lash Artist Championship** (lash design competition)

**Beauty Forum Awards** (awards for the best products of the year)

**Professional lectures and workshops**



## SPONSORING AND ADVERTISING OPPORTUNITIES

- financial partner
- a partner in a board advertising campaign
- shared advertising
- contest's sponsors Please, do not hesitate to contact us for a bespoke solution.

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Video from  
the last event.

