

# OLYMPIA BEAUTY

**29 - 30 SEPTEMBER 2019**  
GRAND HALL, OLYMPIA LONDON

**THERE'S NOTHING  
BLACK AND WHITE  
ABOUT BEAUTY**



Sun 29<sup>th</sup> - Mon 30<sup>th</sup> Sept 2019  
[www.olympiabeauty.co.uk](http://www.olympiabeauty.co.uk)

# Welcome to...

# OLYMPIA BEAUTY 2019

## MISSION STATEMENT

Olympia Beauty is excited to announce its show dates for 2019, Sunday 29<sup>th</sup> – Monday 30<sup>th</sup> September.

As many of you reading this will know, Olympia Beauty fiercely drives new and innovative ways to reach its salon, spa and beauty sector audience - and 2019 will be no different.

We are proud to announce that we're putting the power of education and training back into your hands. Olympia Beauty will be launching nine education rooms for 2019. Running over 3 days, Saturday 28<sup>th</sup>, Sunday 29<sup>th</sup> and Monday 30<sup>th</sup> September, we give you the opportunity to hold masterclasses, training days, workshops, seminars, lectures, product launches and more.

As well as the extremely successful Salon & Spa Owners' Club (which now boasts over 3,000 members), Olympia Beauty also takes great pride in hosting four international competitions. These include Brush Wars, The Lash Games, National Massage Championship and the world's largest nail competition, Nailympia London. Alongside this, we host some of the world's most prestigious brands, all of which make Olympia Beauty a must-not-miss trade beauty event.

Olympia Beauty is autumn's biggest beauty event for professionals and with the above direction, we have the industry's core values at our heart. We look forward to speaking to you about these amazing opportunities for 2019.

Kind regards,



**Ian Archbold, Show Director**

**THERE'S NOTHING  
BLACK AND WHITE  
ABOUT BEAUTY** **OLYMPIA  
BEAUTY**  
AUTUMN'S BIGGEST BEAUTY EVENT FOR PROFESSIONALS  
29 - 30 SEPTEMBER 2019  
GRAND HALL, DEPTFORD LONDON



## HOW TO GET INVOLVED IN AUTUMN'S BIGGEST BEAUTY EVENT FOR PROFESSIONALS...

**Shell scheme stand including carpet  
& company name board:**

**£250+VAT per square metre**

**Space only stand (no carpet):**

**£240+VAT per square metre**

As an exhibitor at Olympia Beauty 2019 you will have full access to the Exhibitor zone, offering free marketing opportunities including:

- Competitions
- News stories
- Show Offers
- Complimentary show flyers

If you'd like to enquire about any of the following please get in touch.

- Book a stand
- Book an education room
- Sponsorship opportunities
- Marketing opportunities
- Other promotional opportunities

**Show Director**  
Ian Archbold

ian.archbold@olympiabeauty.co.uk  
01959-569867

**Sales**  
James Derbyshire

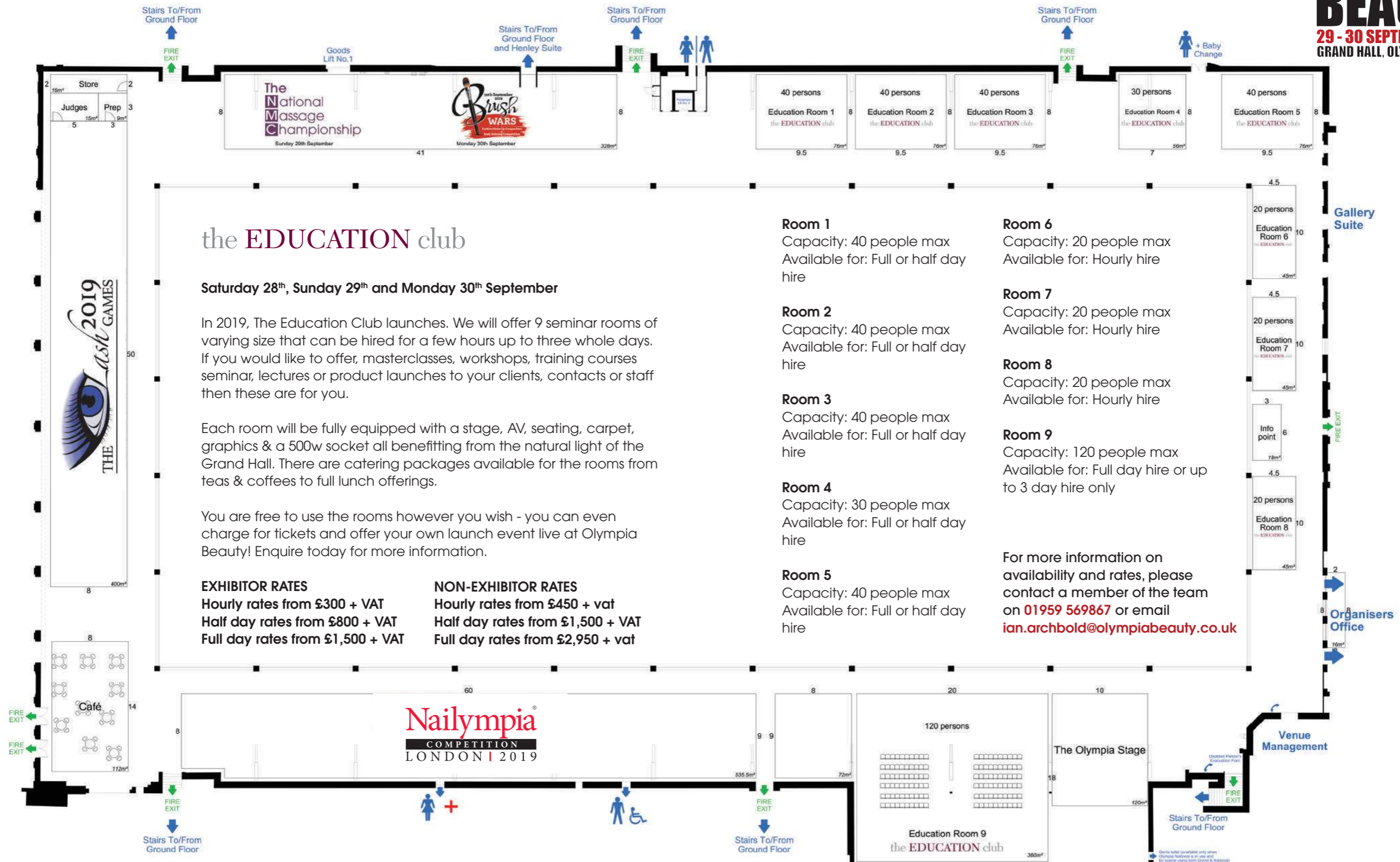
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01959-569867

**Marketing**  
Laura Tarling

laura.tarling@olympiabeauty.co.uk  
07801-851750

# GALLERY FLOORPLAN

**OLYMPIA BEAUTY**  
**29 - 30 SEPTEMBER 2019**  
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## the EDUCATION club

**Saturday 28<sup>th</sup>, Sunday 29<sup>th</sup> and Monday 30<sup>th</sup> September**

In 2019, The Education Club launches. We will offer 9 seminar rooms of varying size that can be hired for a few hours up to three whole days. If you would like to offer, masterclasses, workshops, training courses seminar, lectures or product launches to your clients, contacts or staff then these are for you.

Each room will be fully equipped with a stage, AV, seating, carpet, graphics & a 500w socket all benefitting from the natural light of the Grand Hall. There are catering packages available for the rooms from teas & coffees to full lunch offerings.

You are free to use the rooms however you wish - you can even charge for tickets and offer your own launch event live at Olympia Beauty! Enquire today for more information.

<b>EXHIBITOR RATES</b>	<b>NON-EXHIBITOR RATES</b>
Hourly rates from £300 + VAT	Hourly rates from £450 + vat
Half day rates from £800 + VAT	Half day rates from £1,500 + VAT
Full day rates from £1,500 + VAT	Full day rates from £2,950 + vat

- Room 1**  
Capacity: 40 people max  
Available for: Full or half day hire
  - Room 2**  
Capacity: 40 people max  
Available for: Full or half day hire
  - Room 3**  
Capacity: 40 people max  
Available for: Full or half day hire
  - Room 4**  
Capacity: 30 people max  
Available for: Full or half day hire
  - Room 5**  
Capacity: 40 people max  
Available for: Full or half day hire
  - Room 6**  
Capacity: 20 people max  
Available for: Hourly hire
  - Room 7**  
Capacity: 20 people max  
Available for: Hourly hire
  - Room 8**  
Capacity: 20 people max  
Available for: Hourly hire
  - Room 9**  
Capacity: 120 people max  
Available for: Full day hire or up to 3 day hire only
- For more information on availability and rates, please contact a member of the team on **01959 569867** or email [ian.archbold@olympiabeauty.co.uk](mailto:ian.archbold@olympiabeauty.co.uk)

OLYMPIA BEAUTY PROUDLY HOST:

**BOOK YOUR ROOM TODAY!**

<b>Show Director</b> Ian Archbold ian.archbold@olympiabeauty.co.uk 01959-569867	<b>Sales</b> James Derbyshire james.derbyshire@olympiabeauty.co.uk 01959-569867
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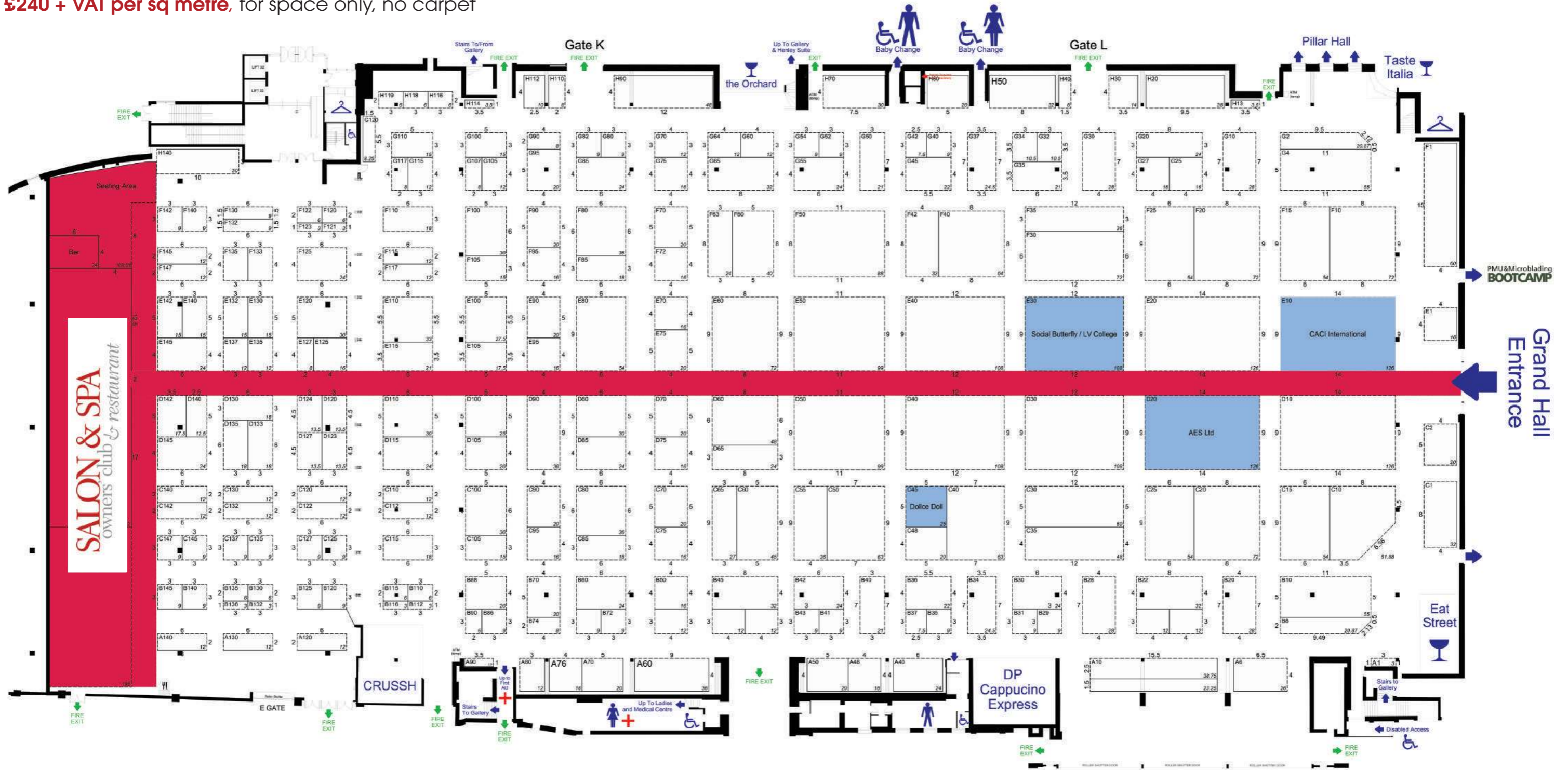




# SHOW FLOORPLAN

£250 + VAT per sq metre, for shell scheme with carpet, walls, fascia and company name board only  
 £240 + VAT per sq metre, for space only, no carpet

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OLYMPIA BEAUTY PROUDLY HOST:

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 01959-569867

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# SPONSORSHIP OPPORTUNITIES

## SALON & SPA OWNERS' CLUB



The Salon & Spa Owners' Club is an exclusive club created to offer additional benefits and a VIP experience to owners of a salon or spa with one treatment room or more. Every owner is individually approved by the Show Director and once approved membership is for life. We provide our registered club members plus one guest access to the beauty lounge where they can network and relax with likeminded individuals. This can be found found by simply walking the red carpet along the central aisle of the show.

We will only take a maximum of 10 sponsors of equal billing for this club. The reach for the club is huge and plays host to the elite of the beauty industry with over 3,000 members in 2018.

As an official sponsor your brand will receive the following:

- e-marketing campaign through our opted in e-newsletter database of 37,000
- Full branding throughout the Salon & Spa Owners' Club Lounge
- Brand profile to appear on the website throughout 2019 including your logo and live link to your website
- 2 x html to the owners database of 3,000
- 1 table in the Salon & Spa Owners' Lounge to interact with all owners throughout the duration of the show

**Priced at just £3,995 + VAT for exhibitors or £8,995 + VAT for non-exhibitors**

## ADDITIONAL MARKETING OPPORTUNITIES

### E-Shot to Olympia Beauty Club Members

Email your html message to our Olympia Beauty opted in third party database of 24,000\*

\*Figure as of September 2018

Cost: £1,495 +VAT for one, £995 +VAT for three

### Featured news story & newsletter inclusion

Up to three images and featured content of 300-500 words on the website news page, with a 50 word intro and one image included on the newsletter. Go to [olympiabeauty.co.uk/news](http://olympiabeauty.co.uk/news)  
Cost: £395 +VAT for one, £225 +VAT each for three

### Featured competition & newsletter inclusion

Up to three images and featured content of 300-500 words on the website competitions page, with a 50 word intro and one image included on the newsletter.

Go to [olympiabeauty.co.uk/competitions](http://olympiabeauty.co.uk/competitions)

Cost: £295 +VAT for one, £225 +VAT each for three

### Door handouts

The opportunity to hand out promotional material to visitors as they enter the Grand Hall. Strictly limited to two brands, only one opportunity remains.

Cost: £3,495 +VAT

### Show Guide Sponsorship

The Ultimate Guide is Olympia Beauty's show guide and is printed in A5 colour - it's the perfect way to reach our professional audience. Distributed to over 60,000 pre-show in 2018.

Cost: £4,995 +VAT

### Lanyards Sponsorship

Lanyards are a fantastic way to promote your brand around the Olympia Beauty hall. One opportunity available for all visitor badges, circa 20,000.

Cost: £5,995 +VAT

### Visitor Badge Sponsorship

Visitor badges are one of the first things visitors receive via email and post pre-event and over 20,000 visitors on site. Two opportunities available.

Cost: £3,995 +VAT

#### Show Director

Ian Archbold

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James Derbyshire

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01959-569867

#### Marketing

Laura Tarling

[laura.tarling@olympiabeauty.co.uk](mailto:laura.tarling@olympiabeauty.co.uk)  
07801-851750



# SPONSORSHIP OPPORTUNITIES

## The Lash Games



The Lash Games welcomes technicians from across the world to the competition floor to compete over two days, three competitions and four skill sets. Sponsorships are strictly limited to ten sponsors of equal billing and include website, press, email and social media support, plus full branding on the competition arena and stage and product placement in all goody bags. Enquire for a full sponsorship document.

**£3,995 + VAT**

## Brush Wars



Brush Wars welcomes make-up artists from across the world to the competition floor to compete across four categories. Sponsorships are limited to ten sponsors of equal billing and include website, press, email and social media support, plus full branding on the competition arena and stage and product placement in all goody bags. Enquire for a full sponsorship document.

**£3,995 + VAT**

## The National Massage Championship



The National Massage Championship welcomes massage therapists and bodyworkers from the UK and globally. Sponsorships are strictly limited to ten sponsors of equal billing and include website, press, email and social media support, plus full branding on the competition arena and stage and product placement in all goody bags. Enquire for a full sponsorship document.

**£3,995 + VAT**

## PMU & Microblading Bootcamp



PMU & Microblading Bootcamp offers professionals from all backgrounds the opportunity to learn the latest techniques from a panel of eight industry experts. Sponsorships are limited to ten sponsors of equal billing and include website, press, email and social media support, plus full branding in the room and product placement in all goody bags. Enquire for a full sponsorship document.

**£3,995 + VAT**

## Nailympia London

Nailympia London is the biggest global nail competition! Sponsorships are strictly limited to ten sponsors of equal billing and include full branding on all Nailympia London advertisements, your logo on Nailympia.com for 2019, inclusion in a global e-marketing campaign, coverage post-event in relevant trade & consumer publications, full branding on all Nailympia London promotional and competition material, product placement in the goody bags, branding on the competition stage and arena and e-marketing and social media support. Enquire for a full sponsorship document.



**£3,995 + VAT**

**SPEAK TO A MEMBER OF THE TEAM TO BOOK TODAY**

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