

33. BEAUTY FORUM BUDAPEST

Lurdy Conference and Event Center

2025. november 7-8.

EXHIBITORS' INFORMATION KIT



The main topics of the exhibition:

Cosmetics

- Facial care
- Body treatments
- Electrocosmetics

Permanent makeup

Eyelash and eyebrow styling

Make-up

Lifestyle, health awareness

Hungary's largest professional trade fair for the beauty industry.

International background

Our parent companies, the Italian Cosmoprof Bologna and the German Health and Beauty Group, support our activities with decades of experience and extensive international connections.





Our exhibitors

More than 80 - Hungarian and foreign - exhibiting companies, manufacturers and distributors of cosmetic products, and representatives of hundreds of brands await beauticians, makeup artists, and beauty consultants at the largest professional event in Central and Eastern Europe.

Get your share of the market!

www.beauty-kiallitas.hu

Why exhibit?

- Beauty Forum Budapest has been the year-closing event of the beauty industry for 30 years, as well as trend setter of the next one.
- The cosmetics sector in Hungary is uniquely well-developed and dynamically growing.
- It increases brand awareness and image, and also provides an opportunity to sell.
- In contrary to webshops, you can present your novelties, products and services in real life.
- It is a great opportunity to build business relations in the region.
- Stage presentations and live demos draw-in full house audiences .
- Admission for industry professionals is free.

www.beauty-kiallitas.hu

PROFESSIONAL VISITORS

- Beauticians, cosmetology students
- Eyelash extension professionals
- Makeup artists
- PMU artists
- Masseurs, SPA experts
- Instructors, specialist teachers, school leaders
- Salon managers
- Distributors
- Representatives of foreign brands planning to enter the Hungarian market

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VISITORS SAID

"It was good to be in my own environment, and among the many interesting programs, I didn't even know which one to go to... I got a lot of new inspiration, I was recharged."



PROFESSIONAL PROGRAMS

- Stage presentations on professional beauty
- Practical treatment demonstrations
- Professional workshops
- Live Makeup demos
- 35. Make-up Hungarian Cup
- 10. Cosmetology Student Olympics
- Lash and brow gala and lash extension competition
- Business development, marketing, psychology
- The crossroads of cosmetics (dietetics, lifestyle, health)

VISITORS SAID

"I'm glad I was able to learn about new products and treatments and expand my knowledge."
Thanks."

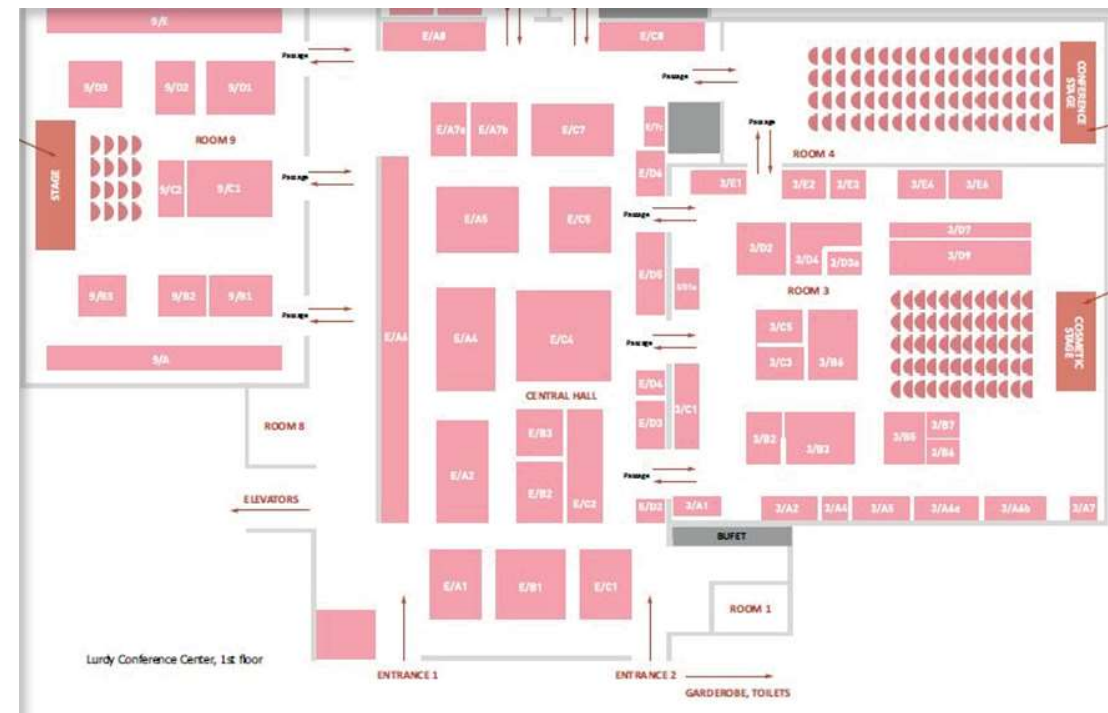
EXHIBITION VENUE

The **Lurdy Conference and Event Center**, renovated last year, has been an excellent venue for the exhibition for years. Both exhibitors and visitors can enjoy its good logistical facilities and its informal atmosphere. The shopping center has numerous restaurants, cafes and shops that complement the excitement of the exhibition. In addition, all the necessary or forgotten supplies for the exhibition can be purchased and replaced.



EXHIBITION AREA

- Exhibition foyer: exhibition booths
- Room 3: venue for exhibition booths and the main stage
- Room 9: exhibition booths and venue of stage 2 (make-up stage, beauty programs)
- Room 4: conference venue (makeup, lashes)
- Buffet, cloakroom, restaurants, restrooms
- Freight elevators help with loading at the rear entrance
- There is a specially reserved area for packing
- Free surface parking is available for visitors
- It is also possible to park in the underground garage on an hourly basis



VISITORS SAID

“This is the most traditional professional event with deep traditions.”

BE OUR PARTNER!

Exhibition booth

Standard or unique booth appearance

Sponsorship

Event and competition sponsorship

Content-marketing

Print and online appearances during the event campaign; sponsored programs, presentations on site

FEES FOR RENTING A BOOTH

Registration fee**:

Over 16 m²:
334 EUR + VAT
Over 8 m²:
260 EUR + VAT
From 4 m²:
165 EUR +VAT

Area rental fee*:

169 EUR + VAT /m²

Discounts:

Over 60 m² 20%,
Over 35 m² 15%,
Over 20 m² 12%,
Over 12 m² 10%,
Over 8 m² 8%,
Over 6 m² 5%

*The advance payment request for the amount exceeding the registration fee will be issued in two installments, with payment deadlines of March 31 and July 31. The price applies to the bare space.

**As a handling fee, it is part of the area rental fee, payable upon registration, and cannot be refunded under any circumstances, including cancellations.

In addition to the area rental fee, the mandatory basic electricity connection of 2 kWh (114 EUR + VAT) will be automatically invoiced. Additional electricity can be ordered upon request.

EXHIBITION CAMPAIGN

Introduce yourself during the campaign!

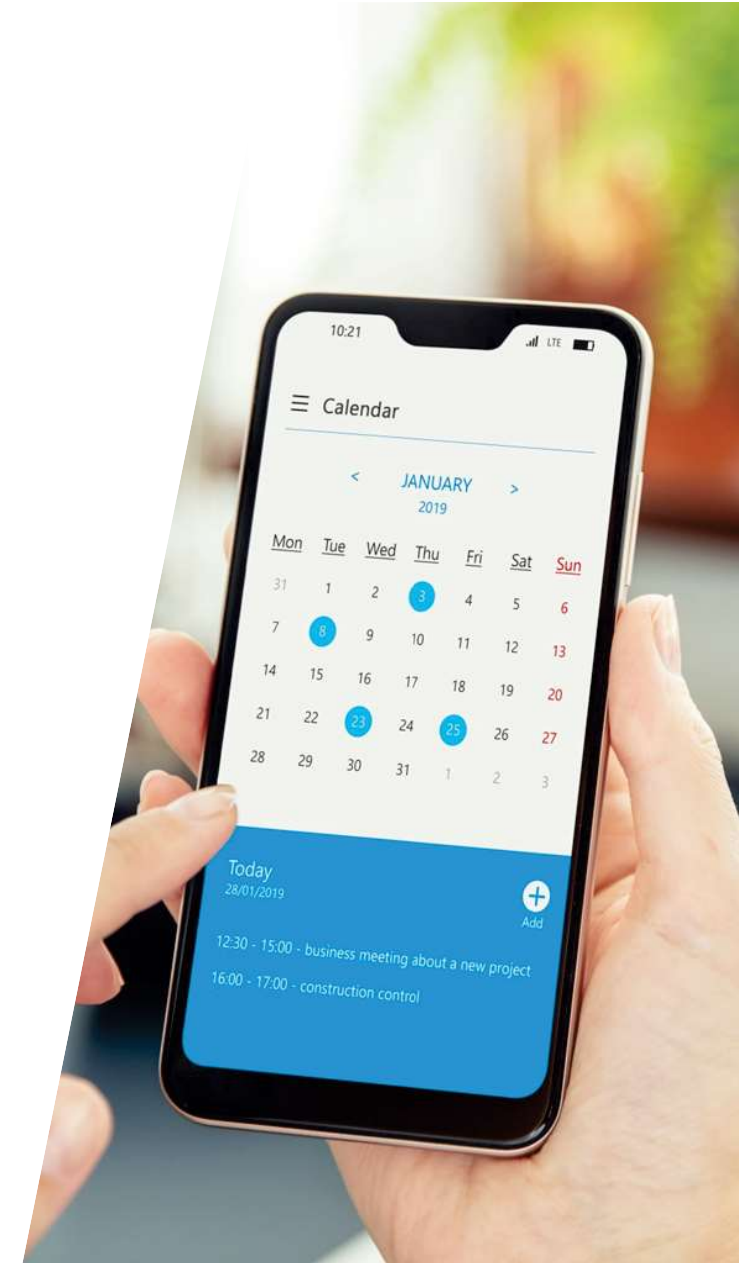
Sponsorship

Print and online publications

On-site advertising

Brand presentation, workshop

www.beauty-kiallitas.hu



EXCLUSIVE SPONSOR OF THE EVENT

Package contents:

Before the exhibition:

- Including company or brand logo on exhibition campaign materials
- Graphic design of the sponsor logo of the exclusive sponsor of Beauty Forum Budapest, which the sponsor can use in their campaign
- Opportunity to participate in a Facebook live interview or online interview on beauty-forum.hu in the period leading up to the exhibition.

On-site appearances

- Display of company or brand logo on the sponsor's wall at the event location
- 1-1 roll-up placement option at the entrances, 1-1 roll-up placement at the at stages
- Placing 6 posters in the exhibition area
- On-site flyer distribution with a hostess for two days
- You can give a speech and receive sponsorship certificate at the exhibition opening ceremony.
- Posting option on the event's Facebook page 4 days before the event once a week
- Screening of advertising spots on the main stage twice a day
- Projection of advertising spots on TV screens above the gateways several times a day

After the event

- Press release thanking the sponsor, with logo



Package price: 3 208 EUR+VAT

FEATURED SPONSOR OF THE EVENT

Package contents:

Before the exhibition:

- Including company or brand logo on exhibition campaign materials
- Facebook live login option during the Beauty Forum Online Festival on the Beauty Forum Hungary Facebook and YouTube pages

On-site appearances:

- Display of company or brand logo on the sponsor's wall at the event location
- 1-1 roll-up display at the stages
- On-site flyer distribution with a hostess for two days
- Posting once a week on the event's Facebook page for 2 weeks before the event

After the event:

- Press release thanking the sponsor, with logo



Package price: 1 611 EUR + VAT

33. BEAUTY FORUM BUDAPEST TRADE FAIR VISITORS' WRISTBAND SPONSOR

At the entrance to the Beauty Forum Budapest trade fair, a logoed silk **wristband** is given **to every visitor**, which all visitors and contributors have to wear throughout the event.

We recommend it as it is a very valuable advertising space, since visitors are carrying it on their arms all day at the event.

The wristband graphic design will feature the logos of the organizer and the exclusive sponsor. The color of the wristband will be designed in accordance with the colors of the exhibition's image.

Planned number of visitors: 3 000

Technical information:

The logo of the organizer and sponsor is on one side.

The graphic design will be sent for approval before printing.

Order deadline: July 15, 2025.

Logo submission deadline: August 1, 2025.

Payment deadline: upon order.



**Price of exclusive appearance:
3 208 EUR+VAT**

33. BEAUTY FORUM BUDAPEST TRADE FAIR EXHIBITION BAG SPONSOR

A fantastically successful novelty of 2024 is the large, practical exhibition bag given to visitors of the Beauty exhibition at the entrance.

We recommend it to you, as it is a very valuable advertising space, the visitor carries it on their shoulder or in their hand all day at the event, collecting the advertising materials they receive. The bag's graphic design features the organizer's and exclusive sponsor's advertising material.

Planned number of visitors: 3 000

Technical information:

The organizer's and sponsor's advertisements appear on different sides. We expect the graphic design in a finished pdf file, which we will send for approval before printing.

Order deadline: July 15, 2025.

Graphic design submission deadline: August 1, 2025.

Payment deadline: upon order.



**Price of exclusive appearance:
3 208 EUR+VAT + production costs**

35. HUNGARIAN MAKE-UP CUP FEATURED SPONSOR

Package contents:

Before the exhibition:

- Company or brand logo prominently displayed on the competition's campaign materials
- Facebook-live makeup demonstration with the brand's products - opening makeup presentation at the fall Online Beauty Festival
- 1 post (Facebook and Instagram) before the competition

On-site appearances:

- Display of company or brand logo on the sponsor's wall at the event location
- Screening of a max. 30-second commercial before the announcement of results (if available)
- Roll-up placement option on the contest area and on the stage during the results' announcement
- Providing product samples and flyers to competitors
- Logo on the competition certificate
- Naming the sponsors at the awards ceremony

After the event:

- Press release thanking the sponsor, with logo



Package price: 486 EUR + VAT
+ 3-3 gifts worth a gross of EUR 100 per competitor

35. HUNGARIAN MAKE-UP CUP SUPPORTING PARTNER

Package contents:

Before the exhibition:

- Including company or brand logo on exhibition campaign materials

On-site appearances:

- Display of company or brand logo on the supporters' wall, at the event location
- Logo on the competition certificate
- Roll-up display option at the contest area
- Providing product samples and flyers to competitors

After the event:

Press release thanking the sponsor, with logo



Package price: 195 EUR+ VAT
+ 3-3 gifts worth a gross of EUR 70 per competition

10. COSMETOLOGY STUDENT OLYMPICS FEATURED SPONSOR

Package contents:

Before the exhibition:

- Including company or brand logo on exhibition campaign materials
- 1 post (Facebook and Instagram) before the competition
- Posting a max. 30-second commercial in the Young Beauticians Community Facebook group

On-site appearances:

- Display of company or brand logo on the sponsor's wall at the event location
- Screening of a max. 30-second commercial before the announcement of results
- Roll-up display option at the stage for the announcement of the results
- Handing over company flyers to competitors upon registration
- Logo on the competition certificate
- Naming sponsors at the awards ceremony

After the event:

- Press release thanking the sponsor, with logo



Package price: 486 EUR + VAT
+ 3x3 gift packages worth EUR 100 gross
(in the finals, three teams of three will stand on the podium)

10. COSMETOLOGY STUDENT OLYMPICS SUPPORTING PARTNER

Package contents:

Before the exhibition:

- Including company or brand logo on exhibition campaign materials

On-site appearances:

- Display of company or brand logo on the sponsor's wall at the event location
- Logo on the competition certificate
- Roll-up display option at the competition area
- Providing product samples and flyers to competitors

After the event:

Press release thanking the sponsor, with logo



Package price: 195 EUR + VAT
+ 9 gifts worth a gross EUR 45
(in the finals, three teams of three will stand on the podium)

8. LASH AND BROW GALA FEATURED SUPPORTING PARTNER

Package contents:

- 25-minute presentation
- Displaying a company or brand logo on the Lash and Brow Gala campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- 1 online newsletter publication
- Roll-up display option at the Lash and Brow Gala venue
- Screening of an advertising video during the breaks of the Lash and Brow Gala (at least 3 times)
- Placing flyers at the Lash and Brow Gala venue
- Press release thanking the sponsor, with logo

Package price: 486 EUR + VAT



8. LASH AND BROW GALA SUPPORTING PARTNER

Package contents:

- 25-minute presentation
- Displaying a company or brand logo on the Lash and Brow Gala campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- Press release thanking the sponsor, with logo

Package price: 233 EUR + VAT



PMU CONFERENCE FEATURED SUPPORTING PARTNER

Package contents:

- 25-minute presentation
- Display of company or brand logo on conference campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- 1 online newsletter publication
- Roll-up display option at the Conference venue
- Screening of an advertising video during the Conference breaks (at least 3 times)
- Placing flyers at the Conference venue
- Press release thanking the sponsor, with logo

Package price: 486 EUR + VAT



PMU CONFERENCE SUPPORTING PARTNER

Package contents:

- 25-minute presentation
- Display of company or brand logo on conference campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- Press release thanking the sponsor, with logo

Package price: 233 EUR + VAT



Beauty Passport



The Beauty Passport is a passport-like booklet with a different country illustrated on each page, along with a brand from that country. Each page features a different exhibitor's offer, but it is possible that a country may appear more than once.

It's a prominent promotional opportunity for exhibitors, allowing them to directly address all visitors at the entrance. All visitors receive it free of charge. A maximum of 18 exhibitors can be included in the publication.

Technical information:

Cut size: A6 (105x148 mm)

Advertising base mirror: 105 x 112 mm

Useful advertising area: 105 x 80 mm

Resolution: 300 dpi +5-5mm bleed

File format: Pdf, TIF, EPS

The page includes two logos, booth number and website address.

Order deadline: September 15, 2025.

Material submission deadline: September 30, 2025.

Publication price: 292 EUR + VAT

EXHIBITION NEWSLETTERS

Exhibition online newsletter plus

In the period leading up to the exhibition, we will present the event's program in detail in our thematic online newsletters, as well as provide useful information about the exhibition, attractions, competitions, and the range of exhibitors.

Planned dates: 24.09., 15.10., 06.11.

Price: 292 EUR + VAT / 1 appearance*

Discounted package price: 586 EUR + VAT / 3 appearances*

*technical parameters of the material displayed in the newsletter:

600 characters of text with spaces,

1 landscape image (and a link)



ONLINE BEAUTY FESTIVAL AUTUMN START COMMUNICATION ON TIME! September 15-18, 2025.

During the festival, we offer a variety of professional programs on our social media platforms for nearly a week. Taking advantage of this opportunity, companies can also present their exhibition promotions, programs, and new products through various forms of presentation during a concentrated campaign. We offer an online marketing mix to communicate all of it.

Facebook live (interview, professional presentation, treatment demonstration)

Facebook live login on the Beauty Forum Hungary Facebook page 1 time
Price: 190 EUR+ VAT / appearance

Online Festival Newsletter

The festival's information newsletter for our professional audience.
Planned publication: 14. September 2025
Price: 190 EUR + VAT / issue
(technical parameters of the material displayed in the newsletter:
600 characters of text, 1 image and a link)

Instagram posts

Publication of 2 posts on the Beauty Forum Hungary Instagram page during the festival.
Price: 190 EUR + VAT / 2 posts

YouTube video upload

Uploading a pre-made promotional or educational video to the Beauty Forum Hungary Youtube channel. Price: 190 EUR + VAT



**Discounted package price
when ordering all 4 items:
590 EUR + VAT**

APPEARANCE ON THE EXHIBITION WEBSITE

We offer a limited number of display areas for our partners on our website, so our exhibitors can receive special attention even before the event, making visitors aware of their company/brand's message.

News with Facebook share

800 characters, 3 images, clickable link
80 EUR + VAT

Home box banner

640 x 900 px
75 EUR + VAT / week

Visitor page box banner

640 x 900 px
75 EUR + VAT / week

Homepage horizontal banner

1 170 x 275 px
106 EUR + VAT / week

ON-SITE APPEARANCES

Flyer distribution in the hallways

Price: 347 EUR + VAT / day

Placing flyers at the entrance information desk

Price: 278 EUR + VAT / day

Projection of advertising spots on displays above the gateways

Price: 305 EUR + VAT / day (max.30 sec)

Roll-up display

Price: 180 EUR + VAT / day

Promotional presentations, demos

Cosmetics stage promotional presentation (room 3):

334 EUR + VAT / 25 minutes

Practical treatment demonstration (on the stage of room 9):

180 EUR + VAT / 25 minutes

Makeup demonstration (room 4):

180 EUR + VAT / 25 minutes



ON-SITE SERVICES

On-site Facebook live check-in on the Organizer's page

Price: 444 EUR + VAT / occasion

Special room

Price: individual consultation required

Wired wifi service for the booth

Our construction colleague will send you an offer depending on the amount of data traffic.



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FEEL FREE TO CONTACT US!

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