

A close-up portrait of a woman with vibrant, multi-colored hair transitioning through a rainbow spectrum from purple to red. She has dramatic eye makeup with dark, shimmering eyeshadow and is looking directly at the camera with a neutral expression. The background is a solid, dark blue.

PERTH  
HAIR &  
BEAUTY  
EXPO

VENDOR &  
SPONSOR PACKAGES

# KEY DETAILS

## WHEN

Sunday 30 October 2022  
10am - 5pm

### **Vendor Scheduled Bump In**

Saturday 29 October 12pm-7pm

**Vendor Bump Out from 5.30pm-8pm**

## WHERE

Perth Convention and Exhibition Centre  
Pavillion 1  
21 Mounts Bay rd, Perth WA

## CONTACT

[info@phbexpo.com.au](mailto:info@phbexpo.com.au)  
Jodie 0413 773 597  
Lydia 0414 307 037





# MEET THE CREATORS

**Jodie & Lydia are passionate about the hair & beauty world in Perth and we think it's worth celebrating!**

Teaming up our experiences in salon ownership, business, sales and marketing, we understand your business goals.

With our experience in exhibiting at trade shows across the country, we knew Perth craved something special. So, in 2017 we began creating what is now known as Perth Hair & Beauty Expo. Calling on our collective expertise and passions.

Perth Hair & Beauty Expo isn't just a trade show. It is a destination event for hair and beauty professionals to find education, the latest technologies and most importantly, connect with each other and your brand in a fun and engaging environment.



# A UNIQUE EVENT FOR PERTH PROFESSIONALS

**The only Australian Hair & Beauty Expo to run throughout the pandemic, Perth Hair & Beauty Expo is back for its sixth year in October.**

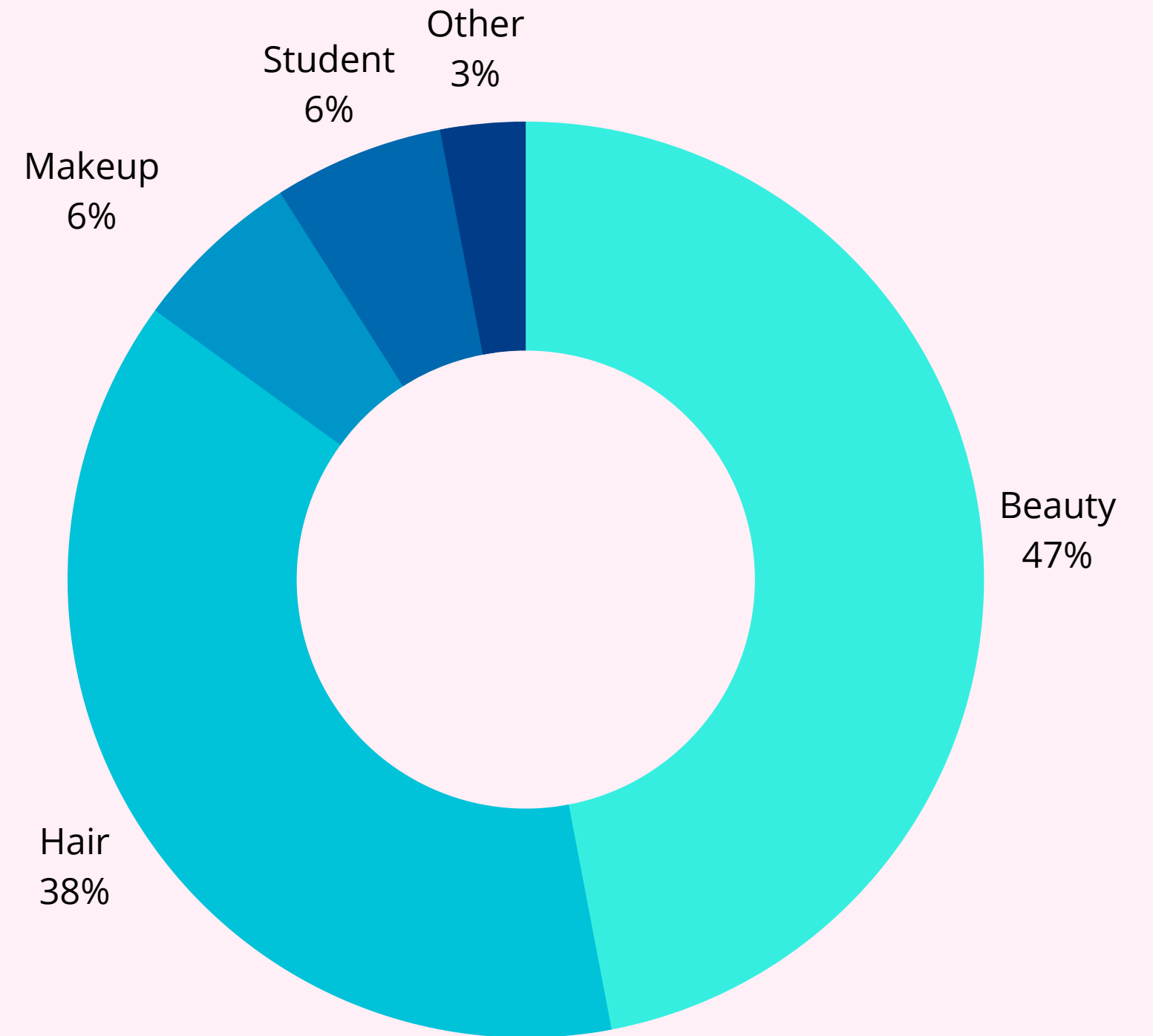
Western Australia is one of the strongest economies of the nation; and our clients want to spend their money on the latest and greatest treatments and products available. Don't miss this opportunity to showcase your business!

Our Professionals are searching for opportunities, products and cutting edge technology to service their hungry clientele.

# 2021 RESULTS

In both 2020 and 2021, Perth Hair & Beauty Expo welcomed approximately 1,600 visitors. This chart shows the breakdown of self selected industry area.

In 2021, staggered ticketing (all day & afternoon 1pm - 60/40 split) ensured we had a steady flow of guests without the afternoon quietness or peak hour congestion and frustration from guests.





# WHAT'S NEW IN 2022

## **A NEW VENUE**

2022 brings a whole new adventure as we team up with Perth Convention and Exhibition Centre.

## **HAIR ARENA**

An exciting, interactive hair show will be centre stage showcasing Hair Challenges.

## **IDENTIFYING CUSTOMERS ON ARRIVAL**

Plans are underway for guests to self identify as either hair or beauty with a choice of coloured show bag on entry, allowing vendors to identify if they align with their product.

## **AFTER PARTY**

You're invited to kick back and enjoy a well earned drink & nibbles after a successful expo weekend. We will be hosting the official after party at Metro Bar and Grill at Adina Apartments across from PCEC once you've completed bump out from 6pm.

# VENDOR PACKAGES

## GOLD

PLUS OPTIONS

- 9m x 9m / 6m x 3m / 9m x 3m
- 5 Staff Passes
- 1 Electrical Point
- Directory Placement

**\$7,120 / \$7,990**

## SILVER

PLUS OPTIONS

- 3m x 3m
- 3 Staff Passes
- Directory Placement

Silver / Silver Plus

**\$3,000 / \$3,700**

## BRONZE

PLUS OPTIONS

- 2m x3m
- 2 Staff Passes
- Directory Placement

Bronze

**\$1,430 / \$2,200**

## EXTRAS

- Dressed 2.4m table with linen \$80
- Power Points \$80
- Additional Staff Pass \$24 each

# SPONSOR PACKAGES

## VIP

- Branded room styling
- Venue screen placement
- Event database
- Guest Pass x 4
- EDM to database
- Exhibitor space

**\$5,000**

## CLINIC

- Branded stage
- Venue screen placement
- Event database
- Guest Pass x 4

Three available

**\$1,500**

## HAIR

- Branded arena
- Venue screen placement
- Event database
- Guest Pass x 4

Three available

**\$1,500**

## EVENT

- Branded tote bag for GA guests
- Branding across digital & collateral platforms
- Guest pass x 4
- EDM to database
- Exhibitor space

Two available

**\$2,500**



# ESSENTIAL INFO

## BUMP IN/OUT TIMES

**Saturday All Exhibitors  
12pm - 7pm**

**All must exit by 7pm  
Saturday.**

**Vendors must arrive on  
event day by 9am.**

**Pack down NO EARLIER  
than 5pm SUNDAY**

## LOADING BAY & LIFT

Hi-Vis and enclosed footwear is required for loading bay

## ELECTRICAL

**All electrical items must be individually tested and tagged.**

## WIFI & STAFF

Wifi will be available on site on the day for vendors. Details will be given at bump in.

All vendors & staff will be required to wear a wrist band. These will be given on arrival on event day.

## NO, NO'S

- No children permitted during bump in or event (vendors only).
- No electrical power boards

# WHAT CUSTOMERS WANT

## VALUE

Shoppers want value! We suggest an incredible **expo-exclusive** offer. We can help you curate your special deal. This gives you the opportunity to directly engage with a customer to create a long term relationship.

## PLAY

Connecting with the guests and your customers is crucial. Ensure you have **single-use testers** or **samples** ready for them to touch and play.

## EASE

Ensure you have **enough stock**. Guests want to see variety of products that they can take home that day and play with that night! Drop shipping can be a turn off.





# Demos

Demonstrations can be conducted within your designated stall boundaries with prior approval from PHBE.

All skin penetration and hair removal demonstrations must be performed on the Clinic Stage at scheduled time.

# SALES & DISPLAY

- CLASS** To assist in sales and display set ups, we will host two Zoom group calls for you and your team,
- DISPLAY** Design your space with connection in mind. Sitting or standing behind tables is not conducive to sales!
- ENGAGE** The best vendors as Perth Hair & Beauty Expo have something exciting to say. Ensure your display looks great and attracts your client, have product ready and start a conversation.



# CONNECT WITH US

## TICKETS

[phbexpo.com.au](http://phbexpo.com.au)

## CONTACT

[info@phbexpo.com.au](mailto:info@phbexpo.com.au)

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## SOCIAL

[@perthhairbeautyexpo](https://www.instagram.com/perthhairbeautyexpo)

[facebook.com/perthhairandbeautyexpo](https://www.facebook.com/perthhairandbeautyexpo)

