

PROFESSIONAL
beauty
GCC 2019

Dedicated to the
Spa and salon
profession

www.professionalbeauty.ae

10-11 FEBRUARY 2019 • Meydan Racecourse, Dubai • #PBGCC



Dedicated to the spa and salon profession

Professional Beauty is now in its third year in Dubai, attracting 4,292 salon owners, spa directors and distributors from across the GCC.

The 2019 event will include Salon International, the World Spa & Wellness Convention, the International & Manufacturers Forum, Master classes and Professional Beauty, bringing the leading events in beauty, hair and spa to the Middle East.

Backed by an industry leading marketing campaign that puts your business to the forefront, taking a stand will introduce you to thousands of trade decision makers.



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We attract the decision-makers

Professional Beauty

This unique event with its 28 year history is dedicated to the needs of the salon and spa owner. Most of our brands only exhibit at Professional Beauty and with its beauty conference (in 2019 both in Arabic and English) the expo delivers unique sales and networking opportunities

Salon Middle East

The world renowned Salon International and HJi brands come to Dubai and will draw a substantial increase in hair salons and distributors.

The World Spa & Wellness convention

Now in its third year in the Middle East no other event attracts so many spa and hotel professionals. As organisers we make sure these key buyers visit the exhibition stand area.

International Pavilions

We're proud that most of our exhibitors are based in the Middle East but such is the level of attendance from distributors, that in 2019 there will be a hall dedicated to international brands searching for their partner in the region.

"This was my first experience at Professional Spa and Beauty Wellness Dubai and the Professional Beauty GCC exhibition. I was impressed all around. The presenters were knowledgeable and interesting and the topics were diversified, covering a full range of relevant spa information. The exhibition was easy to navigate, the product booths were well displayed, and the suppliers represented were quality and varied across different spa needs. I was initially intending to only participate for the first day but I felt compelled to return for the second day to not miss out."

AMANDA SCHMIEGE,
COMPLEX DIRECTOR OF SPA,
THE ST REGIS DUBAI

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International pavilions

If you're looking for a local partner or distributor in the GCC, our new international manufacturers pavilion will be the perfect platform for you.

Exhibiting at the International Manufacturers area, will allow you to reach distributors from across the GCC, as well as key spa operators, hotelier, salons and retail groups.

Your stand will be in a dedicated area where potential distributors will be searching for new products and brands.

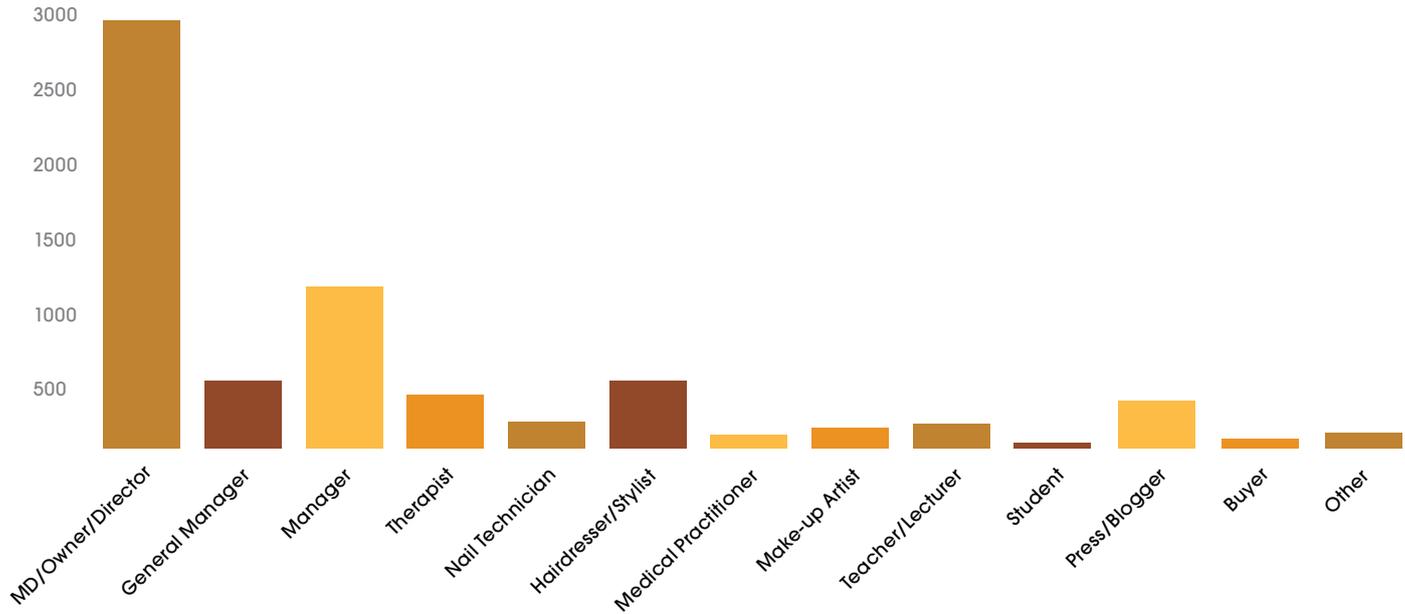
The Professional Beauty marketing team will tailor your campaign to target the above to ensure your brand reaches maximum exposure prior to you exhibiting as part of your stand booking package.



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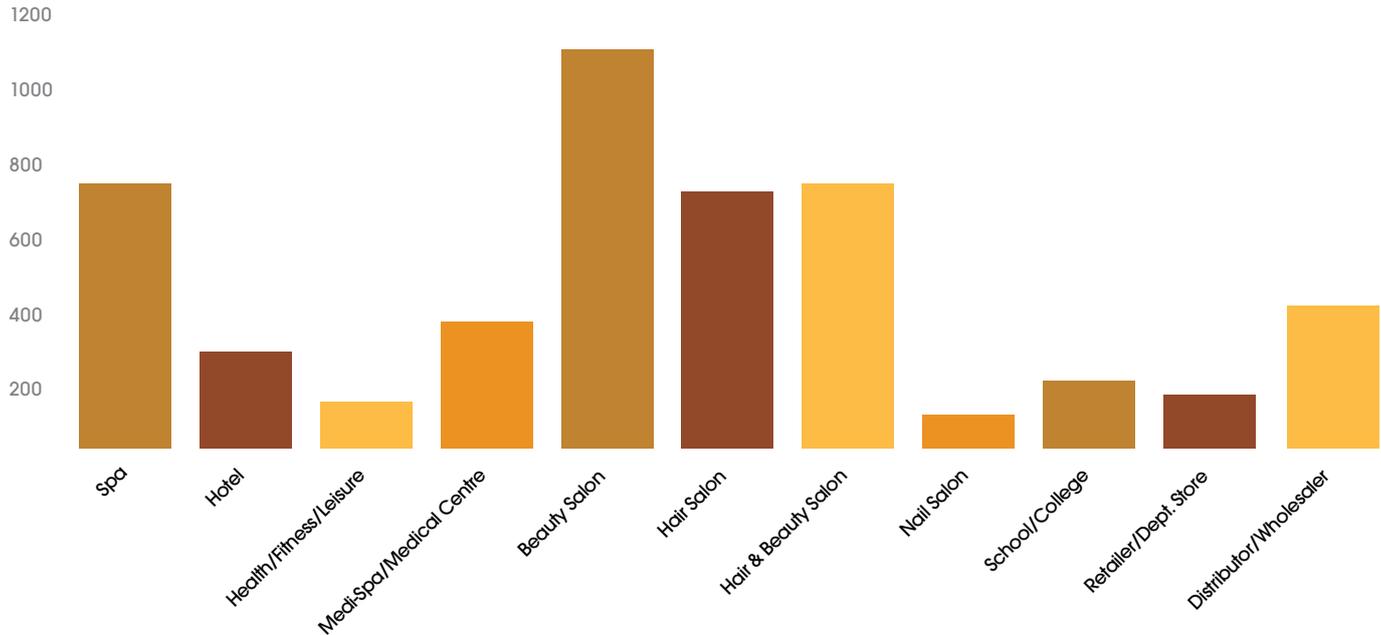


2018 visitors by job description



NOTE: Some visitors indicated more than one job description

2018 visitors by work place



NOTE: Some visitors indicated more than one place of work

Perfect timing

As the first trade event of the year, Professional Beauty GCC kicks-off the buying season. February allows you to make excellent contacts whilst having the time to follow-up those all important leads after the show.

The exhibition will once again take place at the iconic Meydan racecourse. With 8,000 parking spaces and a ten minute shuttle to Business Bay metro station, Professional Beauty GCC will draw buyers from across the region.

"The Professional Beauty Show GCC surpassed all our expectations in terms of quality of attendees. For The Product House it is not just volume of footfall, but calibre of audience, that is important. This year Professional Beauty secured many leaders of the industry and the networking opportunities were more developed."

JANETTE WATTS, FOUNDER,
THE PRODUCT HOUSE

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Our marketing campaign will promote your business

One of the advantages of exhibiting with Professional Beauty is that we promote your business in the lead-up to the show

This is what we will do for your company:

- Via print, direct mail, on-line, editorial and social media, we will promote your company in a campaign that often equals the value of your stand cost
- We telephone your customers and prospects and personally invite them to your stand
- Include your company information and photos in beautiful brochures, incentive booklets and magazines that will be distributed to every buyer in the region
- Our database of 25,000 buyers across the region will receive details of your new products and incentives by targeted promotion
- Feature your products and services in Professional Beauty Magazine
- Highlight your company in an unprecedented marketing campaign that will reach all known spas, salons, distributors and buyers in the GCC



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Expert Organisation

Professional Beauty have been organising exhibitions and conferences for the beauty and spa industry for 28 years and are focused on delivering exhibitors a first class trade audience.

Professional Beauty stage market leading exhibitions in the UK, India, South Africa and Ireland. Professional Beauty GCC will have an unparalleled level of investment in promoting both the event and your company.

Exhibitors by product sector

- Beauty supplies • Equipment & furniture • Hair colour & styling
- Health & fitness • Holistic & alternative therapy • Lasers
- Skincare • Spa • Make-up & cosmetics • Medical aesthetics
- Nails • Software • Tanning

Professional Visitors

- Salon owners and managers • Spa directors • Investors
- Clinic owners and doctors • Health & fitness club operators
- Hoteliers • Distributors • Department store buyers
- Qualified therapists, stylists and nail techs

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“The World Spa and Wellness Convention in Dubai was a wonderful intimate exchange of industry resources. The programme was well crafted, relevant and attracted a high calibre of industry and wellness professionals. This year’s venue was well laid out and provided an easy opportunity to interact with the expo.”

NICK IRANI, DIRECTOR OF OPERATIONS
AND BRAND DEVELOPMENT,
SOUL ENERGIES



Excellent Value

Take a look at our site plan and you will notice stands to suit every need and budget.

Stand sizes have been kept compact to ensure a professional and diverse event, one in which costs are kept firmly under control.

Stands are charged by the square metre

SHELL SCHEME COSTS: 1,750AED or \$476 per square metre

Including stand walls, company name board, fascia, carpet, stand cleaning, three spotlights, power point, three chairs, one table and cabinet per 12m². Plus full marketing support

SPACE ONLY COSTS: 1,550AED or \$422 per square metre

Space only stand must be minimum 15m² and will receive full marketing support.

PAYMENT PLANS

Should you wish to pay for your stand in small monthly increments, you will also receive the following incentives:

- **1 x monthly post on Professional Beauty social media platforms promoting your presence at the show**
- **1 x full page advert FOC in December, February or May**

To discuss your eligibility for the payment plan scheme, please contact Zaid Nourouz on zaid@professionalbeauty.ae or telephone **+971 4 375 7300**

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