



beautyselectionbrussels.com

Beauty Selection Brussels

Brussels Expo
11th & 12th May 2014



Beauty Selection

Brussels

Be a part of the Benelux leading event for hairdressing

Beauty Selection Brussels in 2014

A Standing Events trade fair:

- Beauty Selection Brussels is organised by Standing Events, organiser of leading trade shows in France regarding the hairdressing and Beauty sectors with Beauté Sélection trade fairs of Paris, Lyon, Nantes, Bordeaux, and Strasbourg. Launched in 2005 they are nowadays recognized as the main professional trade shows in the hairdressing and beauty business.
- Support from the major brands in the hair cosmetics, equipment, hairdressing accessories and furniture, make-up, and nails sectors.
- Support from the professional federations of the hairdressing and beauty business.
- Support from the professional press, which accompanies and informs the professionals of the hairdressing and beauty fields.

15,000

visitors expected:
Hairdressing salons bosses and managers, independent operators, employees, teachers and students.

13,000 sqm

Three sectors :
Business, Shopping, Beauty

450 brands

THE MUST OF BEAUTY SELECTION

- A nearby meeting to get closer to the decision-makers
- A complete overview of the international hairdressing market (cosmetics and hair products, equipment, furniture and accessories, make-up, nails)
- The latest trends, creations and concepts indicator
- Free entrance for professional visitors
- An international and nation wide campaign

Expand your network and meet qualified prospects in well-appointed areas dedicated to your field:
Hair Business, Hair Shops, Equipment and accessories, Make-up and nails

THE EVENT BRINGS TOGETHER IN ONE PLACE AND WITH FREE ADMISSION FOR VISITORS

- An exhibition area with more than 450 brands displayed
- The new collections and trends presented during more than 10 hours of show
- Experts speaking in the various workshws and conferences
- The Belgian Hairdressing Championships organised by the UBK/UCB

Build your reputation thanks to a targeted multichannel communication strategy before and after the Beauty Selection Brussels (dedicated press agency, contact database for the newsletters, website, social networks, partnerships with professional press)

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STANDING-EVENTS

UBK/UCB

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