

For Immediate Release
Issued by NZ Beauty Expo
Date issued 02 October 2014

Stand Bookings Open for NZ Beauty Expo 2015

New Zealand's largest professional skincare and beauty expo has opened its stand registration to welcome all industry suppliers to participate in the upcoming 2015 event. The NZ Beauty Expo, returning for a 5th time on **Saturday 4 and Sunday 5 July 2015** at the ASB Showgrounds, attracts leading brands and suppliers from throughout New Zealand and Australasia to showcase their products, equipment and services to a superior audience of over 2,500 beauty professionals.

Each year over 100 companies exhibit at the NZ Beauty Expo, with many exhibitors returning each year to be a part of the two day spectacle. One such exhibitor, Creative Nails NZ, have attended the expo as an exhibitor for 4 events now, attributing some of their success in the marketplace to the NZ Beauty Expo. Aimee Nicolle, Managing Director of Creative Nails NZ says, "Being involved in the NZ Beauty Expo means we get one-on-one interaction with our customers. Although this type of platform is great for showcasing new products that we regularly add to our portfolio, we love being able to get to know the people at the coal face who are using the products, find out what products work for them and share expert techniques with each other".

Another 2015 exhibitor, World Beaute shares similar rewards for being a part of the biennial event. World Beaute Director, Susan Nicholls says "We are very much looking forward to the 2015 Beauty Expo, here at World Beaute we feel the expo gives us the opportunity to not only showcase our 6 product lines but it also enables us to demonstrate, educate, liaise and professionally support beauty therapists in our amazing industry".

NZ Beauty Expo prides itself on providing a quality business exchange. In a visitor survey conducted at the 2013 event, 69% of respondents agreed they had made new business relationships at the expo. The event attracts a high caliber of visitors also, with 70% of the 2013 survey respondents being Owners or Managers of beauty industry businesses. A total of 86% of respondents made a purchase at the event

For Immediate Release
Issued by NZ Beauty Expo
Date issued 02 October 2014

and when asked whether they are likely to purchase from an exhibitor in the next 6 months as a result of attending the expo, 73% of respondents were likely and very likely to make a purchase.

Although NZ Beauty Expo organisers are pleased with the results from the 2013 expo, they are not resting on their laurels and are striving to provide an improved result in 2015. In addition to refining the comprehensive event schedule, one particular objective for the organisers is the growth of exhibitor numbers; an expansion visitors to the 2013 exhibition expressed they would be pleased to see. Event organiser, Simon Gillson says, "We have only just opened the 2015 stand registration and already have many 2013 exhibitors signing up again, which is fantastic to see. However, this year we want to give our event goers a superior experience, which is why we are inviting all suppliers in the industry to get involved. Our show followers are eager to connect with more businesses to find new products, learn new techniques and see what the latest trends are and it is our purpose to help connect the two".

Monaco Nails & Beauty are a new exhibitor to the NZ Beauty Expo line-up. The company specialise in providing Education to new and upskilling Nail Artists around the country as well as supply them with all the products they need to succeed. When asked to comment on what attracted Monaco to participate in the coming expo, Head of Education, Penny Lazic said, "Our business is growing exponentially, we are moving into bigger premises and branching out into new product ranges such as Provoc Makeup where we have traditionally focused on nail-related lines. We view the expo as a great way to further increase our visibility in the marketplace".

In addition to occupying stand space at the NZ Beauty Expo, there will also be opportunities for suppliers and their brands to gain greater exposure at the 2015 event. Education Pods will be available for exhibiting companies to demonstrate their products in an exclusive and intimate setting. The main stage will once again host a great spectacle of professional catwalk performances blending the world of beauty, fashion, hair as well as something a little bit different. The Indulge Me Spa will make

For Immediate Release
Issued by NZ Beauty Expo
Date issued 02 October 2014

its return, providing a place where visitors can relax and be styled by expert massage, makeup and nail teams. Renowned local and international industry experts will present seminars in a two day Business Summit. The full program of events is yet to be confirmed but event organisers assure visitors and exhibitors alike will experience a truly interactive event that will not only be informative and motivating, but entertaining too.

To become involved in the NZ Beauty Expo contact Simon Gillson;
simon@nzbeautyexpo.co.nz or visit www.nzbeautyexpo.com for more information.
Follow NZ Beauty Expo on [facebook.com/nzbeautyexpo](https://www.facebook.com/nzbeautyexpo).

END OF RELEASE