


# BEAUTY IDOLS SCOTLAND

## EXPO 2027

A BUSINESS-FOCUSED DAY FOR SCOTLAND'S BEAUTY INDUSTRY

| MONDAY | BARCLAYS HAMPDEN | PUBLIC HOURS |
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| **7 JUNE 2027** | **GLASGOW** | **10AM–5PM** |

## PUT YOUR BRAND IN THE ROOM

Meet beauty professionals, salon owners, educators, practitioners, suppliers and decision-makers in person. Showcase your products and services, build meaningful industry connections and put your business in front of a targeted Scottish audience.

**EXHIBITION • DEMONSTRATIONS • SEMINARS • NETWORKING • BRAND VISIBILITY**

EXHIBIT AT BEAUTY IDOLS SCOTLAND EXPO

# EXHIBITOR PACKAGE

## STANDARD EXHIBITION SPACE

A ready-to-use stand for your business

**£500**

- 6ft trestle table with black tablecloth
- 2 chairs
- Ability to bring one standalone banner
- Online promotion as part of the Expo campaign
- Opportunity to hand out samples, promotional materials and gift bags
- Wi-Fi and free on-site parking
- Professional event photography
- Welcome drinks and access to the bar during exhibiting hours

## MAKE MORE OF YOUR STAND

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| **LOGO ON VENUE TV SCREENS** | **+ £100** |
| **30-MINUTE DEMONSTRATION** | **+ £200** |
| **1-HOUR STAGE SESSION**<br>**Seminar or demonstration** | **+ £400** |

**TV screen add-on:** your logo can be displayed on the venue TVs throughout the event for additional brand visibility.

SPEAK • DEMONSTRATE • LEAD THE CONVERSATION

# STAGE OPPORTUNITIES

You do not need to exhibit to take a stage slot. Use the time for an educational seminar, live demonstration, product showcase or industry-focused presentation.

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| **30-MINUTE STAGE SESSION** | **£400** |
| **1-HOUR STAGE SESSION** | **£600** |

All stage-only bookings also include online promotion and the ability to bring one standalone banner. Samples, promotional materials and gift bags can be supplied for distribution at the event.

- Stage sessions are available for pre-booked demonstrations, seminars, talks and educational presentations.
- All stage content must be agreed with Beauty Idols Scotland in advance and should be suitable for a professional beauty-industry audience.
- Speakers and demonstrators are responsible for arriving prepared and ready to begin at their allocated time. Stage sessions must start and finish within the booked time slot to avoid delays to the wider event programme.
- Any electrical equipment used during a stage session must have a valid PAT test where required.
- Beauty Idols Scotland reserves the right to request changes to any planned presentation or demonstration where necessary for safety, timing, venue requirements or suitability.
- Stage bookings are subject to availability and the agreed event schedule. Late arrival may result in a shortened session and cannot guarantee an extension beyond the allocated time.
- If products, equipment or models are required for a demonstration, these must be arranged by the exhibitor or speaker unless otherwise agreed in writing.
- Stage participants may be featured in the event programme and promotional content, subject to artwork and information being supplied by the requested deadline.

BOOKING A SPACE CONFIRMS ACCEPTANCE OF THESE TERMS

SPONSORSHIP OPPORTUNITY

# HEADLINE SPONSORSHIP

A limited sponsorship position designed for a business that wants a strong presence from arrival through to the stage programme.

**HEADLINE SPONSOR**

**£1,500**

**Maximum visibility across the event, including:**

- Prominent reception space for banners, leaflets and gift bags
- Logo and marketing material displayed on venue TVs throughout the venue
- Exhibition space with 2 tables with black tablecloth
- 4 chairs
- 1-hour stage session
- Wi-Fi and complimentary on-site parking
- Dedicated social media sponsor announcement
- Online promotion as Headline Sponsor
- Ability to bring three standalone banners
- Samples and gift bag distribution
- Professional event photography throughout the day

# SUPPORTING SPONSOR

# £750

A strong option for businesses that want an exhibition presence plus additional brand visibility throughout Beauty Idols Scotland Expo 2027.

## YOUR EXHIBITION SPACE

- 6ft exhibition table with black tablecloth
- 2 chairs
- Space for two freestanding banners
- Opportunity to provide samples, vouchers, leaflets or gift bag items
- Wi-Fi and complimentary on-site parking

## ADDITIONAL SPONSOR VISIBILITY

- Logo displayed on TVs throughout the venue
- Supporting Sponsor recognition in selected event marketing
- Dedicated social media sponsor announcement
- Online promotion in the lead-up to the Expo
- Professional event photography throughout the day

**IMPORTANT:** Stage time is not included and can be added separately, subject to availability.

YOUR EXPO DAY

# WHAT'S INCLUDED

### ONLINE PROMOTION
All booking options include promotion through Beauty Idols Scotland online channels.

### PROFESSIONAL PHOTOGRAPHY
Professional photography will take place throughout the event.

### WI-FI
Venue Wi-Fi is available for exhibitors and presenters.

### FREE PARKING
On-site parking is included.

### WELCOME DRINKS
Welcome drinks will be available, with the venue sponsoring arrival drinks for up to 100 guests.

### BAR
The bar will be open during exhibiting hours.

### VENUE FACILITIES
Built-in LCD projectors and screens, registration area and digital signage are available as part of the venue setup.

### SAMPLES & GIFT BAGS
You may distribute samples, promotional materials and gift bags. Alcohol consumed on site must be agreed with the venue.

# EVENT TIMINGS

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| **7:00AM–10:00AM** | Exhibitor setup |
| **10:00AM–5:00PM** | **Expo open to visitors** |
| **5:00PM–7:00PM** | Breakdown and exhibitor departure |

# IMPORTANT TECHNICAL REQUIREMENT

**PAT TESTING REQUIRED** Any electrical or AV device used on an exhibition stand or during a presentation/demonstration must have a valid PAT test / PAT sticker. Exhibitors and presenters are responsible for ensuring their equipment is compliant before arrival.

## READY TO PUT YOUR BUSINESS IN FRONT OF SCOTLAND'S BEAUTY INDUSTRY?

**Beauty Idols Scotland Expo 2027 • Barclays Hampden, Glasgow • 7 June 2027**

Spaces and stage slots are limited.

# TERMS & CONDITIONS

**Please read these terms before booking. By paying a deposit or full balance, the exhibitor, speaker or sponsor confirms acceptance of these terms.**

### 1. BOOKING & PAYMENT

A 50% deposit is required to reserve an exhibition space, stage slot or sponsorship package. The deposit is refundable for 14 calendar days from the date payment is made. After this 14-day period, the deposit becomes non-refundable. The remaining 50% balance is due no later than 60 days before the event. Bookings made within 60 days of the event must be paid in full at the time of booking. A booking is not confirmed until the required payment has been received.

### 2. LATE OR UNPAID BALANCES

If the remaining balance is not received by the due date, Beauty Idols Scotland reserves the right to release the exhibition space, stage slot or sponsorship package. Any deposit which has passed the 14-day refundable period will be retained. Where possible, Beauty Idols Scotland will contact the exhibitor before releasing a booking due to an unpaid balance.

### 3. CANCELLATIONS

The initial deposit may be cancelled and refunded within 14 calendar days of the date the deposit payment is made. After this period, the deposit becomes non-refundable. Where the full balance has been paid:

- cancellations made more than 30 days before the event will receive a refund of 50% of the remaining balance paid;
- cancellations made 30 days or less before the event are non-refundable.

If Beauty Idols Scotland cancels the event and no replacement date is offered, payments made directly to Beauty Idols Scotland for the booking will be refunded in full. If the event is postponed or moved to a new date, bookings will automatically transfer to the replacement date. If an exhibitor is unable to attend the replacement date, Beauty Idols Scotland will consider refund requests reasonably and on an individual basis.

### 4. STAND ALLOCATION

Stand locations and event layout are managed by Beauty Idols Scotland and may be adjusted where reasonably required for safety, access, venue operations or the overall event layout.

### 5. SET-UP & BREAKDOWN

Exhibitor access is from 7:00am. Stands must be ready by 10:00am. Breakdown is from 5:00pm to 7:00pm. Exhibitors must not dismantle or leave their stand before 5:00pm unless agreed in advance.

### 6. ELECTRICAL EQUIPMENT

Any electrical or AV device used on a stand or during a seminar or demonstration must have a valid PAT test / PAT sticker. Equipment without valid PAT evidence may not be permitted for use.

### 7. SAFETY & PROFESSIONAL RESPONSIBILITY

Exhibitors and speakers are responsible for ensuring that their products, services, treatments and demonstrations are lawful, safe and carried out by appropriately qualified and insured persons where applicable. Venue and organiser instructions must be followed at all times.

### 8. BANNERS, DISPLAYS & MATERIALS

Each booking includes the ability to bring one standalone banner unless otherwise agreed. Exhibitors may display and distribute their own marketing materials, samples and gift bags from their allocated space. Larger structures or unusual displays must be agreed in advance.

### 9. STAGE & DEMONSTRATION SLOTS

Stage and demonstration timings are fixed and must be kept within the booked duration. Setup and pack-down must be planned within the allocated slot unless otherwise agreed. Content must be suitable for a professional B2B beauty industry event.

### 10. SAMPLES & FOOD / DRINK

Exhibitors may distribute product samples, promotional items, gift bags, vouchers and other suitable materials from their stand, provided they are safe, appropriate and comply with venue requirements. Food and non-alcoholic drink samples may be distributed where appropriate. No alcohol may be brought onto or consumed on the premises unless this has been agreed in advance with Beauty Idols Scotland and approved by the venue where required. Beauty Idols Scotland reserves the right to stop the distribution or consumption of any item that does not comply with venue licensing, health and safety requirements or event rules.

### 11. PHOTOGRAPHY & FILMING

Professional photography and filming will take place throughout the event. By participating, exhibitors, speakers and sponsors acknowledge that event imagery and footage may be used by Beauty Idols Scotland for promotional, editorial and social media purposes.

### 12. PROPERTY, DAMAGE & VENUE RULES

Exhibitors remain responsible for their own stock, equipment and personal belongings and for any loss or damage caused by them, their staff or contractors. All participants must comply with Barclays Hampden / Sodexo venue rules and any reasonable operational instructions issued before or during the event.

Beauty Idols Scotland reserves the right to update operational requirements where necessary to comply with venue, licensing, health & safety or legal requirements. Any material change affecting a confirmed booking will be communicated to the relevant exhibitor, speaker or sponsor.

**BOOKING A SPACE CONFIRMS ACCEPTANCE OF THESE TERMS**