

*beautyworld*

MIDDLE EAST

23 – 25 November, 2020

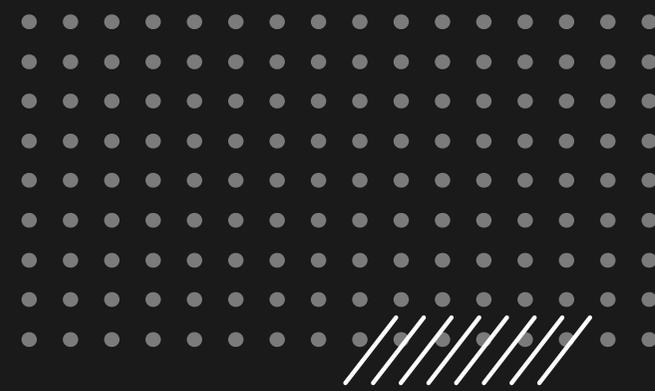
Dubai World Trade Centre, UAE

Presents

# The Premium Club

An exclusive opportunity to stand out at the largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East

# Premium Privileges, Powerful Possibilities



Launching The Premium Club at the 25<sup>th</sup> edition of Beautyworld Middle East.

The Premium Club is an invite-only program providing selected buyers and influencers in the purchasing process from specific industries the opportunity to enjoy complimentary benefits during their visit to the Beautyworld Middle East 2020 exhibition.

The program benefits are designed to encourage our key buyers to connect with the exhibitors and have a pleasant, unrushed experience at the show. To participate in this program, all participants must be qualified by Messe Frankfurt Middle East. The eligibility criteria included on the next page and each record would be manually upgraded to The Premium Club VIP status and contacted on a one-on-one basis by the VIP Program Manager from the time that they are qualified and up to when they attend the show.



The objective of this program is to increase the presence of high-quality visitors to the show, giving exhibitors a higher ROI by providing them with the opportunity to interact with these individuals, and to make exhibiting at Beautyworld Middle East 2020 a more attractive value proposition.



# Premium Club Services



Fast Track registration, special lanyard and a welcome kit



Onsite assistance



Premium Club lounge access to conduct meetings and enjoy coffee & light refreshments



Hotel accommodation\*



Free car parking\*

*\*Subject to selection criteria and availability*

## Eligibility

In order to become a member of The Premium Club at Beautyworld Middle East 2020, the individual must:

- **Possess one of the following titles:**

Owner, General Manager, Procurement Head / Director / Manager, Business Development Head / Director / Manager, Business Development Manager Head / Director / Manager, Purchasing Head / Director / Manager

- **Membership Organizations:**

Wholesaler, Retailer, Salon Professional, Manufacturer, Distributor



# Sponsorship Packages

## HEADLINE PARTNER

### /// Pre Event Branding:

- Event Website – Sponsor’s Logo on the official website of Beautyworld Middle East 2020 as the Headline Partner.
- Email Campaign – Pre-event email campaign announcing your participation and highlighting stand number send to The Premium Club VIP buyer’s database.
- Logo on Catalogue – Sponsor’s logo on the official show catalogue of Beautyworld Middle East 2020 as the Headline Partner.

### /// At Event Branding

- Lanyards Branding - Logo on the Lanyards which is offered exclusively to The Premium Club VIP buyers.
- The Premium Club Welcome Kit - Logo on the welcome kit and a leaflet inside the kit
- Digital Branding – Opportunity to run a video on the main entrance wall of The Premium Club lounge.
- Brochure distribution – Sponsor’s brochures to be placed inside The Premium Club lounge.

### /// Post Event Branding

- Email Campaign - Post Event email campaign send to The Premium Club VIP buyer’s database

**TOTAL INVESTMENT: USD 25,000**

## LEAD PARTNER

### /// Pre-event Branding:

- Event Website – Sponsor’s Logo on the official website of Beautyworld Middle East 2020 as the Lead Partner.
- Email Campaign - Pre Event email campaign announcing your participation and highlighting stand number send to The Premium Club VIP buyer’s database.
- Logo on Catalogue – Sponsor’s logo on the official show catalogue of Beautyworld Middle East 2020 as the Lead Partner.

### /// At Event Branding

- Business Card Holder Branding - Logo on the Business card holder which is offered exclusively to The Premium Club VIP buyers.
- Tent Card Branding – Logo on all the tent cards placed on all the coffee tables inside the lounge.
- The Premium Club Welcome Kit - Logo on the welcome kit and a leaflet inside the kit
- Digital Branding – Opportunity to run a video on the main entrance wall of The Premium Club lounge.
- Brochure distribution – Sponsor’s brochures to be placed inside The Premium Club lounge.

### /// Post Event Branding

- Email Campaign – Post-event email campaign send to The Premium Club VIP buyer’s database

**TOTAL INVESTMENT: USD 20,000**

## HOST PARTNER

### /// Pre-event Branding:

- Event Website – Sponsor’s Logo on the official website of Beautyworld Middle East 2020 as a Host Partner.
- Email Campaign – Pre-event email campaign announcing your participation and highlighting stand number send to The Premium Club VIP buyer’s database.
- Logo on Catalogue – Sponsor’s logo on the official show catalogue of Beautyworld Middle East 2020

### /// At Event Branding

- The Premium Club Welcome Kit - Logo on the welcome kit and a leaflet inside the kit
- Digital Branding – Opportunity to run a video on the main entrance wall of The Premium Club lounge.
- Brochure distribution – Sponsor’s brochures to be placed inside The Premium Club lounge.

### /// Post Event Branding

- Email Campaign – Post-event email campaign send to The Premium Club VIP buyer’s database

**TOTAL INVESTMENT: USD 10,000**