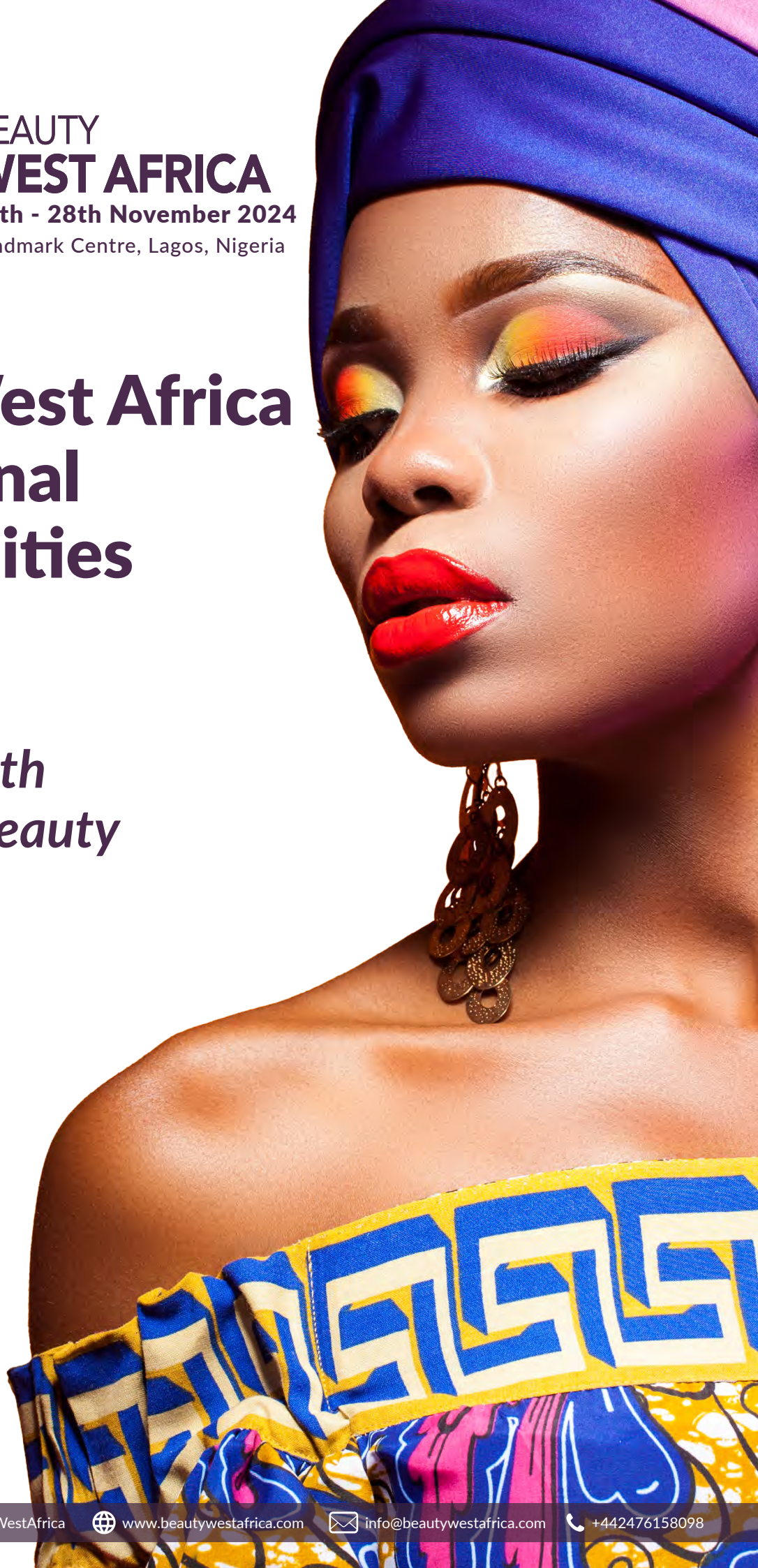




BEAUTY
WEST AFRICA
26th - 28th November 2024
Landmark Centre, Lagos, Nigeria

Beauty West Africa Promotional Opportunities

*Keeping you
connected with
the African Beauty
Industry!*



INTRODUCTION

Following a record-breaking 2023 edition, 2024 promises to be even more spectacular. Expanding into four halls to meet the surging demand, the exhibition will showcase the world's leading suppliers of makeup, cosmetics, hair care, perfumes, toiletries, spa equipment, and more. Join us for an extraordinary celebration of beauty and innovation in West Africa!



4700+
VISITORS



250+
EXHIBITORS



250+
VIP HOSTED
BUYERS

BEAUTY WEST AFRICA – SPONSORSHIP PACKAGES

The tiered sponsorship packages below are designed as a guide only, and your account manager will be able to customise your package with you to ensure it meets the exact needs that your business requires.

TIERED SPONSORSHIP OPPORTUNITIES

PRE EVENT BENEFITS	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsors website, in appropriate tier	✓	✓	✓
Exclusive e-shot to the visitor database of your chosen exhibition	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	✓	✓	✓
Featured article on website news story	2	1	
Social media posts (across Facebook, LinkedIn and Instagram)	3	2	1
Flyers distributed at market activation promotion (flyers artwork provided by sponsor)	✓	✓	
Sponsor quote to be included in show press releases	✓	✓	
WhatsApp broadcast	2	2	1
Premium listing on show website	✓	✓	✓
ON-SITE			
Logo on all onsite signage	✓	✓	✓
Full page advert in showguide	Inside Cover	Premium	Standard
Gold entry in show catalogue	✓	✓	✓
Directional floor tiles	3	2	1
Speaker slot	✓	✓	-
Roll up banners onsite (artwork to be provided by sponsor)	2	1	1
Tannoy announcement 'Visit booth XXX'	3	2	1
POST SHOW BENEFIT			
Dedicated 'Thank you' email from sponsor	✓	✓	
Logo included in post show report	✓	✓	✓
Logo shown in appropriate tier on website for 3 months	✓	✓	✓
WhatsApp broadcast	1	1	1
PRICE	\$15,000	\$10,000	\$7,000

EXCLUSIVE ONSITE OPPORTUNITIES

Lanyard Sponsor - £7,500

As the exclusive lanyard sponsor of Beauty West Africa 2024, you can design them in your brand colours and with your company logo. All attendees receive a lanyard. (Production of lanyards is not included in the price.)

Visitor Bag Sponsor - £7,500

Branded bags to be designed by sponsor that will be handed out at registration to all guests. (Bags to be provided by the sponsor.)

Registration Area Sponsor - £7,500

Want your brand to be the first seen by all attendees and exhibitors as they enter the exhibition? Do this with exclusive entrance branding and have the registration booths showcasing your logo, roll up banner positioning exclusive to the sponsor, branded uniforms to be worn by registration staff, plus branded pens and literature/flyers can also be handed out at registration (pens and uniforms to be provided by the sponsor)

Catering Area Sponsor - £7,500

Secure exclusive branding rights for a prime exhibition area with a captive audience—the Catering Area! Benefit from exclusive distribution of sponsor literature, prominent logo placement on F&B menus, and the exclusive positioning of two roll-up banners.

Coffee Area Sponsor - £750

Exclusive branding of coffee area and distribution point. Includes one roll up banner, literature distribution (literature content and production to be arranged by sponsor) and logo on signage and digital displays.

Conference Sponsor - £10,000

Exclusive branding for the conference area. Package includes 2x roll up banners, literature seat drop, branding on conference holding page and a dedicated speaking slot).

OTHER ONSITE OPPORTUNITIES

The Beauty West Africa team can provide you with a wide range of additional onsite signage to elevate your exhibition experience, this options can include: Roll up banners, Exhibition hall hanging banners, Floor tiles and much more.

To find out more please [CLICK HERE](#)



BBA COMPLEX – AFRICA'S LARGEST BEAUTY MARKET

Key to Beauty West Africa's success is our strategic alliance with the region's major beauty dealers and trade associations.

Among them, the Balogun Business Association (BBA) stands out as a paramount partner, overseeing the largest mega shopping complex at the Trade Fair Complex in Lagos. Spanning 26 hectares and hosting over 50,000 businesses, predominantly in the beauty and cosmetics sector, BBA provides exclusive access to Beauty West Africa.

This privileged connection allows us to offer exhibitors unparalleled promotional opportunities directly to the heart of the West African beauty industry. Explore our exclusive packages to elevate your brand exposure to this influential clientele.



MARKET ACTIVATION OPPORTUNITIES

	PLATINUM (2 DAYS)	GOLD (1 DAY)	SILVER (1 DAY)
Promotional Girls with branded t-shirts and hats/caps Your logo branded on T-Shirts and caps to be worn by ladies (number depending on tier) promoting your brand & company at the BBA megacomplex.	5	4	3
Flyer Distribution 1,500 flyers to be printed and distributed. Flyer content and design to be provided by client (flyer size A5).	✓	✓	✓
Data Collection All data collected will be compiled into an excel spreadsheet and provided to you.	✓	✓	✓
Pop-Up Information Booth Beauty West Africa will organise your very own branded information booth including flags and two roll up banners. Content for flags and roll up banners will be provided by client. Production provided by BWA team.	With DJ	✓	
Sample Distribution Distribute your product samples to key distributors located within the BBA complex. Product samples to be provided by client.	✓		
Total Cost (exclusive of VAT)	\$3000	\$2000	\$1200

“Beauty West Africa is the best gateway to Nigeria. If you're looking to go to a West African market you have to start from this exhibition.”

Hany Sabet
Aromatic Flavours and Fragrances,
Egypt

“As a gold sponsor and exhibitor of BWA we found it was a high standard show, as was the quality of visitors. It was a very productive experience.”

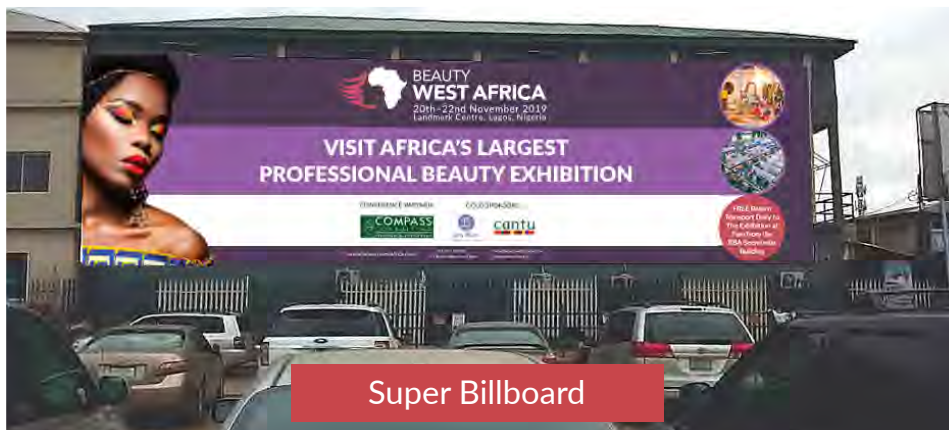
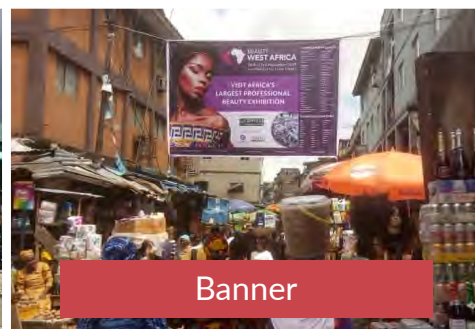
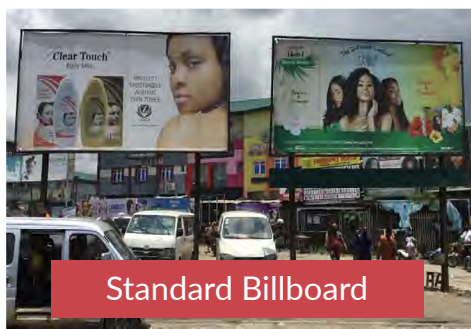
Muhammad Ubaid,
Hilal Care



BILLBOARDS AND BANNERS

Billboards are the most effective way of ensuring that your brand has maximum exposure. The leading importers and distributors within West Africa's beauty sector and thousands of visitors and beauty businesses present at the complex will see your business or product. The billboards are strategically located throughout the BBA complex and will remain live for either one or two months.

	1 MONTH	2 MONTHS
Banner	\$500	\$1000
Small Billboard (Recommend 2 or 3)	\$750	\$1200
Standard	\$950	\$1400
Enhanced Location	\$1100	\$1600
Super	\$4000	\$8000



OTHER OFFERINGS

INTERVIEW

This provides you with a unique opportunity to generate lasting exposure to your brand to the West African beauty industry. The interview will be posted across our website and social media channels.

\$1,000

WEBINAR

Promote a live webinar for your business to speak, provide brand awareness and the opportunity of developing trade deals and sales. Opportunity to speak directly to your key clientele.

\$2,000

PRESS RELEASE

Press release to be published across the national media, both online and print.

x5 - \$1,000

x10 - \$1750



DIGITAL OPPORTUNITIES

The Beauty West Africa Exhibition has an increasing digital presence across West Africa through a wide range of platforms allowing us to successfully communicate directly with thousands of beauty importers, distributors, retailers, influencers and beauty enthusiasts. Highlighted below is a glimpse into the digital offerings that we can offer along with the direct reach available.

				
30,000+	13,000	9,500+	6,400+	15,500+
Contacts	Followers	Followers	Contacts	Contacts

DIGITAL PACKAGES

	PLATINUM	GOLD	SILVER
Instagram	5	3	2
Facebook	5	3	2
WhatsApp	3	2	2
SMS	2	1	
E-mailer	2	1	
A dedicated emailer to the BWA database, including a call to action, data capture forms and email send statistics.			
Interview	✓	✓	
This provides you with a unique opportunity to generate lasting exposure to your brand to the West African beauty industry. The interview will be posted across our website and social media channels.			
Total Cost (exclusive of VAT)	\$2500	\$1750	\$1000

EXHIBITION INFORMATION

Promote your brand at Africa's largest professional beauty and cosmetics exhibition.



5500+
VISITORS



300+
EXHIBITORS



300+
VIP HOSTED
BUYERS

The Beauty West Africa exhibition will take place on November 26th - 28th 2024 at the Landmark Centre, Lagos. There is limited space available so get in touch today and book your stand at Africa's leading professional Beauty Exhibition.

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