



EXHIBITORS' OFFER

SAVE
THE
DATE



www.beauty-kiallitas.hu

november 6-7, 2026
Lurdy Conference and Event Center

Who are we expecting?

The trade fair focuses on **professional beauty** – everything you need for professional development, inspiration and business growth.

✦ Professional cosmetics

- Facial treatments
- Body treatments
- Electrocosmetics

✦ Permanent Makeup

✦ Eyebrow and eyelash styling

✦ Make-up

✦ Lifestyle and health awareness



Connect, find new partners, present your innovations at Hungary's leading beauty event!



International background

COSMOPROF
WORLDWIDE BOLOGNA

Beauty Forum Budapest is supported by two European industry powerhouses: the world-renowned **BolognaFiere Cosmoprof** and the German **Health and Beauty Group**.

Decades of experience and a **global network of contacts** give us a real competitive advantage: the latest trends, the hottest innovations, and the market's leading brands appear first in our group of companies.

International background, European quality, real business opportunities — this elevates Beauty Forum Budapest to the forefront of professional events.





Get to the heart of the beauty industry: be an exhibitor at Beauty Forum Budapest!

Join the more than 100 domestic and international exhibitors who take advantage of the business opportunities at Beauty Forum Budapest year after year! Present your brand and products where a crowd of beauticians, makeup artists, beauty consultants and decision-makers are looking for new partners, innovations and suppliers.

This event is the largest professional professional beauty meeting in Central and Eastern Europe - the perfect platform:

✓ for acquiring new customers ✓ for brand building ✓ for product introduction ✓ for expanding partnerships ✓ for real, measurable business results

www.beauty-kiallitas.hu

Visitors could meet the following brands in 2025



Why exhibit?

Beauty Forum Budapest has been one of the most powerful and inspiring business arenas in the Hungarian beauty industry for over 30 years. Every year, this event defines the next trends – and the brands that dictate them.

- 🔥 A steadily growing market. The Hungarian beauty sector is developing uniquely, demand and consumer needs are constantly growing - this is the place for those who want to increase their market share.
- 🔥 Brand building and instant sales opportunity at the same time. You can present your products, innovations and services up close - exactly to those who will become your customers.
- 🔥 You will be where the profession makes decisions. The trade fair attracts professionals who are open and want to develop, invest and buy.
- 🔥 International connections. New partners, new markets – all within one event.
- 🔥 Conferences, presentations, shows. Interactive stage programs and professional presentations create the perfect professional background
- 🔥 Admission is free for the professional audience, thanks to which you can reach a huge and relevant professional audience at the event.

Be there – be visible – be at the forefront!



PROFESSIONAL VISITORS

Dream, build, and market your brand to those who matter - find the entire beauty industry's elite here:

- 👩‍💼 Beauticians and cosmetology students – the professionals of the future
- 👁️ Eyelash experts – precise masters who are constantly looking for new things
- 💄 Makeup and PMU artists – the creative creators who shape trends
- 👩‍💆♂️ Masseurs – experts in physical and mental rejuvenation
- 🎓 Instructors, teachers, school leaders – who shape the next generation of the profession
- 🏢 Salon managers – decision-makers who are looking for the best solutions
- 🌐 Distributors – experts in market entry and expansion
- 🌍 Representatives of foreign brands who want to conquer the Hungarian market

You will find new customers, business partners and the key to your professional success here!

www.beauty-kiallitas.hu





DIVERSE PROFESSIONAL PROGRAMS

- Professional presentations
- Practical treatment demonstrations
- Professional workshops
- Makeup demonstrations
- 36th Make-up Hungarian Cup
- 11th Cosmetology Student Olympics
- Lash and brow gala and eyelash competition
- Business development, marketing, mental health
- Healthy Lifestyle Conference

www.beauty-kiallitas.hu

VENUE

The renovated, modern and spacious Lurdy Conference and Event Center offers numerous opportunities for organizing a complex event. The venue has proven itself for years: it offers not only a professional, but also a truly comfortable, friendly and visitor-friendly environment, where it is a pleasure to learn, meet and discover.

- ➔ Excellent accessibility, quick access: Lurdy is easily accessible by car or public transport, so you can arrive stress-free, refreshed from the first minute.
- ➔ Renovated spaces – a true professional atmosphere The clean environment of the freshly renovated conference rooms is ideal for focused learning, inspiring presentations and workshops. The atmosphere is friendly and lively.
- ➔ Restaurants, cafes and shops in one place The shopping center's diverse restaurants and cafes serve as the perfect venue for a quick coffee, lunch or meeting between two programs.

And what's a special advantage: if you left anything at home – a brush, glue, flower arrangement or even a nice scarf – everything can be purchased in the complex in a matter of moments.



BE OUR PARTNER!

Exhibition stand

Standard or unique stand appearance

Sponsorship

Event and competition sponsorship

Content-marketing

Print and online appearances during the event campaign; sponsored programs, presentations on site

EXHIBITION STAND SPACE RENTAL

Registration fee**:

Above 16 m²:
560 EUR + VAT
Above 8 m²:
280 EUR + VAT
From 4 m²:
180 EUR + VAT

Area rental fee*:

185 EUR + VAT /m²

Discounts:

Over 60 m²: 20%,
Over 35 m²: 15%,
Over 20 m²: 12%,
Over 12 m²: 10%,
Over 8 m²: 8%,
Over 6 m²: 5%

*The registration fee is due upon application, the advance payment request for the amount above the registration fee will be received in 2 installments, payment deadlines are 31.03. and 30.06. The price applies to empty space.

**as a management fee, it is part of the area fee, payable upon application, and we are unable to refund it in the event of cancellation for any reason. Above the area rental fee, 2 kWh is the mandatory basic electricity connection (130 EUR + VAT), which is automatically invoiced, but more electricity can be ordered on request. If an external builder is chosen, we charge an electrical inspection fee.

Application link: www.beauty-kiallitas.hu/kiallitokonak/jelentkesi-lap-2026/

EXHIBITION CAMPAIGN

Introduce yourself during the campaign!

Sponsorship

Print and online publications

On-site advertising

Brand presentation, workshop

www.beauty-kiallitas.hu



EXCLUSIVE SPONSOR OF THE EVENT

The packade contains:

Before the event:

- Including company or brand logo on exhibition campaign materials
- Graphic design of the sponsor logo of the exclusive sponsor of Beauty Forum Budapest, which the sponsor can use in their campaign
- Opportunity to participate in a Facebook live interview or online interview on beauty-forum.hu in the period leading up to the exhibition.

On-site appearance options:

- Display of company or brand logo on the sponsor's wall at the event location
- 1-1 roll-up placement option at the entrances, 1-1 roll-up placement at the stages
- Placing 6 posters in the exhibition area
- On-site flyer distribution with a hostess for two days
- You can give a speech and receive sponsorship diploma at the exhibition opening ceremony
- Posting option on the event's Facebook page 4 days before the event per week, once a week
- Advertising spot screening on the main stage twice a day
- Projection of advertising spots on TV screens above the gateways several times a day

After the event

- Press release thanking the sponsor, logo appearance



Package price: 3 530 EUR+VAT

FEATURED SPONSOR OF THE EVENT

Package contents:

Before the event:

- Including company or brand logo on exhibition campaign materials
- FB live login option during the Beauty Forum Online Festival on the Beauty Forum Hungary FB and YouTube pages

On-site appearance options:

- Display of company or brand logo on the sponsor's wall at the event location
- 1-1 roll-up display at the stages
- On-site flyer distribution with a hostess for two days
- Posting option on the event's Facebook page 2 days before the event per week, once a week

After the event:

- Press release thanking the sponsor, logo appearance



Package price: 1 772 EUR + VAT

VISITORS' WRISTBAND SPONSOR

At the entrance to the Beauty Forum Budapest trade fair, a logoed silk wristband is handed out to every visitor, which all visitors and contributors have to wear throughout the event.

We recommend it, because it is a very valuable advertising space, visitors will be wearing it on their arms all day at the event.

The wristband design will feature the logos of the organizer and the exclusive sponsor. The color of the wristband will be designed in accordance with the colors of the exhibition's image.

Planned number of visitors: 4,000 people

Technical information:

The logo of the organizer and sponsor is on 1 page.
The graphics will be sent for approval before printing.
Order deadline: July 15, 2026.
Logo submission deadline: August 1, 2026.
Payment deadline: upon order



**Price of exclusive appearance:
3 530 EUR+VAT**

EXHIBITION BAG SPONSOR

A fantastically successful novelty in 2024 and 2025 is the large, practical exhibition bag, which is given to all visitors of Beauty Forum Budapest at the entrance.

We recommend it to you, as it is a very valuable advertising space, the visitor carries it on their shoulder or in their hand all day at the event, collecting the advertising materials they receive.

The bag's designs feature the organizer's and exclusive sponsor's advertising material.

Planned number of visitors: 4,000 people

Technical information:

The organizer's and sponsor's advertisement is on page 1-1. We expect the graphics in a finished pdf file, which we will send for approval before printing.

Order deadline: July 15, 2026.

Graphics submission deadline: August 1, 2026.

Payment deadline: upon order.



**Price for exclusive placement (2 sides):
3 530 EUR+VAT
Price for 1 side: 2 400 + VAT
+ production costs**

36TH HUNGARIAN MAKE-UP CUP FEATURED SPONSOR

The package contains:

Before the event:

- Company or brand logo prominently displayed on the competition's campaign materials
- Facebook-live makeup demonstration with the brand's products - opening makeup presentation at the fall Online Beauty Festival
- 1 post (Facebook and Instagram) before the competition

On-site appearance options:

- Display of company or brand logo on the sponsor's wall at the event location
- Screening of a max. 30-second commercial before the announcement of results (if available)
- Roll-up display option at the stage during the results announcement
- Providing product samples and flyers to competitors
- Logo on the competition certificate
- Naming sponsors for the audience at the awards ceremony

After the event:

- Press release thanking the sponsor, logo appearance



Package price: 535 EUR + VAT
+ 3-3 gifts worth a gross of 100 EUR
per competition

36TH HUNGARIAN MAKE-UP CUP SUPPORTING PARTNER

The package contains:

Before the event:

- Including company or brand logo on exhibition campaign materials

On-site appearance options:

- Display of company or brand logo on the supporters' wall at the event location
- Logo on the competition certificate
- Roll-up display option at the stage during the results announcement
- Providing product samples and flyers to competitors

After the event:

Press release thanking the sponsor, logo appearance



Package price: 215 EUR + VAT
+ 3-3 gifts worth a gross of 70 EUR per competition

11TH COSMETOLOGY STUDENT OLYMPICS FEATURED SPONSOR

The package contains:

Before the event:

- Including company or brand logo on exhibition campaign materials
- 1 post (Facebook and Instagram) before the competition
- Posting a max. 30-second commercial in the Young Beauticians Community Facebook group

On-site appearance options:

- Display of company or brand logo on the sponsor's wall at the event location
- Screening of a max. 30-second commercial before the announcement of results
- Roll-up display option at the stage for the results announcement
- Handing over company flyers to competitors upon registration
- Logo on the competition certificate
- Naming sponsors for the audience at the awards ceremony

After the event:

- Press release thanking the sponsor, logo appearance



Package price: 535 EUR + VAT
+ 3x3 gift packages worth 100 EUR gross
(in the final, three teams of three will stand on the podium)

11TH COSMETOLOGY STUDENT OLYMPICS SUPPORTING PARTNER

The package contains:

Before the event:

- Including company or brand logo on exhibition campaign materials

On-site appearance options:

- Display of company or brand logo on the sponsor's wall at the event location
- Logo on the competition certificate
- Roll-up display option in the competition area
- Providing product samples and flyers to competitors

After the event:

Press release thanking the sponsor, logo appearance



Package price: 215 EUR + VAT
+ 9 gifts worth a gross 40 EUR
(in the final, three teams of three will stand on the podium)

9. LASH AND BROW GALA HIGHLIGHTED SUPPORTING PARTNER

The package contains:

- A 25-minute presentation
- Displaying a company or brand logo on the Lash and Brow Gala's campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- 1 online newsletter publication
- Roll-up display option at the Butterfly Festival venue
- Screening of an advertising video during the breaks of the Butterfly Festival (at least 3 times)
- Placing flyers at the Lash and Brow Gala's venue
- Press release thanking the sponsor, logo placement

Package price: 535 EUR + VAT



9. LASH AND BROW GALA SUPPORTING PARTNER

The package contains:

- A 25-minute presentation
- Displaying a company or brand logo on the Lash and Brow Gala's campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- Press release thanking the sponsor, logo placement

Package price: 256 EUR + VAT



BREATHE. EAT. MOVE. LIVE. HEALTHY LIFESTYLE CONFERENCE 2026

FEATURED SUPPORTING PARTNER

The package contains:

- A 25-minute presentation
- Display of company or brand logo on conference campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- 1 online newsletter publication
- Roll-up display option at the conference venue
- Screening of an advertising video during the conference breaks (at least 3 times)
- Placing flyers at the conference venue
- Press release thanking the sponsor, logo placement

Package price: 695 EUR + VAT



BREATHE. EAT. MOVE. LIVE. HEALTHY LIFESTYLE CONFERENCE 2026

SUPPORTING PARTNER

The package contains:

- A 25-minute presentation
- Display of company or brand logo on conference campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- Press release thanking the sponsor, logo placement

Package price: 260 EUR + VAT



Beauty Passport



The Beauty Passport is a passport-like booklet with a different country illustrated on each page, with a brand from that country on it. Each page features a different exhibitor's offer, but it is possible that a country may appear more than once.

A prominent promotional opportunity for exhibitors, allowing them to directly address all 4,000 visitors at the entrance. The visitor receives it free of charge. A maximum of 18 exhibitors can be included in the publication.

Technical information:

Cut size: A6 (105x148 mm)

Advertising base mirror: 105 x 112 mm

Useful advertising area: 105 x 80 mm

Resolution: 300 dpi +5-5mm bleed

File format: Pdf, TIF, EPS

The page includes two logos, stand number and website address

Order deadline: September 15, 2026.

Material submission deadline: September 30, 2026.

Publication price: 325 EUR + VAT

EXHIBITION NEWSLETTERS

Online newsletter plus

In the period leading up to the event, we will present the event's program in detail in our thematic online newsletters, as well as provide useful information about the exhibition: attractions, competitions, and the range of exhibitors.

Planned dates: 09.23., 10.14., 11.05.

Price: 325 EUR + VAT / 1 appearance*

Discounted package price: 645 EUR + VAT / 3 appearances*

*technical parameters of the exhibitor material that can be displayed in the newsletter: 600 characters of text with spaces, 1 landscape image (and a link)



ONLINE BEAUTY FESTIVAL AUTUMN -START COMMUNICATION IN TIME! September 14-17, 2026.

During the festival, we offer a variety of professional programs on our social media platforms for nearly a week. Taking advantage of this opportunity, companies can also present their exhibition promotions, programs, and new products through various forms of presentation during a concentrated campaign. We offer an online marketing mix to communicate everything.

Facebook live (interview, professional presentation, treatment demonstration)

Facebook-live login to the Beauty Forum Hungary Facebook page 1 time Price: 76,000 HUF + VAT/appearance

Online Festival Newsletter

The festival's information newsletter for the professional audience. Scheduled for dispatch: September 14.

Price: 209 EUR + VAT / issue

(technical parameters of the exhibitor material that can be displayed in the newsletter: 600 characters of text, 1 image and a link)

Instagram posts

Display of 2 posts on the Beauty Forum Hungary Instagram page during the festival.

Price: 209 EUR + VAT / 2 posts

YouTube clip upload

Uploading a pre-made promotional or educational film to the Beauty Forum Hungary Youtube channel.

Price: 209 EUR + VAT



**Discounted package price
when ordering all 4 items:
649 EUR + VAT**

APPEARANCE ON THE EXHIBITION WEBSITE

We offer a limited number of display spaces for our partners on our website, so our exhibitors can receive special attention even before the event, making visitors aware of their company/brand's message.

News with Facebook sharing

800 characters, 3 images,
clickable link
90 EUR + VAT

Home box banner

640 x 900 px
82 EUR + VAT / week

Homepage landscape banner

1 170 x 275 px
120 EUR + VAT / week

www.beauty-kiallitas.hu

LOCAL SERVICES

Flyer distribution in the hallways

Price: 380 EUR + VAT / day

Placing flyers at the entrance information desk

Price: 305 EUR + VAT / day

Projection of advertising spots on displays above the entrances

Price: 336 EUR + VAT / day (max.30 sec)

Roll-up display

Price: 200 EUR + VAT / day

Promotional presentations, demonstrations

Cosmetics stage promotional performance (room 3):

368 EUR + VAT / 25 minutes

Practical treatment demonstration (on the stage of Hall 9)

198 EUR + VAT / 25 minutes

Makeup demonstration (room 4): 198 EUR + VAT / 25 minutes



LOCAL SERVICES

On-site Facebook live check-in on the Organizer's page

Price: 490 EUR + VAT / occasion

Separate room

Price: individual consultation required according to demand

Wired wifi service for the booth

Depending on the amount of data, our construction colleague will send you an offer.



JOIN US AND FOLLOW OUR ONLINE CHANNELS!



@beautyforum.magyarország



/BeautyForumMagyarország



@beautyforumhungary

FEEL FREE TO CONTACT US!



Agnes Balla

managing director

agnes.balla@health-and-beauty.hu
+36 20 582 7744



Lisal Kristina

exhibition manager

kristina.lisal@health-and-beauty.hu
+36 30 574 4745

Health and Beauty Business Media Kft.

1033 Budapest, Szentendrei Street 95.
Tel.: +36 (1) 457 0067