

# WORLD OF FRAGRANCES

Niche parfums, aromatherapy,  
and the secret behind them

SAVE  
THE  
DATE

**november 6-7, 2026**  
Lurdy Conference and Event Center

# THE WORLD OF FRAGRANCES

## Where fragrance takes center stage

The **World of Fragrance** is a unique themed area within Beauty Forum Budapest, where the latest **perfumes**, **distinctive fragrance concepts**, and **personalized scent experiences** meet the scientifically grounded world of **aromatherapy**.

The initiative aims to provide an inspiring experience for beauty professionals while opening new perspectives on the rich and diverse world of fragrance.

The program will be held as part of **Beauty Forum Budapest**.



# SHOWCASE YOUR BRAND AND PRODUCTS TO AN INFORMED AND ENGAGED AUDIENCE!

The nearly 4,000 beauty industry professionals attending the event are:

- Open to new products and innovations
- Eager to understand how things work
- Enthusiastic about exploring the world of fragrance and scent experiences

## **Brand Building & Positioning**

Strengthen your brand awareness and market positioning in an inspiring, themed environment.

## **Product Showcase & Sales**

Present your latest innovations and create sales opportunities through engaging, experience-driven interactions with visitors.

## **Expanding Your Distribution Network**

Build new business relationships and connect with potential retail and distribution partners within the professional beauty industry community.





# BOOK YOUR EXHIBITION SPACE

The World of Fragrance themed exhibition area will be located in Hall C of the Lurdy Conference and Event Center, within an atmospheric, specially designed thematic space.

## The package includes:

- A **2 × 2 m exhibition space**, featuring an approximately **180 × 80 cm table/counter/display unit**, with roughly 1 m of space behind it, sufficient for a roll-up banner and two chairs. We encourage exhibitors to create a distinctive and inviting presentation of their space. Please note that on-site storage (for boxes or other materials) is not available.
- **Interactive** marketing activities designed to enhance the visitor experience.
- **Company logo** featured in the official exhibitor list.
- Opportunity for **direct product sales** during the event.

**Discounted price of the World of Fragrance package: 380 EUR + VAT**

Please note: The exhibition package does not include electricity supply or additional stand construction elements. These services can be ordered separately according to the official price list.





# COMMUNICATION SUPPORT

As part of Beauty Forum Budapest, the World of Fragrance benefits from extensive communication and promotional support, enabling participating brands to reach thousands of beauty industry professionals.

The program will be featured across the communication channels of **Beauty Forum Budapest**, an established industry event with a 34-year history, including our trade magazine, the beauty-forum.hu professional portal, Beauty Forum's social media platforms, and online newsletters.

Through this **targeted B2B communication campaign**, brands can effectively connect with **cosmetologists, beauty salons, and key players in the beauty industry**, strengthening their brand awareness, enhancing their market presence, and increasing their visibility within the professional community.



**DO YOU HAVE ANY QUESTIONS?  
FEEL FREE TO CONTACT US!**



**Agnes Balla**

managing director

agnes.balla@health-and-beauty.hu

+36 20 582 7744



**Lisal Kristina**

exhibition manager

krisztina.lisal@health-and-beauty.hu

+36 30 574 4745



# THE WORLD OF FRAGRANCES (BEAUTY FORUM BUDAPEST)

## NOVEMBER 6-7, 2026 LURDY CONFERENCE AND EVENT CENTER

### Order form



Exhibition space  
380 EUR + VAT



Exhibition space with table  
450 EUR + VAT

Please indicate your chosen package and send the completed order form, scanned and signed, to [krisztina.lisal@health-and-beauty.hu](mailto:krisztina.lisal@health-and-beauty.hu).

Order deadline: 1 September 2026.

Payment is due after placing the order, upon invoice, within 8 days of the invoice date.

This order constitutes a binding contract. By signing, I confirm that I accept the participation terms and the privacy policy available at [www.beauty-kiallitas.hu](http://www.beauty-kiallitas.hu)

Date:

Name:

Position:

Company name:

Signature: