



**CANADA  
INTERNATIONAL  
BEAUTY  
EXPO**

# Canada's Foremost International Beauty Expo

July 25-26, 2024

Bram & Bluma Appel Hall, TPL, Yonge Street, Toronto Canada

**1,500+**  
Attendees-

- Buyers
- Retailers
- Wholesalers
- Purchasing Agents
- Professionals

**60+**  
Exhibitors-

Manufacturers & suppliers of skin, hair & beauty products, accessories and equipment.

**18+**  
Countries-

From Canada, Asia, Africa, North America, South America, Antarctica, Europe and Australia

- ▶ **Exhibition**
- ▶ **Conference**
- ▶ **Networking**



**CANADA  
INTERNATIONAL  
BEAUTY  
EXPO**

**Produced by:**  
DIASPORA MEDIA INC.

**Book you stand now:**  
[info@canadainternationalbeautyexpo.com](mailto:info@canadainternationalbeautyexpo.com)



Meet over 1,500 buyers, retailers, wholesalers and purchasing agents who are looking to connect with manufacturers and suppliers of beauty products, accessories, and equipment.

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A woman with long dark hair, wearing a black jacket and a red scarf, is looking down at a display of beauty products on a white shelf. The shelf is filled with various items, including lipsticks, lip glosses, and other cosmetics. The background is slightly blurred, showing more shelves and products in a store or exhibition setting.

**At the confluence of global procurement/supply of beauty, hair and wellness products, accessories, and equipment.**

Exhibiting at the Canada International Beauty Expo puts your products and brand in front of thousands of qualified buyers from the beauty, hair and wellness industry.

From direct buyers to retailers, wholesalers to purchasing agents, it all comes together at CIBEx, where attendees state that their number one reason for attending is to meet and do business with manufacturers and suppliers.

**Ready to show thousands of attendees why your product or solution is awesome?**

If so, it's time to secure your exhibit at CIBEx 2024.

# Where Buyers meet with Manufacturers and Suppliers

Showcase your products and solutions at Canada's foremost International Beauty Expo.

CIBEx connects the buyers, the products, the manufacturers, and the suppliers to foster international trade, which is why over 1,500 attendees will converge in Toronto from July 25-26, 2024. They will arrive purchase-ready and keen to discover and explore various trade opportunities. If you have an attractive product or solution — then you should be there!

**Only an exhibition at CIBEx will put you in front of this exclusive audience.**



## Who Attends?



**Serious buyers and businesses with the readiness and motivation to do business attend the CIBEx.**

Because visitors to CIBEx are there to do serious business, they attend the event motivated to meet and trade with manufacturers and suppliers.

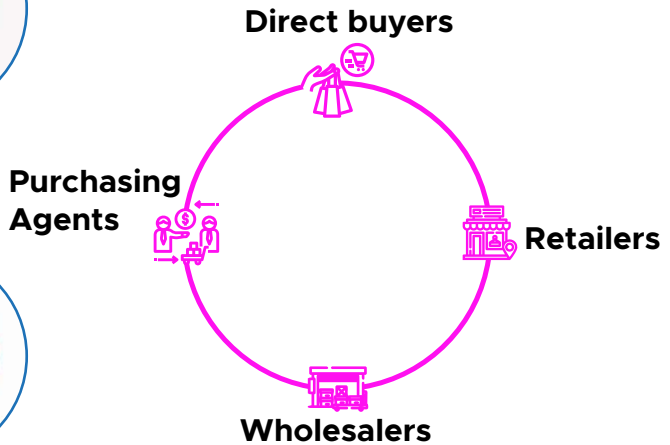


They're eager to hold meetings, watch demos, and network with leading manufacturers and suppliers like you.

**Because they are excited to discover, explore and learn, they arrive expectant, focused and approachable.**



## TYPES OF ATTENDEES



## Trade driven. People Oriented. Opportunity rich.

Over 400 leading organizations send teams to CIBEX to discover and explore new opportunities, new products and new suppliers specific to their business needs.

In July of 2024, you will have the singular opportunity to engage with over 1,500 attendees from the relevant industries who are seeking top products, manufacturers and suppliers.

### Visitors Profile

- Beauty products dealers
- Beauty academies
- Beauty Salons
- BioShops
- Canada hosted buyers
- Contract manufacturers
- Corporate buyers
- Cosmetic Shops
- Cosmetic surgery clinics
- Cosmetologists
- Department Stores
- Dermatologists
- Direct buyers
- Distributors
- Franchisors
- Hair salons
- Stylists
- Hotels, resorts and spas
- Importers
- Makeup Artist
- Perfumery Shops
- Pharmacies & Drug Stores
- Purchasing agents
- Retailers & retail Chains
- Skin care centres and laser clinics
- Supermarkets
- Trade Associations
- Wholesalers

### Visitors are looking to source:



Body Care



Face care



Hair care



Make up



Oral Cosmetic



Fragrances



Skin Care



Sun Care



Toiletries



Tools



Spa Products



Cosmetic surgery



Wellness



Machinery



Salon Management



Raw Materials



Hair Grooming



Hair Extensions

At **CIBEx 2024**, every contact you make has the potential to become your next big business customer or partner.

98%

**KEEN TO DO BUSINESS**

98% of CIBEx attendees are direct buyers, retailers, wholesalers or purchasing agents who are seriously looking to connect with manufacturers and suppliers of beauty products, accessories and machinery.

92%

**EXCLUSIVE ATTENDANCE**

92% of attendees indicate that the CIBEx is the only beauty and wellness expo they will visit in 2024.

86%

**PRE-QUALIFIED ATTENDEES**

86% of CIBEx attendees will visit the event already pre-screened.

“Exhibiting in or sponsoring the Canada International Beauty Expo means situating your organization in a space designed to optimize your business and connect you with the right people – serious buyers who are ready and eager to meet and engage with you.”

## CIBEx

**Buyers, retailers, and distributors, as well as visitors from some of the world's leading beauty companies attend the CIBEx to network with peers and learn about the latest products and trends in the beauty industry.**

Gillette	L'Oréal	Naos
Nivea	Unilever	Yanbal
Guerlain	The Estée Lauder Cos.	Dabur
Lancôme	LVMH Moët Hennessy Louis Vuitton	Edgewell Personal Care
Estée Lauder	Chanel Ltd.	Finetoday
Dove	Beiersdorf	Nu Skin
Pantene	Natura & Co.	PDC Wellness & Personal Care
Garnier	Coty	Jala Group
Maybelline	Bath & Body Works	Oriflame
Head & Shoulders	Kenvue	Shanghai Jahwa United
Clinique	Mary Kay	S'Young Group
PECHOIN	Puig	Chicmax Cosmetic
Johnson's	Kao Corp.	Hermès International
Clarins	Henkel	Mandom Corp.
SK-II	Colgate-Palmolive	Bloomage Biotechnology
Procter & Gamble	LG H&H	Oddity Tech Ltd.
M.A.C	Amorepacific	Embelleze
Olay	L'Occitane International S.A.	Markwins Beauty
BeneFit	Wella Co.	Yatsen
Yves Rocher	Kosé Corp.	Manzanita
Natura	Revlon Group Holdings LLC	Joy Group
Axe/Lynx/Ego	Groupe Clarins	Combe
L'Occitane	Groupe Rocher	The Carlyle Group
Rexona	Laboratoires Pierre Fabre	Caudalie
Schwarzkopf	Rodan + Fields	Fancl Corp.
Elsève/Elvive	Grupo Boticário	Guthy-Renker
Neutrogena	Victoria's Secret & Co.	Betterware De Mexico
Fresh	Inter Parfums	Nuxe Group
Old Spice	Advent International	Florasis
Lux	Rituals Cosmetics	Sodalis Group
CHANDO	Galderma	Burt's Bees
Palmolive	Pola Orbis	Hoyu
La Roche-Posay	Amway	Weleda
Clear	Proya Cosmetics	Maesa
Rejoice	Belcorp	Alcora Corp.
Sunsilk	John Paul Mitchell Systems	Rare Beauty
Shiseido	Godrej	Noevir
Bobbi Brown	Sisley	Alfaparf Milano
Biore	Lush	Milbon
Herbal Essences	Walgreens Boots Alliance	Lion Corp.
TRESemMÁ	EuroItalia	Guangdong Marubi
The History of Whoa	Neora	Luxury Brand Partners
Lifebuoy	E.i.f. Beauty	Cartier
Vichy	Cosnova	PZ Cussons
Sulwhasoo	Marico	Emami Ltd
Kosé	Yunnan Botanee Biotechnology	Creed
Suave	Kiko SpA	Dr. Wolff Group
Kiehl's	Davines Group	Parlux Holdings
Syoss	Church & Dwight	Anastasia Beverly Hills



# Why Exhibit?

The Canada International Beauty Expo provides an excellent opportunity to establish and strengthen business ties in Canada and the North American region while expanding the horizons of your business through representatives of wholesale companies and retail chains.

If you wish to acquire new customers, partners, wholesale buyers, dominate your market or outperform your competitors, the Canada International Beauty Expo is an event you must not miss.

The expo will help to increase your productivity, boost your sales and business turnover. This unique event is a trade show that is guaranteed to add high value to your business.

**We want to make sure that exhibitors utilize all the benefits the expo has to offer. To do this, we are open to discussing bespoke exhibition packages -tailored to suit your organization's unique needs.**

## International Exhibitors

**CIBEx exhibitors come from over 18 countries including:**



Canada



Japan



France



United States



UAE



Turkey



Spain



South Korea



Pakistan



Nigeria



Italy



India



Germany



China



Singapore



Brazil

## MARKETING STRATEGIES



### ADVERTISING

CIBEx has an extensive print and digital attendee acquisition campaign including retargeting, native, paid social, full-page print ads and digital advertising featured in the most relevant and credible international trade and business publications and their websites, in Canada and worldwide.

CIBEx also provides exhibitors with a variety of ways to promote their exhibition including branded and customizable digital ads and landing pages and opportunities to advertise in CIBEx print and digital media.



### TERTIARY MARKETING

CIBEx extends invitations to national and regional trade and professional organizations to encourage them to hold their own special events in conjunction with CIBEx. We also seek specific teams to hold special events relating to their unique trade and business needs.

Exhibitors can sponsor one of our on site show features, including the mobile show app, lanyards, entrance stairs or an on floor informative sessions.



### DIGITAL MARKETING

Our permission-based email and newsletter campaigns target thousands of attendees to remind them of the benefits of attendance and to drive them to register.

CIBEx uses email nurture campaigns to provide them with regular updates on the latest show news.

CIBEx also provides exhibitors with customized HTML email invitations to send to your VIPs. It will link them to free registration, show information and your CIBEx landing page.



### DIRECT MAIL

Key decision makers will receive carefully-timed, targeted direct mailings explaining the benefits of attending CIBEx and driving them to the website to register.

Full-color postcards packed with important information about CIBEx are available to all attendees.



### PR & SOCIAL MEDIA

Our messages appear in high-profile trade and business-to-business press, where we focus on the benefits of attending CIBEx

You can access media lists, place your press kits in the Press Room and conduct a press conference during the show. Exhibitors can also distribute their press releases via [info@canadainternationalbeautyexpo.com](mailto:info@canadainternationalbeautyexpo.com)

Many leading publications have plans for special pre-show issues and extensive post-show coverage. CIBEx also maintains and actively engages attendees via social media sites and CIBEx blog.



### FREE [INFO@CANADAINTERNATIONALBEAUTYEXPO.COM](mailto:info@canadainternationalbeautyexpo.com) EXHIBIT LISTING

[info@canadainternationalbeautyexpo.com](mailto:info@canadainternationalbeautyexpo.com) is up and running before and long after the event, and your free [info@canadainternationalbeautyexpo.com](mailto:info@canadainternationalbeautyexpo.com) exhibit listing lets you brand your exhibit among attendees who are researching, planning their attendance and doing post event follow-up.

You also have the option to upgrade your listing and create a streamlined mini site with your company logo and branding images, literature, press releases video presentations, email contacts and web links to drive traffic to your website.

## Participation opportunities

# Sponsorship & Exhibiting

\*All sponsors receive: logo recognition in all event collateral materials, exhibit space, free registrations and an advert in the event guide.

### **PRESENTING SPONSOR (1 AVAILABLE) CA\$25,000**

- The event would be named “**The Canada International Beauty Expo presented by (your organization’s name)**”
- Presenting sponsor logo recognition in all event collateral
- Presenting sponsor mention in pre and post event press releases• Plus, all platinum sponsorship benefits listed below:

### **PLATINUM SPONSOR - (2 AVAILABLE) CA\$10,000**

- Premium Exhibition Space (x2)
- Speaking/presentation opportunity at event
- Swag bags insert (4,000+)
- Platinum sponsor recognition in Pre and post event publicity
- Dedicated breakout session
- Commercial or special message screened at the event
- Access to email list of attendees who opt-in to hear from event sponsors
- 4 registrations

### **GOLD SPONSOR (3 AVAILABLE) CA\$7,500**

- Premium Exhibition Space (x1)
- Speaking/presentation opportunity at event
- Gold sponsor recognition in Pre and Post event publicity
- 3 registrations

### **SILVER SPONSOR - (4 AVAILABLE) CA\$5,000**

- Premium Exhibition Space (x1)
- Silver sponsor recognition in Pre and post event publicity
- 3 registrations

### **Exhibition space (CA\$2,300)**

#### **Includes**

- 3x2m exhibition space
- Sign board with your brand name
- 4 chairs, 1 table
- Lighting, literature rack, waste bin
- Complimentary meals and refreshments

### **Event Guide Advert (CA\$1,000)**

Advertising in the event guide promotes your brand, solutions or services during and after the event. Full page and half-page advert spaces are available.

### **LUNCH & COFFEE BREAK SPONSOR - (2 AVAILABLE) \$4,000**

The event features coffee breaks, lunch break, an opening reception, and after-hours networking. This package offers your organization exclusive rights to our fun and well-coordinated snacks, drinks, and meals at the event.

### **VIP LOUNGE SPONSOR (2 AVAILABLE) \$4,000**

Exclusively display your marketing materials (including roll up banners, brochures, etc.) in the VIP lounge. Also screen your video exclusively on the giant screen in the VIP lounge.

### **LANYARD SPONSOR – (1 AVAILABLE) \$5,000**

Logo on lanyard given to all attendees (provided by sponsor). This exclusive feature puts your brand around the neck of every attendee at the event – even your competitors!

### **OFFICIAL EVENT BAG SPONSOR – (1 AVAILABLE) \$5,000**

Your logo is displayed on the official event bag and the souvenirs that are given to ALL attendees. Handed out as registrants pick their badges, your logo (on the bags) and your logo on souvenir are the first things they see at the event.

**Reserve your space today.**

## **CONTACT CIBEx 2024 SHOW SALES**

### **Sales Team**

info@canadainternationalbeautyexpo.com  
+1-226-753-3552 | (WhatsApp)

### **Steve Ike | Event Director**

steve.i@canadainternationalbeautyexpo.com  
+1-226-753-3552

### **2024 SHOW HOURS**

THURSDAY July 25, 2024, 10:00 am – 5:00 pm

FRIDAY July 26, 2024, 10:00 am – 5:00 pm

Note: The venue will open on Wednesday July 24 for set up  
The venue will open at 9AM for all show days.

### **CIBEx 2024 EXHIBITOR REGISTRATION KIT INCLUDES THE FOLLOWING**

Event schedule move-in and move-out times, and general event rules.  
Booth branding and furnishing options.  
Exhibitor badge registration form.

**[CANADAINTERNATIONALBEAUTYEXPO.COM/MANUAL](https://CANADAINTERNATIONALBEAUTYEXPO.COM/MANUAL)**