

Subject to change, as of January 2017, Printed in Japan 01/17/1500

# *beautyworld*

## JAPAN WEST

16 — 18 October 2017  
INTEX Osaka

[www.beautyworldjapan.com](http://www.beautyworldjapan.com)

### Enquiry

Mesago Messe Frankfurt Corp.  
Beautyworld Japan Organisers Office  
Shosankan 7F 1-3-2 Iidabashi  
Chiyoda-ku Tokyo 102-0072, Japan  
Tel. +81-3-3262-8939 Fax. +81-3-3262-8442  
E-mail. [info@beautyworldjapan.com](mailto:info@beautyworldjapan.com)  
Web. [www.beautyworldjapan.com](http://www.beautyworldjapan.com)



# Gain access to western Japan's beauty industry!

Beautyworld Japan West is the optimum platform for exhibitors to penetrate western Japan's beauty sector, the country's second largest market. Last year's edition helped to foster fruitful sales negotiations between 264 exhibitors and 19,744 trend-conscious visitors.

The show's upcoming 12th edition will be held on a larger scale with new zones and occupy three halls at INTEX Osaka.

Beautyworld Japan West 2017 is prepared to help create even more business relationships by covering all areas of beauty products, techniques and services.

Join Beautyworld Japan West to expand your business in western Japan!

Scale  
up!

New  
zones!

## Fair profile

Name :	Beautyworld Japan West (12th edition)
Date :	16—18 October 2017
Opening hours :	10:00—17:00
Venue :	INTEX Osaka, Hall 3, 4, 5
Organiser :	Mesago Messe Frankfurt Corp.
Special Highlights :	Main stage professional seminars Nail on stage Special technique seminar Exhibitor stage Exhibitor presentations

## Prime opportunity to tap and influence the beauty market in western Japan

With over 88% of its visitors from western Japan, the second biggest commercial region, Beautyworld Japan West provides you key opportunities to enter and expand your business in the area.

## Key tool for learning about the region's beauty salon market

Approximately 70% of Beautyworld Japan West's visitors are owners of various salons for aesthetic, hair and nails, making the show the most effective platform for learning about western Japan's beauty salon market needs.

## Efficient and effective platform for promotion

Of the fair's total visitors, 80% have full or partial decision-making authority, making it easier for you to engage in formal negotiations.

## High satisfaction rate among exhibitors and visitors

According to survey results, 89% of previous exhibitors and 94% of visitors plan to return to the next fair, proving that fair participants are satisfied with their experiences.

## Exhibits

- Cosmetics
- Natural & organic
- Beauty supplements
- Spa & wellness
- Nail
- Diet & health
- Salon furniture & items
- Beauty accessories
- Eyelash
- Hair
- OEM & packaging
- Business support
- Professional beauty schools
- Hair & compound salons
- Other beauty related items

\*It is prohibited to exhibit medical devices in any case.  
\*Participants are not permitted to bring any kinds of beauty machines / equipment (except scissors, tweezers, nailclippers etc.) and supplements into Japan due to strict import regulations. (With the exception of the situation where you have an agency in Japan and each product has import experience to Japan.)

## Visitors

- Aesthetic salons, hairdressing salons, nail salons, eyelash salons
- Hotels, spas, fitness clubs, massage studios, leisure facilities
- Distributors, wholesalers
- Retailers
- Manufacturers
- Medical institutions
- Press, government agencies, embassies, professional beauty schools

## Visitor promotions

Beautyworld Japan West will attract 22,000 visitors with its accumulated know-how and visitor network through the 3 fairs held in Osaka, Tokyo and Fukuoka.

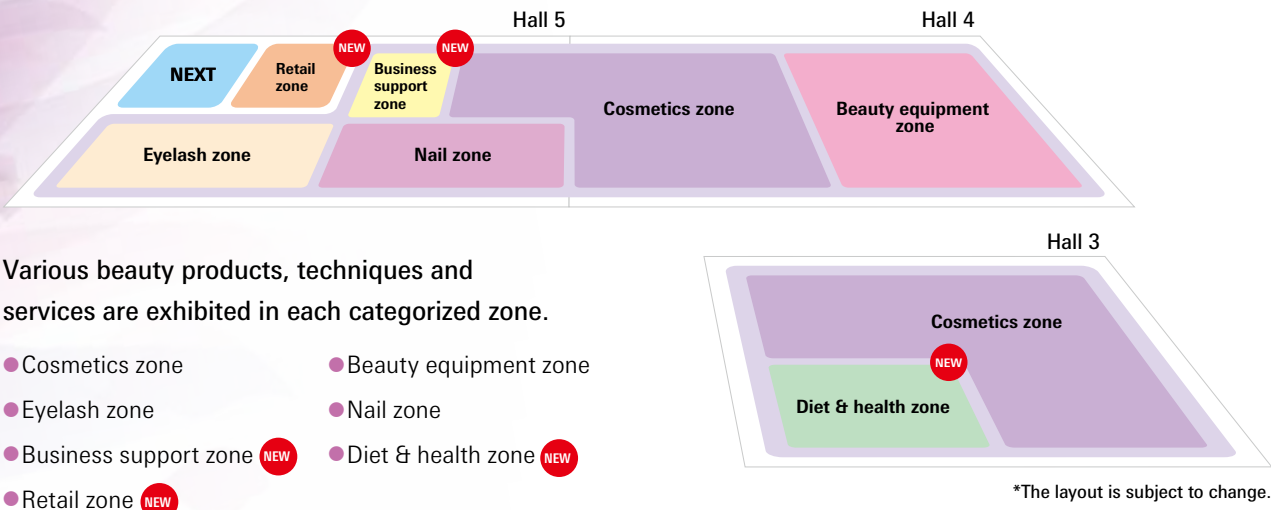
- Direct mailing of free admission tickets, postcards to industry professionals
- Telemarketing, delivering mail magazines to visitor targets
- Holding several technique seminars by popular instructors
- Promotions through trade press



# Application deadline 26 May 2017

\*If the requested space reaches our maximum capacity before deadline, you will be placed on the waiting list.

## Areas / zones & Participation fee



Standard raw space (tax excluded)	JPY 309,750 / 1 booth (9㎡ =W3m×D3m)
Nail raw space (tax excluded)	JPY 137,760 / 1 booth (4㎡ =W2m×D2m)

\*Booth fittings such as octanorm wall panel systems, signs, needle punch carpet and power supplies are **not** included and are the exhibitor's responsibility.  
\*Rental stand is available for your easy participation. Please refer to the details on the next page.  
\*Nail raw space is for nail related product exhibitors only.

### Special exhibition area “NEXT”

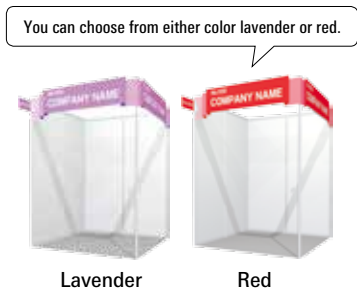
Have a new product, service or information to launch?  
This new area features the next trends with an effective and reasonable package plan.

Participation fee (tax excluded)	JPY 230,000
1 booth	1 booth (4㎡ =W2m×D2m)
Applicable products	New brands

\*New exhibitors are prioritized.

#### Participation fee includes

Raw space, booth fittings, a special advertisement in the official fair guide, website, and on-site at the fair.



Participation fee includes: Raw space, booth fittings, a special advertisement in the official fair guide, website, and on-site at the fair.

Discount	Triple discount ▶ 5% OFF
*For both participants at Beautyworld Japan Fukuoka and Beautyworld Japan in 2017, except "NEXT" exhibitors.	

\*Consumption tax will be applied to the prices declared.  
\*Basic promotional tools (free admission tickets for visitors, official banner & logo, E-cards) are included in the participation fee.

## Rental stand (ONLY for standard or nail raw space)

An economical and convenient rental stand is available for order.

### For standard space

Booth *image	Type A	Type B	Type C
	(tax excluded)	(tax excluded)	(tax excluded)
1 booth (9㎡ )	JPY 107,500	JPY 130,500	JPY 145,000
2 booths (18㎡ )	JPY 152,500	JPY 189,500	JPY 203,000
3 booths (27㎡ )	JPY 219,500	JPY 270,500	JPY 282,500
4 booths (36㎡ )	JPY 246,500	JPY 342,500	JPY 372,500

#### The rental stand includes:

Needle punch carpet / Octanorm wall panel system /  
Sign (company name, booth number) per open side /  
Booth number board / LED spotlight / Double electrical outlet /  
Power supply installation & electricity fee / Wastepaper bin /  
Booth cleaning (except nail type) / Booth construction and dismantling

\*Excess usage of electricity requires additional charge.

\*Consumption tax will be applied to the prices declared.

\*Rental stand fee is set according to the rate of primary materials.

\*For further details, you may check our official fair website or contact our official stand contractor below.

\*You may order the rental stand by submitting the application form in the "Exhibitor manual" which will be sent to all exhibitors in July 2017.

\*Same price will be applied for corner booths.

### For nail space

Booth *image	(tax excluded)
1 booth (4㎡ )	JPY 99,000
2 booths (8㎡ )	JPY 156,000
3 booths (12㎡ )	JPY 212,000
4 booths (16㎡ )	JPY 262,000

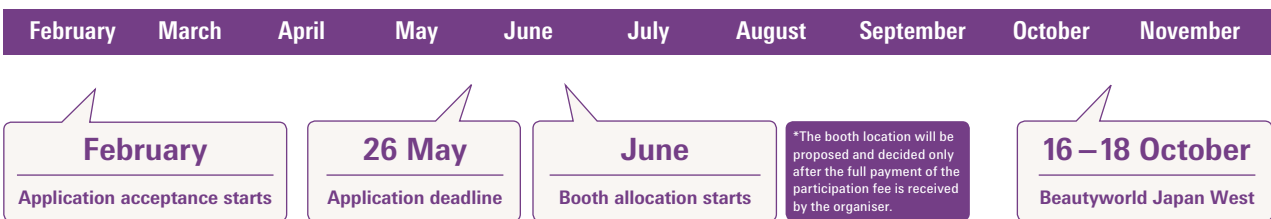
For more details, please contact the official stand contractor Fujiya Co., Ltd. E-mail. event@fujiya-net.co.jp

## Price simulation(1 standard booth 9㎡ with rental stand type A)

Space fee	JPY 309,750	+	Rental stand fee	JPY 107,500	=	Total	JPY 417,250 (tax excluded)
-----------	-------------	---	------------------	-------------	---	-------	----------------------------

## Schedule

2017



2016 in figures

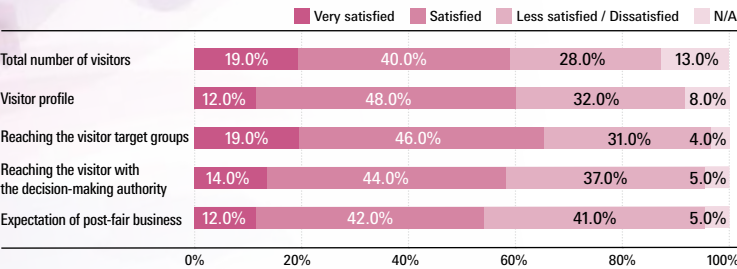
24 – 26 October 2016 INTEX Osaka, Hall 4, 5

Number of exhibitors 264 exhibitors / 5 countries, regions (Domestic: 246 / Overseas 18)

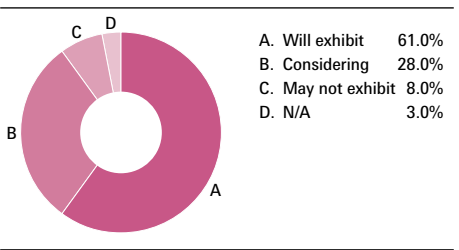
Japan	S. Korea	China	Thailand	France	Total
246	14	2	1	1	264

\*Including co-exhibitors

How satisfied are you as an exhibitor with...



Exhibiting at the next fair



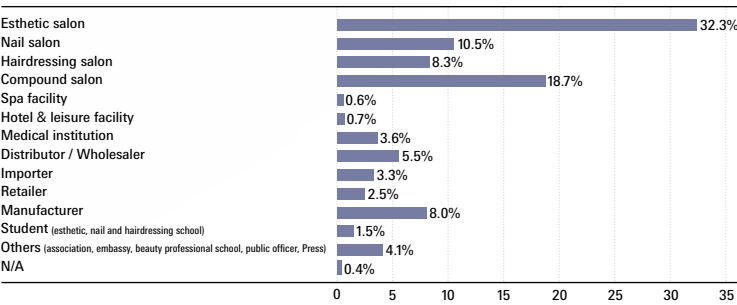
Exhibitor comments

"As the general agency representing Korean fermented tea in Japan, our main target is to meet distributors and salon owners who can help us gain a stronger market share of the teas served at salons to welcome guests. Quite satisfied with the results of our participation in the show, we hold Beautyworld Japan West in high regard as a platform for connecting with professional buyers and salon owners."  
(Distributing agent)

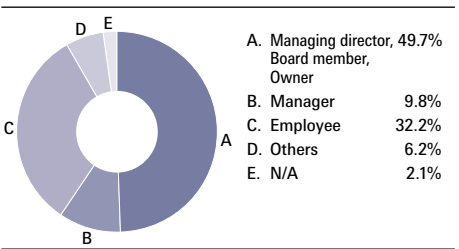
"We launched a brand new cosmetics brand this April and have only been selling our products online. Since we were not very successful promoting our goods through magazine ads, we decided to take our first step into the world of trade fairs. Taking advantage of the opportunity to directly promote our products to customers at Beautyworld Japan West enabled us to accomplish our sales goals and we now realise the importance of exhibiting. There is a way to go for us to accept a large number of orders, but we are planning to increase the scale of our business and participate in three Beautyworld fairs."  
(Manufacturer, distributor and vender of cosmetics products)

Number of visitors 19,744 visitors / 24 countries, regions (Domestic: 19,228)

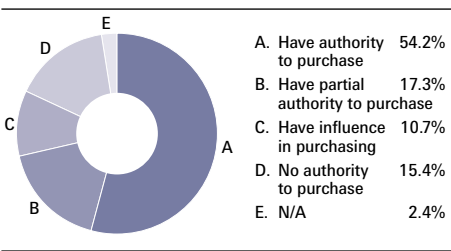
Industrial categories (occupation)



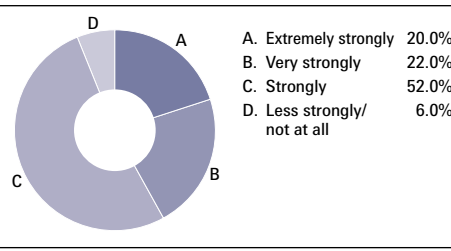
Visitor's position



Visitor's authority in purchasing decisions



Visiting the next fair



Visitor comments

"It was my first time visiting Beautyworld Japan West since I launched my own salon 18 years ago. The fair provided me the an opportunity to acquire a deeper understanding of the products that I have been using, as well as the latest trends and products on the market."  
(Esthetic salon owner)

"As a manager of a hair salon in Ehime prefecture, Beautyworld Japan West enables me to introduce creative products and services to my clients. The show not only covers hair, but it also teaches me about a rich variety of beauty-related products and techniques."  
(Hair salon owner)

Maximise your result with promotional tools!

Wisely utilise our promotional tools to achieve your goal and exploit Beautyworld Japan thoroughly!  
We proudly offer many kinds of effective tools. Year-round advertising tools and sponsorship opportunities are also available for a long-term promotion covering 3 Beautyworld Japan fairs in Tokyo, Osaka, and Fukuoka.

For more details, please contact us at [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

Utilise them to invite your key customers!

Basic free promotional tools Utilise them to invite your key customers!

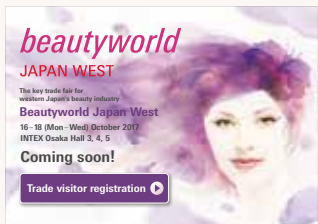


① Free admission tickets & stickers



beautyworld  
JAPAN WEST

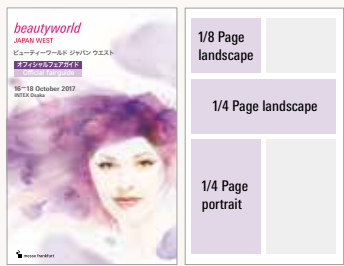
② Banner & logo



③ E-card

Extra advertising tools

Enhance your presence to your potential customers!



① Advertisement in the official fair guide



② Banner on the official fair website



③ On-site advertisement board

\*In addition to above, we have various tools to back up your promotion.  
For details, please refer to [Promotion guide] which will be sent after application form is submitted.

Yearly schedule

beautyworld  
JAPAN

15–17 May 2017  
Tokyo Big Sight

beautyworld  
JAPAN WEST

16–18 October 2017  
INTEX Osaka

beautyworld  
JAPAN FUKUOKA

5–6 February 2018  
Fukuoka Kokusai Center