



International **Beauty** Expo
国际美容展

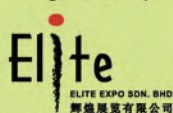
五月

17 - 20
MAY 2014

Kuala Lumpur Convention Centre,
MALAYSIA

Most Acclaimed
Business Platform for
Beauty . Hair .
Cosmetics . Nail .
Spa Professionals

Organized by:



CENTRE OF GRAVITY

INTERNATIONAL BEAUTY EXPO (IBE) 2014 2014 IBE国际美容展



On MAY 17 - 20, 2014 Malaysia will once again be the centre of gravity for beauty industry with the returns of 8th International Beauty Expo (IBE)! Riding on the success of previous seven years, IBE is now the most acclaimed beauty business platform for the industry professionals.

马来西亚美容、美发、美妆、美甲界备受瞩目的年度盛事 – 第8届IBE国际美容展将于2014年5月17日至20日强势回归! 回顾七年辉煌成就和业界肯定, IBE在美容业界名声非凡, 信誉度和知名度绝对是业内专业人士推广产品和服务的优质平台。

5 Main Beauty Thematic / 5大展览主题

Beauty, Cosmetic & Skin Care
美容、化妆与护肤

Hair & Nail Zone
时尚美发与护甲

Health & Nutrition
健康与营养学

Spa & Wellness
健康水疗

Weight Management
体重控制

THE TRADE-DRIVEN EXPO – YOUR PERFECT LOCATION TO:

- Showcase your products or services and reach a targeted audience
展示您的产品或服务, 并达到目标受众群
- Attend to enquiries and disseminate information
提供产品或服务最新资讯并达到宣传效果
- Identify your new potential customers or strengthen relations with the existing ones
寻觅您新的潜在客户, 并与现有客户维持更稳固的合作关系
- Create or reinforce the visibility and raise the awareness and interest about your supply capacity
创建和加强知名度以提高群众对您的产品或服务的认识和兴趣
- Identify agents 鉴定代理商
- Negotiate offers which may result in actual orders
为您带来实际订单的商机
- Establish backward and forward business linkages
维持现有并创造未来商贸联系

IBE WORLD STAGE HIGHLIGHTS:



Int'l Hosted Buyers Program with Business Matching Services:
特邀国际买家计划以及商业配对服务:

- FREE Hotel Stay
免费酒店住宿
- TRADERS SmartRewards – Exclusive cash rebates on purchase
买家智购奖赏 – 享有独家现金回扣奖励
- Meeting Destinations for Global Professionals and Leaders
全球业内专业人士及领导人会面聚集地



Gathers of World Class Awards:
国际级赛事的终极交汇点:

- 2015 OMC Asia Cup Open – The Asia Hairdressers' most awaited Hairdressing Olympics
2015 OMC 亚洲盃公开赛 – 全亚洲美发师最期待的美发界奥运会
- 2014 Int'l Hairdressing Awards (IHA) – 2014 IHA国际美发大赛
- 2014 IBE Make-Up Artistry Awards – 2014 IBE国际彩妆大赛
- 2014 IBE Nail Artistry Championship – 2014 IBE国际美甲艺术大赛

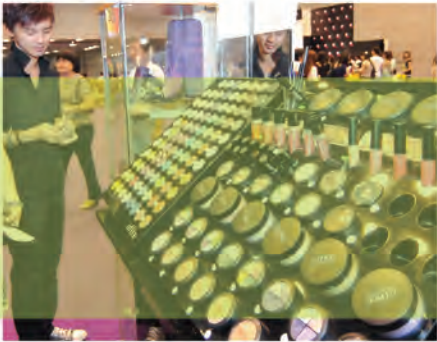


Industry Professional Sessions:
业者不容错过的最新资讯:

- Exclusive Stage Shows
独家精彩舞台表演
- Professional Seminars & Technical Workshops
专题研讨会及专业技术工作坊
- International Conferences
国际会议

IBE'S VISITORS LOOK FOR:

- Manufacturers 制造商 • Agents 代理商 • Suppliers of industrial inputs 工业投入供应商
- Suppliers of components and accessories 部件及配件供应商
- Suppliers of services 服务供应商 • Research and training institutes 研究和培训机构
- Trade promotion organizations 贸易促进机构
- Industry associations 业内协会/公商会 • Exporter 出口商
- Wholesaler 批发商 • Distributor 经销商



GIGANTIC COUNTRY PAVILIONS:



China
中国



Hong Kong
香港



Korea
韩国



Singapore
新加坡



Taiwan
台湾



STRATEGIC WORLDWIDE PROMOTIONS:

Below the Line Mediums 商业宣传

Brochures, Flyers, Direct Mailers, Industry Invitation Materials, Fair Directory, E-Newsletter, E-Direct Mailer, Faxes, SMS Invitations, Awards Entry Forms, and etc

小册子、宣传单、直邮、行业邀请素材、展刊、电子展刊、电邮、传真、短信宣传、竞赛表格等等

Outdoor Campaign 户外宣传

Billboard, Banner, Road Bunting, Creative Outdoor Tools, Door-to-Door Visitations to Salons and Centres/ Academies/ Retail Shops/ Industry Stores, and etc

大型广告看板、布条、创意户外广告宣传、亲自登门拜访业内沙龙、中心、学院、零售店及商店等等

Above the Line Mediums 广告宣传

TV, Radio, Newspapers, Online Advertisements, Social Networks and Sites, Trade Publications, Magazines, Press Release, Public Relations and etc

电视、电台、报章、线上广告宣传、社交媒体及其他相关网站、商业杂志、新闻稿、公关活动等



Book Your Space!
立即预订您的参展摊位

CALL
US
NOW

PARTICIPATION COST:

Standard Booth 标准摊位

Facilities 设备:

Partitions (3m x 3m), carpet, fascia board with company name, information table, 2 x folding chairs, 2 x 100w spotlights, 1 x 13amp socket, cleaning services, and 24 hours security services.

摊位分隔板(3米x3米)、地毯、公司楣板、一张询问桌、两张百摺椅、两盏聚光灯、一个单相插座、清洁服务以及24小时保安服务

Standard Booth:

RM929/ USD332* per sqm (min. 9sqm)

**surcharge of 10% for corner booth

标准摊位价格:

每平方米 RM 929 / USD 332*

(至少 9 平方米)

**角落摊位将加收10%的附加费

Raw Space 空地展位

Facilities 设备:

Cleaning services and 24 hours security services.

清洁服务以及24小时保安服务

Raw Space:

RM835/ USD298* per sqm (min. 18sqm)

空地展位价格:

每平方米 RM835 / USD 298

(至少18平方米)

*Foreign currencies are subject to the rate of exchange ruling at the time of transaction

* 所有货币兑换将根据当日兑换率计算

✦ For Booth Enquiries: 欲知更多摊位详情, 请联系市场营销部门:

Marketing Department: exhibition@elite.com.my

✦ For Sponsorship Opportunities & Programs Partnership Enquiries: 预知更多赞助项目以及活动合作关系详情, 请联系公关部门:

PR & Communications Department: pr@elite.com.my



Elite

Elite Expo Sdn. Bhd.
辉煌展览有限公司

Tel / 电话: 603 - 5891 1157

Fax / 传真: 603 - 5891 1147

Email / 电邮: exhibition@elite.com.my

Organizer Website / 主办单位官网: www.elite.com.my

Trade Fair Website / 展览会官网: www.ibe.my

Address / 地址: 46, Jalan Layang-Layang 3, Bandar Puchong Jaya, 47100, Puchong, Selangor, Malaysia