

Participation Format and Fee 格式与费用

| Booth Options 摊位类别 | Facilities 设备 | Prices 价格 |
|---|---|---|
| (A) Standard Booth 9sqm (3m x 3m) 标准摊位9平方米 (3米 x 3米) | Partitions, carpet, fascia board with company name, information table, 2 folding chairs, 2 x 100w spotlights, 1 x 13amp socket, cleaning services & 24 hours security services. 摊位背板、公司楣板、地毯、一张询问桌、两张白折椅、两盏射灯、一个单相插座、清洁服务及24小时保安 | RM 929 / USD332* per sqm ** Surcharge of 10% for corner booth 每平方米 RM 929 / USD321* |
| (B) Row Space at least 18sqm (3m x 6m) 空地展位至少18平方米 (3米X6米) | Cleaning services, 24 hours security services. 清洁服务, 24小时保安系统. | RM 835 / USD298* per sqm 每平方米 RM 835 / USD 288* |

* Foreign currencies are subject to 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



International Beauty Expo
国际美容展

18 - 21 May 2013

11am - 7pm

Kuala Lumpur Convention Centre



Beauty, Cosmetic & Skin Care
美容, 化妆与护肤

Hair & Nail Zone 时尚美发与护甲

Spa & Wellness 健康水疗

Health & Nutrition 健康与营养学

Weight Management 体重控制



5 Main Beauty Thematic / 5大展览主题专区

For more information, please contact: 欲知更多详情, 请联络主办单位:

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Organized by:

Elite
ELITE EXPO SDN. BHD.
辉煌展览有限公司

The Perfect Trading Platform for Beauty . Hair . Make-up . Nail . Spa

美容 . 美发 . 美妆 . 美甲
业界的首要贸易平台



International Beauty Expo (IBE)'s 6-years track record of excellence has made it a not-to-be-missed platform in the beauty trade's events calendar. The 7th edition of IBE is embracing an exhibition hall size of 77,590 square feet which congregates up to 350 exhibition booths at one point, allowing both exhibitors and global buyers to establish solid business networks while keep abreast with most up-to-date industry insights.

拥有6年佳绩的IBE国际美容展以不断推陈出新的理念,成为数以万计美容、美发、美妆、美甲业者每年例必参与的美容业界盛会。迈向第7个年头的2013 IBE国际美容展将以阔达77,590平方尺的巨型展会面积募集多达350所展销摊位,齐聚在同一平台,势必让各国买家与参展商高效地拓展业务、加强商贸交流并了解时下最新行内趋势。



Worldwide Promotions 全球宣传策略

Below the Line Mediums 商业宣传

Brochures, Flyers, Direct Mailers, Fair Directory, E-Newsletter, Faxing, SMS Invitations
小册子、广告传单、邮寄邀请函、展刊、电子展刊、传真、SMS简讯宣传

Outdoor Activities 户外宣传

Billboard, Road Bunting, Transit, Under Bridge Banner
大型广告牌、布条、流动广告、天桥广告牌

Above the Line Mediums 广告宣传

TV, Radio, Newspaper, Online Advertisements, Social Sites, Trade Publications & Magazines
电视、电台、报章、网上广告宣传、社交媒体、商业杂志及潮流杂志

PR Activities 公关活动

Door-to-door Personal Visits to Beauty, Spa and Hair Saloon, Hair & Beauty Academy, Distributors and Suppliers; Press Conference, Professional Seminars, Beauty Workshops, Stage Shows & IBE Hairdressers Awards; Overseas Fair Participation; and Business Matching Services

亲自登坊各地美容、水疗及沙龙、美发与化妆学院、批发商及供应商、记者招待会、专业美容美发与美甲讲座会、美容贸易论坛、IBE新秀发型设计大赛、外国参展活动、美容商贸配对服务

Why IBE 2013 is the Perfect Trading Platform for the Professionals

IBE 2013: 年度首要的专业贸易平台, 助您开拓无限商机

- Well-established exhibition with solid reputation
- A strong hold of global exhibitors and visitors
- The perfect platform for Business Development
- Perfect platform for mid-season business
- Trade Buyers & Delegation recruitment projects
- International Country Pavilions
- Persistent recognition from professional industry players
- Influential programmes 'From' and 'For' the industry
- Perpetual support from Malaysian Authorities and Global Associations
- The significant IBE Hairdresser Awards 2013
- 业界盛会, 口碑载道
- 国际参展商和海内外参观者统计数字不断攀升
- 拓展生意计划的最佳平台
- 年中主要的采购平台
- 专业买家及商家代表团计划
- 国际展馆
- 行内顶尖及专业人士认证
- 专属业内且极具影响力的展会活动
- 大马政府各部门及国际协会的鼎力支持
- 最受瞩目的2013 IBE新秀发型设计大赛

