



# Lady

EXPO

14·16 April 2022

14 Pobediteley Avenue, Minsk

International Specialized Exhibition-Fair of goods and services for women

[www.ladyexpo.by](http://www.ladyexpo.by)

# ABOUT EXHIBITION



*Lady*  
EXPO  
14-16.04.2022

LADY Expo is the first Exhibition in the Republic of Belarus, where you can find exclusive products and services to create your perfect image.

Today, a modern woman wants to be healthy, well-groomed and stylish, she is interested in the latest fashion trends. Therefore, the LADY Expo Exhibition – is a fabulous event that will allow you to demonstrate the latest developments, offer your favorite products and introduce you to the latest services.

***“Every woman wants  
to be luxurious”  
by Evelina Khromchenko***



# OUR MISSION



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LADY Expo is an effective business platform for professionals and a springboard for those who wants to discover new trends in the field of goods and services for women.

Exhibition is the main platform for premieres in the field of beauty and health, a space for professional dialogue between manufacturers, distributors, business owners and industry specialists.

***"When you listen to the consumer,  
amazing things happen"***  
***by Jonathan Mildenhall***

# THE THEMES OF THE EXHIBITION

*"Beauty does not tolerate dilettantism"*  
by Anna Pavlovna Pavlova



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## Cosmetology and aesthetic medicine

- Hardware and injection cosmetology
- Plastic surgery
- Depilation and epilation
- Permanent makeup, piercings and tattoos
- Aesthetic dentistry

## Beauty industry

- Professional cosmetics, equipment and tools
- Hairdressing, brow and lash design
- Nail service

## Cosmetics, Perfumes and Aromatherapy

- Skin care cosmetics, therapeutic goods
- Natural and organic cosmetics
- Makeup and accessories
- Beauty gadgets



# THE THEMES OF THE EXHIBITION

*"There is so much inherent in beauty that for those who will replace us, there will always be something to say about the glory of beauty"*  
by Lucian



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## Clothing and accessories

- Designer clothes and shoes
- Bags and haberdashery
- Jewelry and watches
- Bijouterie

## Sports and healthy lifestyle

- Fitness, yoga, Pilates, etc.
- Fitness products and fitness equipment
- Relaxation techniques (massage, SPA, sauna, solarium)
- Sports nutrition, vitamins and nutritional products
- Products for vegetarians and vegans

## Education and self-development

- Business schools
- Foreign language courses
- Creative schools and Culinary schools



VENUE

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**LADY Expo Exhibition** will be held on **April 14-16, 2022**  
at one of the most recognizable, popular and representative venues of Minsk –  
the exhibition complex on **Pobediteley Avenue, 14**.  
The exhibition will be located **on an area of more than 5,000 m<sup>2</sup>**  
in open and closed exhibition areas.

***“Doing business without advertising is the same  
as to wink at girls in complete darkness”  
by Stuart Henderson Britt***

# BUSINESS AGENDA



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## Business Program

- Conferences
- Seminars in the beauty sphere
- Lectures and consultations of specialists
- Meetings
- Contests
- Sports zones
- Photo zones

## The main aims:

- create favorable conditions for the discussion of innovative ideas;
- show the main directions of industry;
- develop the current trends for buyers and investors;
- exchange of information about achievements in the beauty sphere;
- give an opportunity of direct communication with the audience;
- increase brand awareness and the company's status in the market.

***"The secret of success is  
to know what no one else knows"  
by A. Onassis***



# EXHIBITION ADVERTISING CAMPAIGN



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- Highlight the event by information partners
- Radio Advertising
- Press-and-post-releases in print media
- Presenting the exhibition on international Internet portals
- Using Contextual advertising on the Internet
- Interaction with potential visitors through social networks and video streaming
- Advertising in the exhibition halls of shopping centers
- Outdoor advertising

***"No matter what story you tell;  
the main thing is to make your customer a hero"  
by Chris Brogan***



# BY PARTICIPATING IN **LADY EXPO**, YOU GET

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- The ability to demonstrate products to potential buyers and partners
- Maintenance of the company's status
- The opportunity to attend numerous events of the business program within the exhibition
- A wealthy audience
- The opportunity to show new products and services
- Strengthening relationships with existing customers
- A platform for professional communication with beauty specialists
- Assessment of the competitiveness of your products and services
- Increase your awareness of the market

***"Success is to do all in time"**  
by Marina Tsvetaeva*



# INFORMATION FOR PARTICIPANTS

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## REGISTRATION FEE \*:

**176,56 Euro  
+ VAT**

\* is obligatory for all exhibitors and co-exhibitors

## FOR THE WHOLE PERIOD OF THE EXHIBITION:

### For Residents

INDOOR EQUIPPED EXHIBITION AREA  
73,94 Euro + VAT (1 m<sup>2</sup>)

INDOOR UNEQUIPPED EXHIBITION AREA  
50,00 Euro + VAT (1 m<sup>2</sup>)

OUTDOOR EXHIBITION AREA  
20,00 Euro + VAT (1 m<sup>2</sup>)

CORRESPONDENCE PARTICIPATION  
67,80 Euro + VAT

### For Non-residents

INDOOR EQUIPPED EXHIBITION AREA  
92,11 Euro + VAT (1 m<sup>2</sup>)

INDOOR UNEQUIPPED EXHIBITION AREA  
60,00 Euro + VAT (1 m<sup>2</sup>)

OUTDOOR EXHIBITION AREA  
20,00 Euro + VAT (1 m<sup>2</sup>)

CORRESPONDENCE PARTICIPATION  
67,80 Euro + VAT



# PARTNER PACKAGES AND ADVERTISING

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Use the exclusive right  
to be a Partner of **Lady Expo**

**GENERAL PARTNER**

**5000 Euro**

**PARTNER**

**2000 Euro**

**PARTNER OF BUSINESS AGENDA**

**1000 Euro**

\* The list of advertising services provided within the exhibition packages for partners, available on request.


Full-colored advertising in the exhibition catalog on the second, third or the fourth cover pages.

**186,44 Euro + VAT**

Full-colored advertising in the exhibition catalog

**152,54 Euro + VAT**





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**We will be glad to see you  
at LADY Expo 2022**

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