

BEAUTY IDOLS SCOTLAND

EXPO 2027

A BUSINESS-FOCUSED DAY FOR SCOTLAND'S BEAUTY INDUSTRY

MONDAY	BARCLAYS HAMPDEN	PUBLIC HOURS
7 JUNE 2027	**GLASGOW**	**10AM–5PM**

PUT YOUR BRAND IN THE ROOM

Meet beauty professionals, salon owners, educators, practitioners, suppliers and decision-makers in person. Showcase your products and services, build meaningful industry connections and put your business in front of a targeted Scottish audience.

EXHIBITION • DEMONSTRATIONS • SEMINARS • NETWORKING • BRAND VISIBILITY

EXHIBITOR PACKAGE

STANDARD EXHIBITION SPACE A ready-to-use stand for your business	£500

- 6ft trestle table with black tablecloth
- 2 chairs
- Ability to bring one standalone banner
- Online promotion as part of the Expo campaign
- Opportunity to hand out samples, promotional materials and gift bags
- Wi-Fi and free on-site parking
- Professional event photography
- Welcome drinks and access to the bar during exhibiting hours

MAKE MORE OF YOUR STAND

LOGO ON VENUE TV SCREENS	**+ £100**
30-MINUTE DEMONSTRATION	**+ £200**
1-HOUR STAGE SESSION **Seminar or demonstration**	**+ £400**

TV screen add-on: your logo can be displayed on the venue TVs throughout the event for additional brand visibility.

These paid stage add-ons are for commercial sessions. For free education and training opportunities, see the next page.

SPEAK • DEMONSTRATE • LEAD THE CONVERSATION

STAGE OPPORTUNITIES

EDUCATION & TRAINING — FREE TO SPEAK

Propose a 15-minute to one-hour seminar, presentation, training session or practical demonstration. Approved sessions are free. A brief introduction to your business is welcome. The session itself should focus on what attendees can learn and use in their work.

INCLUDED FOR EDUCATIONAL SPEAKERS

- Promotion on Beauty Idols Scotland social media channels.
- A speaker introduction in an Expo email sent to our audience of 5,000 contacts.
- Space for one freestanding banner and a small stand for brochures, leaflets and other promotional materials.
- A listing in the Expo programme.

COMMERCIAL STAGE SESSIONS — PAID

Commercial rates apply when the main purpose of a session is to promote a brand, product or service. You can book a stage slot on its own or add one to your exhibition booking.

BOOKING OPTION	30 MINUTES	1 HOUR
Stage-only booking	£400	£600
Exhibition stand add-on	+£200 demo	+£400 stage session

Stage-only bookings include online promotion and space for one freestanding banner. Samples, promotional materials and gift bags can be supplied for distribution.

HOW TO APPLY

Contact Beauty Idols Scotland with your session title, a short outline, preferred duration and any technical or demonstration requirements. Educational slots are confirmed in writing after approval. Commercial bookings follow the payment terms on the final page.

ON THE DAY

All sessions are subject to availability and prior content approval. Arrive ready to start and finish within your allocated time, including any Q&A and, unless agreed otherwise, setup and pack-down. A late arrival may shorten your session.

Arrange any products, equipment or models in advance. Electrical equipment must have valid PAT evidence. Beauty Idols Scotland may request changes for safety, timing, venue requirements or audience suitability.

SPONSORSHIP OPPORTUNITY

HEADLINE SPONSORSHIP

A limited sponsorship position designed for a business that wants a strong presence from arrival through to the stage programme.

HEADLINE SPONSOR

£1,500

Maximum visibility across the event, including:

- Prominent reception space for banners, leaflets and gift bags
- Logo and marketing material displayed on venue TVs throughout the venue
- Exhibition space with 2 tables with black tablecloth
- 4 chairs
- 1-hour stage session
- Wi-Fi and complimentary on-site parking
- Dedicated social media sponsor announcement
- Online promotion as Headline Sponsor
- Ability to bring three standalone banners
- Samples and gift bag distribution
- Professional event photography throughout the day

SUPPORTING SPONSOR

£750

A strong option for businesses that want an exhibition presence plus additional brand visibility throughout Beauty Idols Scotland Expo 2027.

YOUR EXHIBITION SPACE

- 6ft exhibition table with black tablecloth
- 2 chairs
- Space for two freestanding banners
- Opportunity to provide samples, vouchers, leaflets or gift bag items
- Wi-Fi and complimentary on-site parking

ADDITIONAL SPONSOR VISIBILITY

- Logo displayed on TVs throughout the venue
- Supporting Sponsor recognition in selected event marketing
- Dedicated social media sponsor announcement
- Online promotion in the lead-up to the Expo
- Professional event photography throughout the day

IMPORTANT: Stage time is not included and can be added separately, subject to availability.

YOUR EXPO DAY

WHAT'S INCLUDED

ONLINE PROMOTION
All booking options include promotion through Beauty Idols Scotland online channels.

PROFESSIONAL PHOTOGRAPHY
Professional photography will take place throughout the event.

WI-FI
Venue Wi-Fi is available for exhibitors and presenters.

FREE PARKING
On-site parking is included.

WELCOME DRINKS
Welcome drinks will be available, with the venue sponsoring arrival drinks for up to 100 guests.

BAR
The bar will be open during exhibiting hours.

VENUE FACILITIES
Built-in LCD projectors and screens, registration area and digital signage are available as part of the venue setup.

SAMPLES & GIFT BAGS
You may distribute samples, promotional materials and gift bags. Alcohol consumed on site must be agreed with the venue.

EVENT TIMINGS

7:00AM–10:00AM	Exhibitor setup
10:00AM–5:00PM	**Expo open to visitors**
5:00PM–7:00PM	Breakdown and exhibitor departure

IMPORTANT TECHNICAL REQUIREMENT

PAT TESTING REQUIRED Any electrical or AV device used on an exhibition stand or during a presentation/demonstration must have a valid PAT test / PAT sticker. Exhibitors and presenters are responsible for ensuring their equipment is compliant before arrival.

READY TO PUT YOUR BUSINESS IN FRONT OF SCOTLAND'S BEAUTY INDUSTRY?

Beauty Idols Scotland Expo 2027 • Barclays Hampden, Glasgow • 7 June 2027

Spaces and stage slots are limited.

TERMS & CONDITIONS

Payment confirms acceptance of these terms for paid bookings. Approved education and training slots are free and confirmed in writing. The event and stage requirements below apply to both types of session.

1. BOOKING & PAYMENT

A 50% deposit reserves a paid exhibition space, commercial stage slot or sponsorship package. It is refundable for 14 calendar days from payment and becomes non-refundable after that period. The remaining 50% is due no later than 60 days before the event. Bookings made within 60 days must be paid in full. Paid bookings are confirmed when the required payment is received.

2. LATE OR UNPAID BALANCES

If the remaining balance is not received by the due date, Beauty Idols Scotland reserves the right to release the exhibition space, stage slot or sponsorship package. Any deposit which has passed the 14-day refundable period will be retained. Where possible, Beauty Idols Scotland will contact the exhibitor before releasing a booking due to an unpaid balance.

3. CANCELLATIONS

The initial deposit may be cancelled and refunded within 14 calendar days of the date the deposit payment is made. After this period, the deposit becomes non-refundable. Where the full balance has been paid:

- cancellations made more than 30 days before the event will receive a refund of 50% of the remaining balance paid;
- cancellations made 30 days or less before the event are non-refundable.

If Beauty Idols Scotland cancels the event and no replacement date is offered, payments made directly to Beauty Idols Scotland for the booking will be refunded in full. If the event is postponed or moved to a new date, bookings will automatically transfer to the replacement date. If an exhibitor is unable to attend the replacement date, Beauty Idols Scotland will consider refund requests reasonably and on an individual basis.

4. STAND ALLOCATION

Stand locations and event layout are managed by Beauty Idols Scotland and may be adjusted where reasonably required for safety, access, venue operations or the overall event layout.

5. SET-UP & BREAKDOWN

Exhibitor access is from 7:00am. Stands must be ready by 10:00am. Breakdown is from 5:00pm to 7:00pm. Exhibitors must not dismantle or leave their stand before 5:00pm unless agreed in advance.

6. ELECTRICAL EQUIPMENT

Any electrical or AV device used on a stand or during a seminar or demonstration must have a valid PAT test / PAT sticker. Equipment without valid PAT evidence may not be permitted for use.

7. SAFETY & PROFESSIONAL RESPONSIBILITY

Exhibitors and speakers are responsible for ensuring that their products, services, treatments and demonstrations are lawful, safe and carried out by appropriately qualified and insured persons where applicable. Venue and organiser instructions must be followed at all times.

8. BANNERS, DISPLAYS & MATERIALS

Each booking includes the ability to bring one standalone banner unless otherwise agreed. Exhibitors may display and distribute their own marketing materials, samples and gift bags from their allocated space. Larger structures or unusual displays must be agreed in advance.

9. STAGE & DEMONSTRATION SLOTS

Stage and demonstration timings are fixed and must be kept within the booked duration. Setup and pack-down must be planned within the allocated slot unless otherwise agreed. Content must be suitable for a professional B2B beauty industry event.

10. SAMPLES & FOOD / DRINK

Exhibitors may distribute product samples, promotional items, gift bags, vouchers and other suitable materials from their stand, provided they are safe, appropriate and comply with venue requirements. Food and non-alcoholic drink samples may be distributed where appropriate. No alcohol may be brought onto or consumed on the premises unless this has been agreed in advance with Beauty Idols Scotland and approved by the venue where required. Beauty Idols Scotland reserves the right to stop the distribution or consumption of any item that does not comply with venue licensing, health and safety requirements or event rules.

11. PHOTOGRAPHY & FILMING

Professional photography and filming will take place throughout the event. By participating, exhibitors, speakers and sponsors acknowledge that event imagery and footage may be used by Beauty Idols Scotland for promotional, editorial and social media purposes.

12. PROPERTY, DAMAGE & VENUE RULES

Exhibitors remain responsible for their own stock, equipment and personal belongings and for any loss or damage caused by them, their staff or contractors. All participants must comply with Barclays Hampden / Sodexo venue rules and any reasonable operational instructions issued before or during the event.

Beauty Idols Scotland reserves the right to update operational requirements where necessary to comply with venue, licensing, health & safety or legal requirements. Any material change affecting a confirmed booking will be communicated to the relevant exhibitor, speaker or sponsor.

BOOKING A SPACE CONFIRMS ACCEPTANCE OF THESE TERMS