



**HEALTH & BEAUTY**  
scandinavia

**12-13 FEBRUARY 2016**  
**Norway Trade Fairs**



**HELSE**  
NATURLIGE  
PRODUKTER



Health & Beauty 2016 is Norway's largest and most important meeting place for those interested in the latest trends within beauty and wellness, health, skin and body care, spa, makeup, nails and hair, medical treatments and cosmetic surgery.

As an exhibitor, you get direct access to buyers, distributors, suppliers and decision makers in the industry, both in Norway and internationally.

We invite a beauty and health interested audience to Norway Trade Fairs 12-13 of February 2016.

### **Vision:**

- Keep the business running and increase sales within the beauty- and wellness industry
- Protect a healthy and serious business sector

### **Goal:**

- Meet and please an increasing need for beauty and wellness
- Develop new leaders and drifters to run a good business
- Inspire new investments

### **Capability:**

- Argus Gruppen AS has organized Health & beauty since 2006
- The meeting place is a neutral arena and knot point for the entire beauty- and wellness industry
- Two days with intensive industry communication, ide exchange and trendsetting
- Exhibitors at the trade fair get direct access to byers, suppliers and decision makers

### **What can the exhibition offer you?**

As an exhibitor, you get direct access to purchasers, suppliers, providers, decision makers and other people who are useful in your network. Find new business associates and expand your network and identify new partners.

You can exchange experience and meet colleagues. Professionals at all levels will get a unique opportunity to expand their passion and knowledge for the industry. The press will be there, and if you have any products or news, this is a unique chance to get press coverage.

Health & Beauty 2016 is a venue where trade visitors and visitors can acquire more knowledge, get inspired by the latest trends and products, and ask questions. We want to increase the level of knowledge within the industry and outwards to the consumers. It is a great opportunity to tempt the visitors with great offers and the latest trends.

Health & Beauty is arranged at the same time as our exhibitions Trening 2016 and NorGreen 2016. Each exhibition is held in a separate hall at Norges Varemesse.





## Who visits the expo?

- Owners and employees within the fields health, beauty and wellness
- Distributors, wholesalers and department stores
- Spa owners, managers and investors
- Skin and foot care clinics
- Hair salon owners and hairdressers
- Nail salons, stylists and make-up artists
- Spa hotels and wellness salons
- Consultants and architects
- Masseurs, aroma therapists, natural therapists and homeopaths
- Cosmetic surgeons, doctors, nurses and specialists within aesthetic medicine
- Medi-spas
- Figure and health clinics
- Training and tanning salons
- Students from relevant education and training institutions
- Hotels and health clubs

**Health & Beauty 2016 is divided into 7 sections. Find out which section your company wish to exhibit in**



### Health & Beauty Scandinavia

In this section you find suppliers who sell to owners and drifters in the industry.

- Accessories (jewellery, belts, bags etc.)
- Advertisement materials, web-design, online store and social media
- Books and magazines
- Colour guide, styling, fashion
- Computer systems and software
- Consultants, architects, associations
- Dental care and whitening/bleaching
- Figure shaping and weight control
- Foot care products, pedicure equipment
- Franchise direct sales
- Funding, insurance and leasing
- Furnishing, interior and exterior
- Hair removal, wax and hair growth reduction products
- Holistic treatments, aromatherapy and oils
- Hygiene and consumables
- Lashes and eyebrows
- Machines and equipment
- Make-up and fragrances
- Massage chairs, benches and equipment
- Nails, design and art
- Permanent make-up, piercing, tattoo
- Pool, sauna, shower, steam bath
- Schools, courses, associations and organizations
- Skin and body care products
- Tanning beds, self-tanning, sun products and equipment
- Work wear, uniforms, towels and equipment



## **Health & Beauty square**

Clinics and shops selling to the consumer. Exhibit in this section. Visitors can purchase products and try treatments. The zone is divided into skin, body, nails, makeup, spa and natural treatments. The audience will learn, try and buy safe products for hair, skin, face and entire body. Here you find everything in one zone.

- Spa hotels
- Clinics, stores og salons
- Treatments and therapy



## **GREEN - Natural Beauty**

**Natural products** have become **more popular than ever** in the beauty world. Many people start green salons, and customers are more aware of gentle and organic products. Here you get an overview of non-toxic, ecological and organic beauty. It is not just what we eat, but what we nourish our bodies with. We show you what a Green salon is!

- Aromatherapy products
- fruit pigmented cosmetics
- Natural cosmetics
- Natural skin- and body care products
- Natural products for children and pregnant women
- Ecological and natural products

## **GREEN - Hair & Fashion lounge**

In the heart of the show, there will be a press lounge for the media, bloggers and VIP guests. We focus on the latest trends and news within Green Hair & Fashion. We want to contribute to a positive development in the beauty industry! Here you find products made with respect for the environment, health, human and animal. In this section you get to be visible, build network and create a platform for the industry's long-term growth.

- Hairdresser and hair products, articles and equipment
- Clothing and fashion
- Natural hair care and styling products



## **Natural Healthcare – My body**

In this section visitors get to try out the most. The audience can meet different suppliers who can give advice and guidance. Find the latest news about what you can do to take care of your body as well as get acquainted with the various therapy and treatments.

- Dental health
- Detox and cleansing programs
- Education, coaching og courses
- Health check - done by health staff (blood pressure, BMI, vision test, etc.)
- Massage oils and products
- Muscle and skeleton
- Treatments and therapy
- Vision and hearing
- Weight watch, diets and supplement



## **Anti Age Medical**

This section is for exhibitors selling to doctors, nurses and clinic owners

- Aesthetic Medicine
- Cosmetic surgery, clinics and treatments
- Dental Cosmetic treatments
- Facials and body sculpting
- Financing, consulting, insurance and leasing
- Injection techniques and equipment
- Machines and equipments
- Medical equipment and consumables
- Medical skin care, cosmeceuticals

## **Anti Age Medical lounge**

In this section you find exhibitors who sell products and services to consumers. Visitors can get advice and guidance on cosmetic treatments and plastic surgery.

- Clinics and salons within aesthetic medicine
- Treatments and consulting

## **Why exhibit at Health & Beauty 2016?**

- Increase sales
- Launch new products and news
- Meet former customers and generate new
- Get an overview of the competition in your market
- Networking
- Test new products on buyers and users
- Teambuilding
- Networking
- Talk with the press, get press coverage in various media before and after the exhibition

## **Health & Beauty 2016 emphasizes on:**

- Demo and workshops in the exhibition area
- Different experience areas
- Launching new products
- Make-up, lash extension and nails competition
- More activity on the stands
- Intimate atmosphere
- Trade fair evening and entertainment
- An expanded media and press efforts and closer cooperation with exhibitor

## **Demo and seminar concept**

Health & Beauty 2016 is launching a new conference and seminar concept integrated in the exhibition. The activities will take place Friday and Saturday between 11:00 and 16:00. The program is arranged to make it possible for the visitors to attend seminars/shows, then be active on the exhibition area, and later attend a new and interesting seminar/show.

There will also be seminars and activities in the exhibition area and on the stands. The program will be published at [www.health-beauty.no](http://www.health-beauty.no), and information will be sent out in the newsletter, in good time before the exhibition.

## **Exhibitors dinner evening Friday 12.02**

Health & Beauty 2016 is also organizing trade fair dinner Friday 12.02

You will have an opportunity to invite colleagues and clients to a 3-course dinner and meet others in the industry.

## **Marketing**

As organizers, we take responsibility to get as many as possible to use the event as a meeting and marketplace.

At the fair in 2014, the number of visitors was 18,561.

Expected number of visitors in 2016 is 18,000.



## **To succeed again we use the following means:**

- Close collaboration with beauty-, wellness- and health bloggers
- A comprehensive and targeted marketing campaign aimed at all groups of visitors in advance of the show
- Exhibitors will receive free invitation cards for distribution to customers and partners
- Advertising in newspapers and magazines, trade publications and organizations
- DM and newsletters to everyone who visited the show in 2014
- Advertising in digital media and on displays in the area
- Press releases
- Events related to the exhibition in advance
- Web-based visitor guide
- Social media and bloggers
- Close collaboration with suppliers, associations and organizations
- Show catalogue for exhibitors and visitors which include everything you need to know about the show and the exhibitors

The media coverage of the HFB EXPO in previous years has been very good, and we always strive to have at least as good coverage for this year's event. Remember that spectacular exhibition booth with exciting products and fun activities are something that people are more likely to remember!

Despite extensive marketing of the event, we want to remind that exhibitors plays an important role in the promotion of the event through your social media channels, bloggers and information via your website. As well as through the distribution of invitation cards, 2-for-1 tickets and newsletters for your customers and partners.

## **Rates and Booking**

We want all our exhibitors to have the perfect location. To find the right location, shape and size of your stand area, it is advantageous to start planning early. Booths will be assigned on a first-come, first-served basis. Fill in the booth information including how many booths you'd like to purchase, location preference and if you'd prefer not to be adjacent to any companies.

As an organizer, it is important to arrange a memorable exhibition! This we do best through good planning. Therefore, we give a special price for our exhibitors who book their spot early!

Registration for the show is done through the enclosed registration form or online at: [www.health-beauty.no](http://www.health-beauty.no)

### **Rates until October 1 2015:**

NOK 1.990,- per kvadratmeter (under 30 sqm)

NOK 1.790,- per kvadratmeter (30- 50 sqm)

NOK 1.690,- per kvadratmeter (over 50 sqm)

### **Priser from October 1 until February 10 2016:**

NOK 2.190,- per square meters (under 30 sqm)

NOK 1.990,- per square meters (30- 50 sqm)

NOK 1.890,- per square meters (over 50 sqm)

### **For clinics and salons who perform treatments and sell products**

NOK 990,- per square meter (9, 12, 15, 18 sqm)

**Registration fee per exhibitor: NOK 4.900,-**

All Prices are exclusive of VAT

### **Where?**

NorGreen is held at Norges Varemesse,  
11 minutes from Oslo central station or Gardermoen Airport.  
Adress: Messeveien 8, 2004 Lillestrøm.

### **Where to stay?**

Health & Beauty 2016 collaborates with the hotels with close proximity to the fairground, and hotels in central Oslo.  
Hotel overview available at [www.health-beauty.no](http://www.health-beauty.no)

### **Opening hours:**

-Friday 12. february 2016: 10.00-18.00. Trade visitors only.

-Saturday 13. february 2016: 10.00-18.00. Open for everyone.

## **Contact**

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