



Future Beauty

TRUNK ARCHIVE

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Future Beauty Clinical & Aesthetic Show



RDS DUBLIN 7th-8th SEPTEMBER 2019

A photograph of a busy trade show booth for 'Future Beauty'. The booth is filled with people, mostly women, who are looking at various beauty products and displays. The booth has a dark background with the words 'FUTURE BEAUTY' in large, illuminated letters at the top. There are several large screens and displays showing beauty products and models. The overall atmosphere is one of a high-profile event.

10,000*
women

30-60 age profile
ABC 1

Genuine
interest in
aesthetics

YOUR TARGET MARKET ALL UNDER ONE ROOF


Consumers will learn about the latest **Technologies, Treatments** and **Trade Secrets** in the fields of:

- Clinical Beauty
- Cosmetic Surgery
- Aesthetic Dentistry



Future Proximity

THE WORLD'S FIRST CONSUMER EXHIBITION



Medical professionals
Aesthetic clinics
Cosmetic surgeons
Aesthetic dentists
Aesthetic technology
Cosmeceuticals



ELITE EXHIBITORS



LIVE DEMOS, FULL CAMERA CREW, AUDIENCE OF 900*

* MAX CAPACITY IN AUDIENCE

A panel discussion on a TV set for 'The Drs'. Three people are seated at a long, curved table. On the left, a man in a dark suit and tie is looking towards the center. In the middle, a man in a white lab coat is smiling. On the right, a woman in a white lab coat and a man in blue scrubs are also smiling and looking towards the center. The background features a large screen with the show's logo 'THE Drs' in a stylized font. A large red diagonal shape is overlaid on the left side of the image, containing white text.

Similar to “The Drs”
TV show

Hourly panel
discussions

Elite panellists

Overview of the latest
treatments

Balanced industry
opinions

MAIN STAGE FORMAT



SOME OF THE DOCTORS ON BOARD.. MORE TBC

**Dr Siún Murphy,
Consultant Plastic
Surgeon**

**Dr Aisling O'Mahony,
Maxillofacial Surgeon &
Consultant Dentist**

**Dr Katherine Mulrooney,
Dr Jane Mulrooney,**

**Mr Richard Hanson,
Consultant Plastic Surgeon**

**Prof. Caitriona Ryan,
Consultant
Dermatologist**



SOME OF THE DOCTORS ON BOARD.. MORE TBC

**Dr. Audrey
Dore-
Geraghty,
Dentist**

**Prof Barry O Reilly,
Consultant
Obstetrician
and Gynaecology**

**Dr Orla Grimes,
GP**

**Mr Kambiz Golchin,
ENT Consultant
& Facial Plastic
Surgeon**

**Mr John Curran,
Consultant Plastic
& Reconstructive Surgeon**

**Dr Niki Ralph,
Consultant
Dermatologist**

PANEL TOPICS AND LIVE DEMOS*

- The most popular, non-invasive “tweakments”
- Solutions to rejuvenate the neck & jaw
- Hollywood smile secrets
- How the new fat loss treatment and injections work
- The A-Z of Mummy makeovers
- Everything you need to know about better breasts
- Treatments and topicals for adult acne
- The evolution of the facelift from “the wind tunnel look” to lunchtime thread techniques
- Targeting pelvic floor, prolapse and vaginal concerns with laser technology
- Non-invasive ways to alter your nose shape and jawline
- Treatments to banish the tell-tale signs of ageing eyes
- Surprising intel about getting straighter teeth
- Leading dermatologist reveal their best skin treatment plans
- The best way to boost facial volume

*

*Topic names and talk content to be finalised

*Live demos where appropriate to talk

MARKETING, PR & ADVERTISING PLAN



- Media launch May 2019 in Trinity College Science Gallery
- PR company contracted to generate buzz and abundance of press, digital, radio and TV coverage
- Intensive Instagram and Facebook campaigns from July - September – up to €50,000 worth
- Radio advertising campaign starting August to September on 98FM & FM104
- Posters on the billboards outside RDS
- Media partner with radio station and national newspaper
- E-marketing and text campaign using our database of over 50k women with an express interest in beauty

WHO IS BEHIND FUTURE BEAUTY?

Nikki Dwyer, the lawyer and business brains of the family

- Corporate Lawyer
- “Dragon” on entrepreneur investment panel
- Commercial transactions advisor
- Business & legal consultant
- Law lecturer



Liz Dwyer, the beauty expert, media guru and SME owner

- Award-winning Beauty Editor
- Journalist/ Editor with The Irish Times, IMAGE, The Examiner, The Evening Herald, VIP, MAGILL & CARA
- Regular contributor to TV3 and RTE
- Host of Extreme Beauty on TV3
- Founder of Beauty Bootcamp
- Founder of PR+BRAND LAB
- Keynote/MC/Brand Ambassador for Google, Diageo, Bank of Ireland, Brown Thomas and more



WE'VE BEEN RESEARCHING FOR YEARS!



Liz road testing treatments for magazines and TV

EIGHT REASONS TO EXHIBIT

1 10,000
POTENTIAL
CUSTOMERS
SEEKING
ADVICE ON
AESTHETICS



EDUCATE AND
REINFORCE
TRUST **2**

**3 DEMO
TREATMENTS
ON-SITE**

4 Use our app for genuine customer lead generation

5 SPEAKER
OPPORTUNITY
ON THE
MAINSTAGE

7
CHARGE FOR
ON-SITE
TREATMENTS



8 SELL VOUCHERS FOR
FUTURE TREATMENTS

6
OFFER
PRIVATE
CONSULTS
ON STAND

STANDARD EXHIBITOR PACKAGES

NAME	SIZE	STAND BUILD INCLUDED	OPTIONAL EXTRAS (power, water, LED screens etc.)	2 DAY COST (ex Vat)
BLUE	2 X2 METERS 4 m sq.	YES	ON REQUEST, COSTS APPLY	€2,000
YELLOW	3 X2 METERS 6 m sq.	YES	ON REQUEST, COSTS APPLY	€2,500
RED	4 X 2 METERS 8 m sq.	YES	ON REQUEST, COSTS APPLY	€2,800
AQUA	3 X 3 METERS 9 m sq.	YES	ON REQUEST, COSTS APPLY	€3,000
GREEN	5 X 2 METERS 10 m sq.	YES	ON REQUEST, COSTS APPLY	€3,200
PURPLE	4 X 3 METERS 12 m sq.	YES	ON REQUEST, COSTS APPLY	€3,500

INCLUDED IN EXHIBITOR COST

- High quality stand fitting package (shell and build)
- A higher quality white painted hardwood will comprise the shell as a minimum standard
- Spotlights on stand as standard (one per each square meter)
- Free Wi-Fi . Note* Limited bandwidth speeds of up to 5MB
- Listing on FB app and access to visitors contact details (GDPR regulated)
- Listing on FB website
- Treatment reviews on website and app
- Free tickets from 10 - 50 depending on stand size

ADDITIONAL EXTRAS

- Our display company can paint the panels to your liking, or exhibitors can paint them
- LED TV Screens can be added
- The hardwood panels can be covered in graphics either per panel, or the entire wall
- Water is not included but can be added
- Power sockets & additional lighting can be added
- A fascia overlay/ top banners can be added
- Various counters /bars/ desk options available
- Full rental of furniture from chairs, to coat hangers
- Exhibitors may bring their own stands but they must liaise with exhibitors in advance to ensure a high standard is upheld.

SPONSORSHIP PACKAGES

NAME	VIP	DIAMOND	GOLD	PEARL
COST	€70,000	€40,000	€20,000	€15,000
PREMIUM EXHIBITION SPACE	200 SQM FLOOR SPACE & STAND W/ BASIC SHELL BUILD, COMBINED WORTH €80,000	54 SQM FLOOR SPACE & STAND W/ BASIC SHELL BUILD, COMBINED WORTH €35,000	45 SQM FLOOR SPACE & STAND W/ BASIC SHELL BUILD, COMBINED WORTH €30,000	40 SQM FLOOR SPACE & STAND W/ BASIC SHELL BUILD, COMBINED WORTH €25,000
MAX NO OF SPONSORS	1	2	4	n/a
MAIN STAGE SLOT AT RELEVANT TALKS* SEE SLIDE	YES	YES	YES	POTENTIALLY
SPONSORSHIP OF VIP AREA	YES	NO	NO	NO
LOGO ON MAIN STAGE SCREENS	YES	YES	NO	NO
BRAND MENTIONED ON RADIO AD CAMPAIGNS	YES	YES	NO	NO
BRAND LOGO ON ALL DIGITAL COMMS	YES	YES	YES	NO
BRAND LOGO ON ALL PRINT ADVERTISING	YES	YES	YES	NO
BRAND INFO, LOGO AND TREATMENT INFO ON THE FUTURE BEAUTY APP	YES	YES	YES	NO

SPONSORSHIP PACKAGES

	VIP	DIAMOND	PLATINUM	PEARL
BRANDING ON SCREENS AT EXHIBITION	YES	YES	YES	NO
BRAND PRESENCE AT PRESS LAUNCH	YES	YES	YES	YES
BRAND ON ALL PR MATERIAL ISSUED TO MEDIA	YES	YES	YES	YES
LOGO ON TICKETS*	YES	YES	NO	NO
LOGO ON PROGRAM*	YES	YES	YES	YES
SOCIAL MEDIA COVERAGE BEFORE/DURING/AFTER EVENT	YES ALL	YES.	YES	YES
BROCHURE/VOUCHER/GIFTI IN BAGS	YES	YES	YES	NO
BRANDING AT REGISTRATION DESK	YES	YES	YES	NO
BROCHURE OR VOUCHER SEAT DROP AT MAINSTAGE	YES	YES	YES	NO
EXHIBITION SPACE	VIP ZONE	PREMIUM DIAMOND	PREMIUM PLATINUM	PREMIUM GOLD
COMPLIMENTARY TICKETS	400 VIP PREMIUM TICKETS FOR GUESTS WORTH C.€30,000	100 STANDARD TICKETS WORTH C.€4,500	50 STANDARD TICKETS WORTH C.€2,250	50 STANDARD TICKETS WORTH C.€2,250

VIP ZONE SPONSORSHIP

ENTERTAIN CLIENTS*

EDUCATE CLIENTS

FULL BRANDING OF
LOUNGE

HOST DEMOS

SAMPLE SERVICES
OR PRODUCTS

GIFT CLIENTS

*Option to serve food and alcohol, the cost of which is not included in price. RDS approved catering companies must be used. Price includes basic stand shell and build.



VIP tickets will be issued to sponsor's guest list (400)

VIPs have express access and reserved front row seating at mainstage

Access to the VIP lounge

Complimentary food, alcohol and beverages*

VIP goody bags**

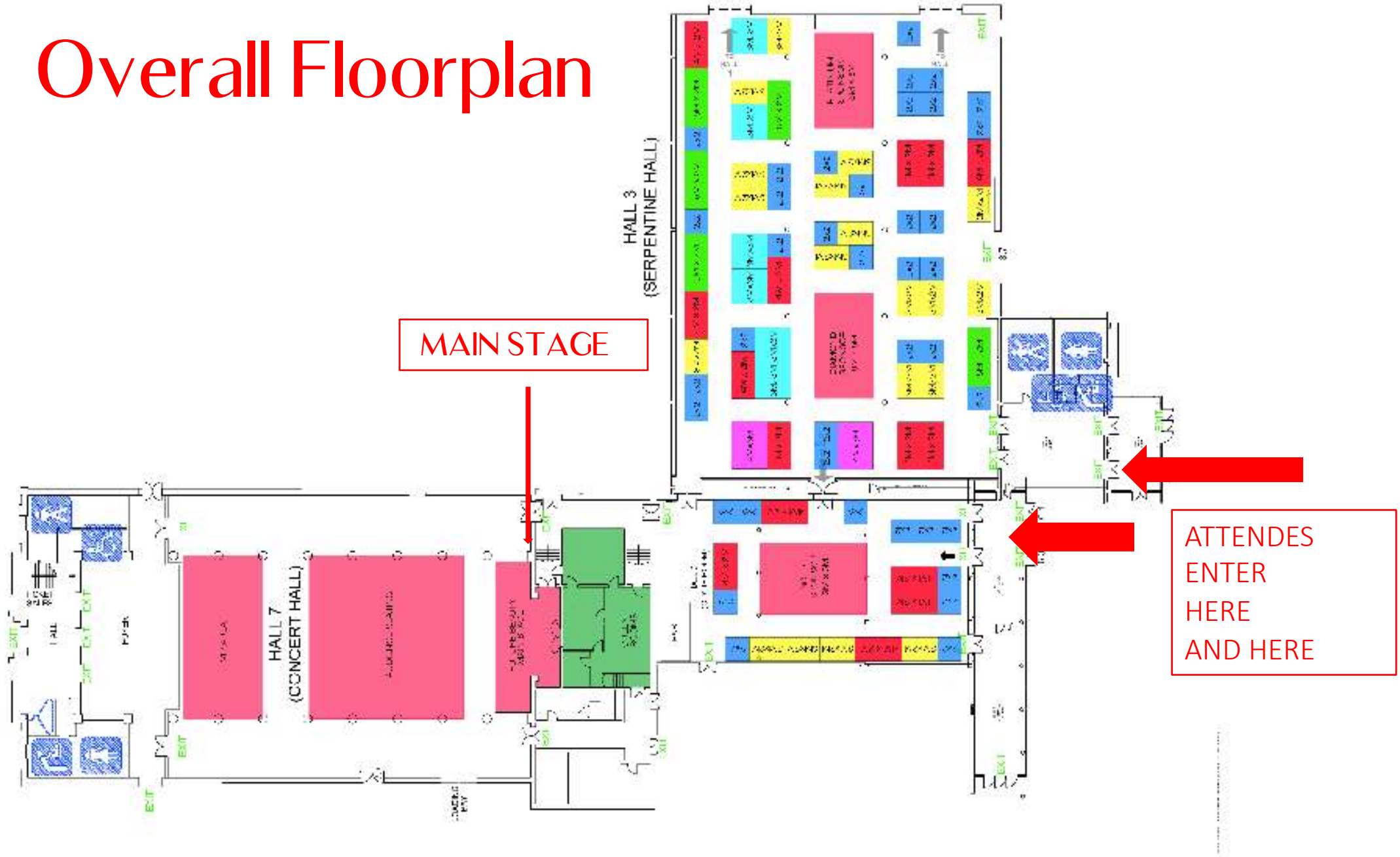
*Price of food and beverages not included

**Content to be determined

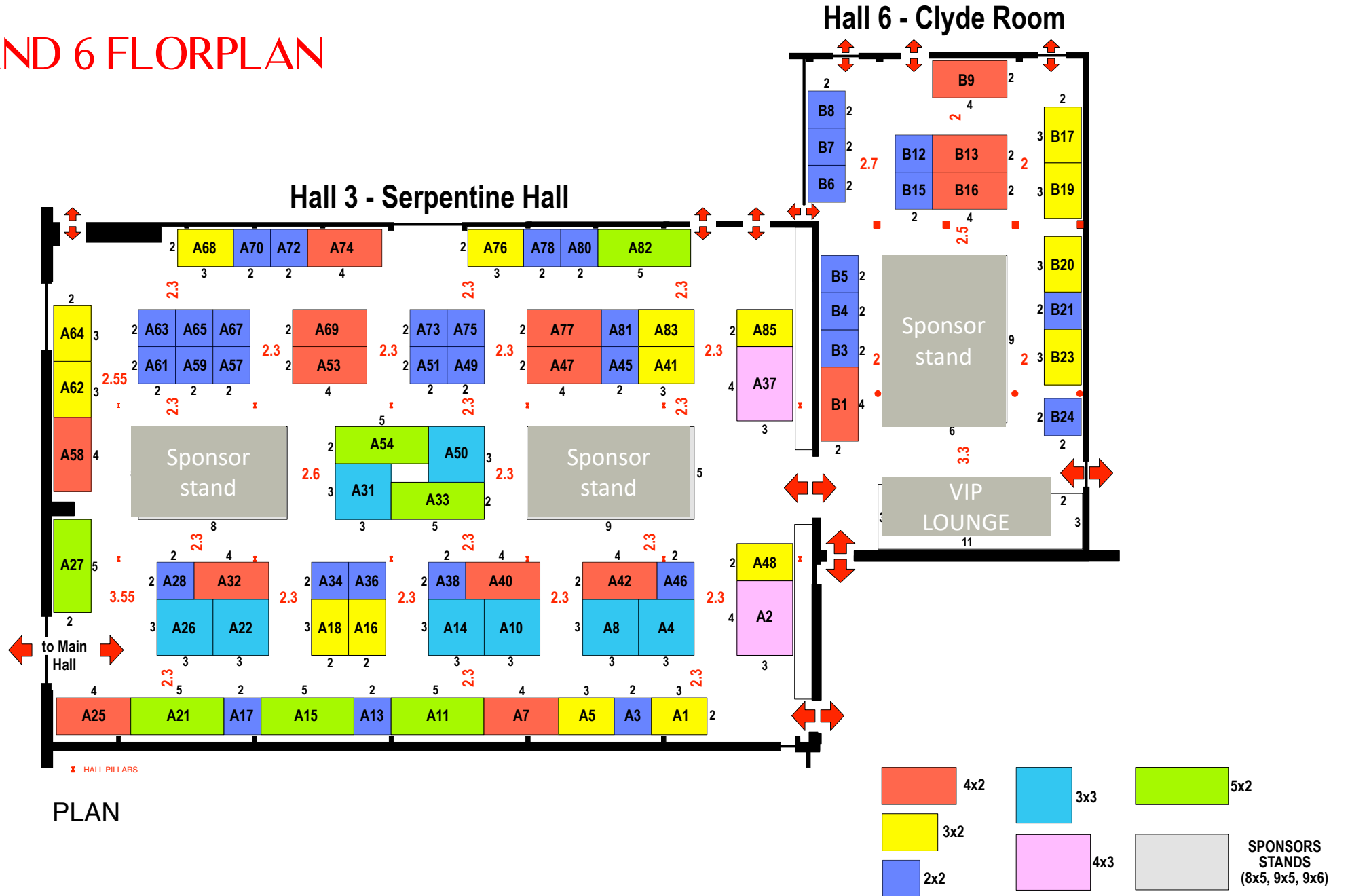
A woman with a blue towel on her head and a spa attendant in white gloves massaging her shoulder. The woman is wearing a white dress and large, ornate earrings. The attendant is using a white massage tool on her shoulder. The background is a soft, light blue gradient.

THE VIP PERKS

Overall Floorplan



HALL 3 AND 6 FLORPLAN



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