

BROWZA Con

Australia's freshest beauty expo

2024 EXHIBITORS PACK

Show Day

Saturday 19th October 2024

Exhibition Hall

The Brisbane Showgrounds

CONTACT@BROWZACON.COM

BROWZACON.COM



**BRISBANE
SHOW
GROUNDSTM**

WELCOME TO

BROWZA Con

AUSTRALIA'S FRESHEST BEAUTY EXPO

After a smash hit launch event in 2023 BrowzaCon is back for a second year. Offering a once a year opportunity for all brands associated with Beauty, Skin, Tattoo and Hair to showcase their talent, product, and services to the public and Industry members.

Limited exhibitor places are available for you to be apart of a new kind of expo making waves in the industry.

After a huge response from our launch event, BrowzaCon is set to grow in attendance for 2024. **This is your chance to be part of it!**





**WE ARE AUSTRALIA'S
NEWEST BEAUTY EXPO**
and we're growing!

30%

LARGER THAN
2023 EVENT

**2024
IN NUMBERS**

1200+

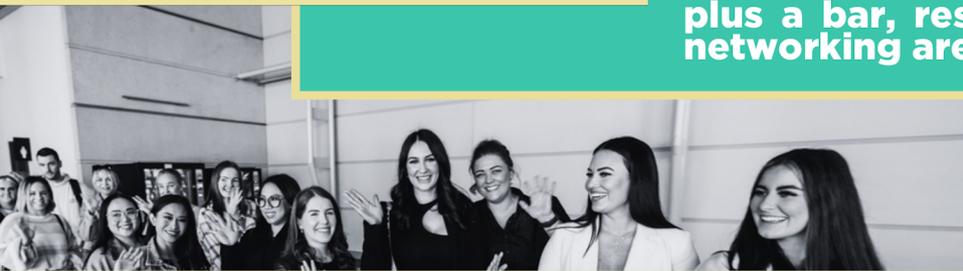
estimated visitors

98+

estimated exhibitors

TWO STAGES

plus a bar, restaurant and
networking areas



**+36% MORE THAN ESTIMATED
VISITORS CAME TO BROWZACON 2023**

92% SAID THEY WILL RETURN FOR 2024



THE BROWZACON DIFFERENCE

Simple Pricing & Low Investment

No hidden charges or last-minute surprises – you will be able to review and choose the options that suit you throughout the online booking process. All payments are made using our secure payment provider.

BrowzaCon caters for all by offering competitive entry level pricing and large scale options.

Confirm & Book Online

No need for a callback, or sending documents or application forms. You are in full control. BrowzaCon gives exhibitors full exposure to the floor plan ensuring you find the spot that is right for you and your budget. Plus, it's all done online so you can reserve your spot as soon as you are ready.

Limited Spots & Selected Brands

If you are reading this, you have been selected to showcase at BrowzaCon. We only represent credible brands and quality artists. We also limit the number of niche services, such as educators, to protect you from over supply.



WHY EXHIBITING IS GREAT FOR YOUR BUSINESS

Strengthen or establish your brand
Position yourself as a leader in the Industry.

Meet & connect with prospective customers
Connect with people in your Industry and local customers seeking
your product.

Be part of a LIVE event experience
These days sales and advertising are mostly digital. Mix up your
marketing and provide a personal customer experience.

**BrowzaCon is THE platform for all serious
beauty brands and industry leaders.**

BROWZA Con

Australia's freshest beauty expo



SPREAD THE PAYMENT

Bookings made before 31st March 2024 can be confirmed with just a 50% downpayment with the remaining balance due 6 months before the event.



Browza Frame Space

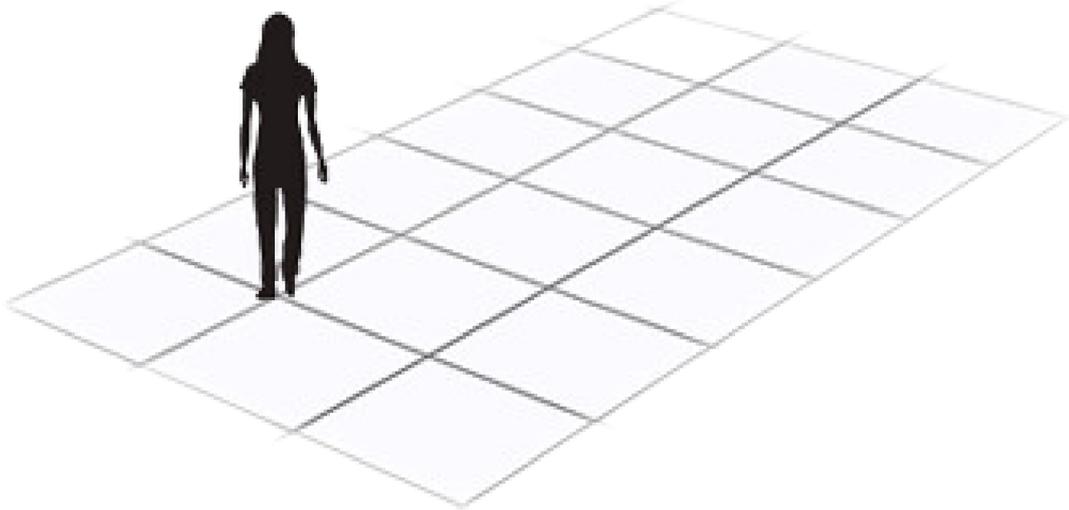
From \$2450

- Frame Space 3mx3m.
- Includes a framed shell structure as standard.
- The structure has a 3m white back wall, 1m full height side walls on both sides and a 1m half height side walls.
- 4amp power socket.
- LED arm lighting.
- Name fascia board.
- Professional photos to use on your website/socials.
- Includes bump in time to set up the day prior.

PMU Permitted Frame Space

From \$2750

As above but tattooing is permitted in this space (subject to an additional \$300 PMU cover charge). The cover charge allows for sink access, cleaning materials, council licensing and safe waste disposal.



Wide Central Space

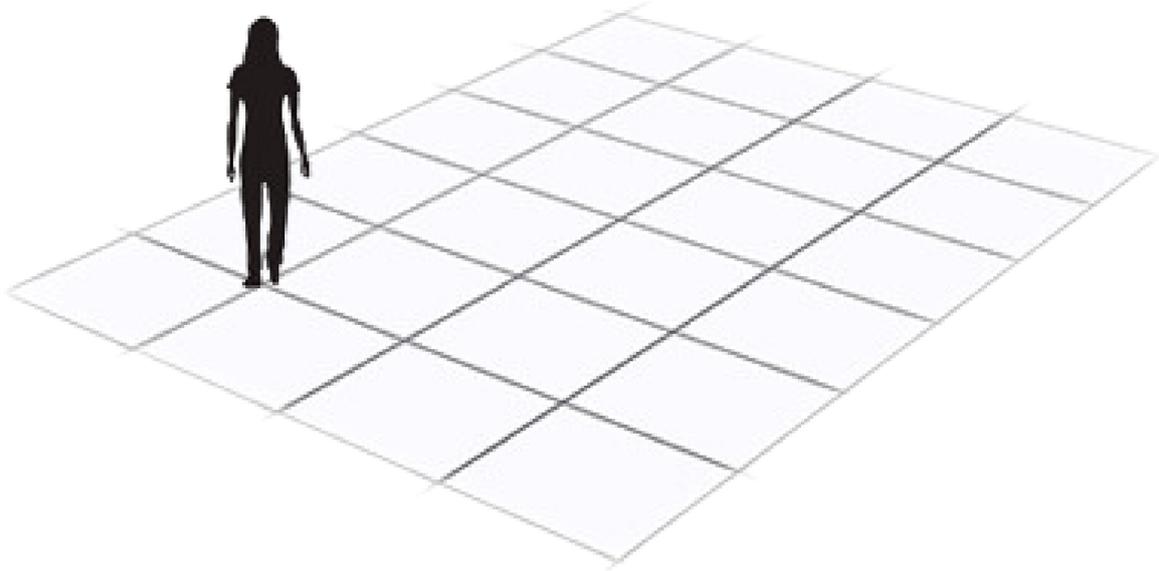
From \$6950

18sqm in a central location

- Wide Central Space 6mx3m- an entire 18sqm of free space for your brand,
- Our exclusive Wide Central Spaces offer you great **central location** to make your stall shine. This space is fully creative; we provide the space and flooring to get you started so you can use and adapt the area however you like.
- 4amp power socket
- 18sqm charcoal carpet flooring
- Website listing
- Professional photos to use on your website/socials

SPREAD THE PAYMENT

Bookings made before 31st March 2024 can be confirmed with just a 50% downpayment with the remaining balance due 6 months before the event.



XL Wide Central Space

From \$8250

Only 2 available

- Wide Central Space 6mx4m
- Our exclusive XL Wide space offers you great central location to make your stall shine. This space is fully creative; we provide the space and flooring to get you started so you can use and adapt the space however you like.
- 4amp power socket
- 24sqm charcoal carpet flooring
- Website listing
- Professional photos to use on your website/socials
- **PLUS complimentary 30 presentation time on one of our stages**
- Only two 24sqm plots available- make your brand standout with unique size and placement.

SPREAD THE PAYMENT

Bookings made before 31st March 2024 can be confirmed with just a 50% downpayment with the remaining balance due 6 months before the event.

ADD ON FURNITURE PACKAGES

Once you've chosen your stall you will be presented with a section of furniture and beauty equipment than can be easily added to your stall via our online checkout.

Our approved supplier can also provide a extensive hire range including televisions, lighting, additional furniture and all your printing requirements. They will be in contact shortly after your booking has been confirmed.

ALL STALLS INCLUDE 4AMP POWER AS STANDARD

AVAILABLE ADD-ONS DURING CHECKOUT

Subject to availability. Limited stock. Other colours may be available



FEATURED BRANDS

BOOK STAGE TIME

Do you want to be a Featured Artist at BrowzaCon 2024? This allocated time is further exposure for your brand and reach to Industry people attending the event.

Open for speaking, product demonstrations, live interactive demonstrations and presentations.

**Bookings are confirmed on first-come, first-served basis and spaces are very limited. PMU is not permitted on our stages, but demos may take place in designated stalls.*

Stage prices (per 30min) :

CENTRE STAGE: \$1000

BROWZA STAGE: \$500



[Book now](#)

THE 2024 FLOOR PLAN

SEE A LIVE BOOKABLE VERSION NOW:

[BROWZACON.COM](https://browzacon.com)

**BROWZA
Con**
BRISBANE 2024

Brisbane Showgrounds - Exhibition Building
SATURDAY 19 OCTOBER 2024

browzacon.com | contact@browzacon.com



SPONSORSHIP PACKAGES

Let's connect with you directly with your target market today!

BrowzaCon provides the opportunity to get your brand in front of potential customers in a way that the industry has never seen before.

BrowzaCon has a simple Sponsorship pricing structure so you can see exactly how we can boost your brand and the competitive pricing we offer. See below for more information or contact us today to discuss how we can get your brand advertised to a **wide audience of highly engaged attendees.**

BRONZE SPONSORSHIP

\$1450

- Company name or logo featured on our website, newsletters, and postal marketing campaigns.
- A sponsor introduction post and link to your website across our socials.
- Minimum x1 dedicated posts across our social media platforms.
- Company name or logo on our media wall at the event.
- Professional photos of brand involvement at event.

SILVER SPONSORSHIP

\$1950

- Large company name or logo featured on our website, newsletters, and postal marketing campaigns.
- A sponsor introduction post and link to your website across our socials.
- Minimum x2 dedicated posts across our social media platforms.
- Large company name or logo on our media wall at the event.
- Professional photos of brand involvement at event.
- Option to include promotional materials or product samples in our goodie bags (100 x goodie bags to be given out on the event day).

SPONSORSHIP PACKAGES

GOLD SPONSORSHIP

\$3950

- Extra Large company name or logo featured on our website, newsletters, and postal marketing campaigns.
- 30 min performance session on our central stage.
- A sponsor introduction post and link to your website across our socials.
- Minimum x3 dedicated posts across our social media platforms.
- Extra Large company name or logo on our media wall at the event.
- Professional photos of brand involvement at event.
- Option to include promotional materials or product samples in our goodie bags (100 x goodie bags to be given out on the event day).

PLATINUM SPONSORSHIP

\$5950

ONLY X1 PACKAGE AVAILABLE

- 'BrowzaCon sponsored by..' Company name or logo featured on our website, newsletters, and postal marketing campaigns.
- Performance sessions on our Central Stage and Browza Stage (30 mins on each)
- A sponsor introduction post and link to your website across our socials.
- Minimum x5 dedicated posts across our social media platforms.
- 'BrowzaCon sponsored by..' company name or logo on our media wall at the event.
- Professional photos of brand involvement at event.
- Option to include promotional materials or product samples in our goodie bags (100 x goodie bags to be given out on the event day).

SPREAD THE PAYMENT

Stall bookings and Sponsorship package orders made before 31st March 2024 can be confirmed with just a 50% downpayment with the remaining balance due 6 months before the event.

Client & Customer Capture

Use the QR code on your exhibitors pass to capture the contact details and information for new leads and sales.

Professional Photos

BrowzaCon will have a photographer capturing your involvement at the event. They will shoot close-up imagery of your products, live tattooing, portfolio, or any other requests you may have. Access to photo folder post event for downloads.

Announce Your Participation

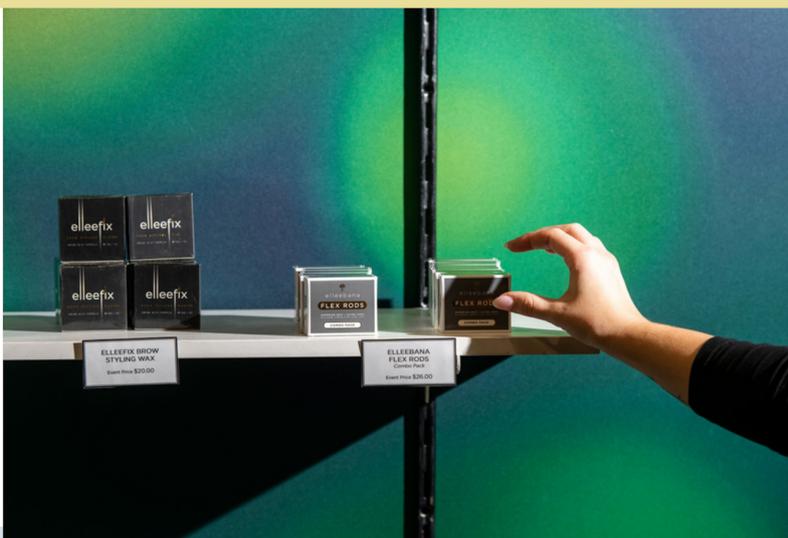
BrowzaCon is by invitation only. Let your current and future clients know that you have been selected to attend Australia's freshest Beauty expo.

Complimentary tickets

Every exhibitor gets **20 free tickets**.

Offer these to; prospective customers who want a consult or to meet you, potential students, or those who want to see and test the product before buying. Save time and money by announcing that you are available for a face-to-face meet and introduction.





Bump In 18th October 2024	Exhibitor Set Up 3pm-6pm*	
Show Day 19th October 2024	Exhibitor Access from 8am*	SHOW TIME 9am-5pm
Bump Out 19th October 2024	Exhibitor Bump Out 5pm-6pm*	

* Times subject to change. Exact timings will be sent 30 days before show day.

No access will be permitted before or after these dates/times.

Car Parking and transport information can be found at the venue website
brisbaneshowgrounds.com.au





Founded in 1875 the Royal National Agricultural and Industrial Association of Queensland (RNA) is a member based organisation which owns and operates the Brisbane Showgrounds. It's home to the state-of-the-art Royal International Convention Centre – Australia's only Green Globe certified convention centre, plus a four and a half star Rydges Hotel and vibrant King Street dining and retail hub.

The Brisbane Showgrounds is conveniently located just 1.5km from the city's CBD in Bowen Hills and 15 minutes from Brisbane Airport.

The Exhibition Building
Brisbane Showgrounds
600 Gregory Terrace
Bowen Hills, Brisbane
Queensland 4006
Australia





IMPORTANT INFORMATION

BrowzaCon advises all exhibitions to get the appropriate insurances for the event.

We strongly recommend bringing branding, banners & furniture to dress up your stall. You are responsible for bringing additional items in and setting up. Need help dressing? We have a wide range of furniture available for hire plus our recommended provider for printing and signage options.

If you are demonstrating, please ensure that you have sent a copy of your Infection control certificate. Please wear appropriate PPE and enclosed shoes. Ensure your clients are pre-booked and you a record and intake form of each client. Please adhere to the aesthetic regulations of QLD. You must bring your own treatment bed, ring light, tray, sharps and general tattoo consumables to complete your procedure (if not hiring from BrowzaCon)

Please bump in and out during the times stated.

Please ensure you read our T&Cs at the time of booking.

This includes all the terms on how to exhibit safely and our refund policies.

Ready? BOOK YOUR SPOT NOW [BROWZACON.COM](https://www.browzacon.com)

Questions?

Please contact our team directly if you have any questions.



[browzacon.com](https://www.browzacon.com)



contact@browzacon.com



BRISBANE SHOWGROUNDS