



BEAUTY WEST AFRICA

25th – 27th November 2025
The Landmark Centre, Lagos, Nigeria

Beauty West Africa Promotional Opportunities

Keeping you connected with
the African Beauty Industry!



BeautyWestAfrica.Lagos



BeautyWestAfrica



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INTRODUCTION



Beauty West Africa 2025 is going to be the biggest and best so far. Due to the show's increasing popularity with exhibitors and visitors alike, Africa's leading beauty, hair, and cosmetics trade show will run in all three exhibition halls at the Landmark Centre, Lagos.

Building on the 300+ exhibitors and more than 5,000 visitors in 2024, the growth in numbers means space will sell out quickly for the **2025 show**. No other international exhibition in Africa

attracts so many beauty and hair professionals and such a wide range of manufacturers, distributors, importers, and beauty businesses from around the world.

This brochure will help you find out more about how you can best position your business or brands, with innovative tailor-made promotional packages designed for your individual needs.

We look forward to working with you to ensure your success at **Beauty West Africa 2025**.

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BEAUTY WEST AFRICA – SPONSORSHIP PACKAGES

The below tiered sponsorship packages are designed as a guide only and can be customised to meet your exact requirement. Elements of the package can be added and removed to ensure you receive the package that your business requires.

TIERED SPONSORSHIP OPPORTUNITIES

PRE-SHOW BENEFITS

	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsors website, in appropriate tier	✓	✓	✓
Exclusive e-shot to the visitor database	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	✓	✓	✓
Featured article on website news story	2	1	
Social media posts (across Facebook, LinkedIn and Instagram)	2	1	1
Flyers distributed at market activation promotion (flyers artwork provided by sponsor)	✓	✓	
Sponsor quote to be included in show press releases	✓	✓	
WhatsApp broadcast	2	2	1

ON-SITE BENEFITS

	PLATINUM	GOLD	SILVER
Logo on all onsite signage	✓	✓	✓
Full page advert in showguide	Inside Cover	Premium	Standard
Relevant tier listing in exhibitor list	✓	✓	✓
Directional floor tiles	3	2	1
Roll up banners onsite (artwork to be provided by sponsor)	2	1	1
Tannoy announcement 'Visit booth XXX'	3	2	1

POST-SHOW BENEFITS

	PLATINUM	GOLD	SILVER
Dedicated 'Thank you' email from sponsor	✓	✓	
Logo included in post-show report	✓	✓	✓
Logo shown in appropriate tier on website for 3 months	✓	✓	✓
WhatsApp broadcast	1	1	✓

PRICE (EXCL. 7.5% VAT)

\$15,000

\$10,000

\$7,500



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EXCLUSIVE ONSITE OPPORTUNITIES



LANYARD SPONSOR - \$7,500

Be the exclusive lanyard sponsor of the Beauty West Africa exhibition! The lanyards can be designed in your own brand colours and with your company logo. Lanyards will be given out to all attendees and participants of the exhibition to have your brand on permanent display during the exhibition by over 3,000 people!
(Production of lanyards is not included in the price)

CONFERENCE SPONSOR - \$7,500

Exclusive branding for the Beauty West Africa conference area. Package includes 2x roll up banners, literature seat drop, branding on conference holding page and dedicated speaking slot. Exclusive to one company.

VISITOR BAG SPONSOR - \$6,500

Branded bags to be distributed at the registration area to all guests. Bags will need to be provided by the sponsor.

EXCLUSIVE HALL 1 ENTRANCE ARCHWAY BRANDING - \$5,000

Be the first brand seen by all attending the exhibition venue. This will include your unique branding and logo being seen by all who visit the exhibition, including visitors, VIP's, exhibitors, and more. Entrance banner archway includes production, and archway advertisement across a four sided boxed archway.

REGISTRATION AREA SPONSOR - \$7,500

Exclusive registration entrance branding. Your brand will be the first seen by all attendees and exhibitors as they enter the exhibition! This will include registration booths showcasing your logo, literature/flyers to be handed out at registration, a roll up banner positioned exclusively at the registration area, and branded pens and uniforms to be used by registration staff (pens, uniform and literature/flyers to be provided by sponsor).

CATERING AREA SPONSOR - \$3,500

Exclusive branding for the one guaranteed area of the exhibition to have a captured audience for a substantial period of time – The Catering Area! Exclusive distribution of sponsors literature, logo on F&B menus and exclusive positioning of two roll up banners.

ENTRANCE FLAGS - \$2,500

Two feather banner flags (30inch Wide x 142inch Height) to be strategically placed at the hall entrance..

*prices exclusive of 7.5% VAT.



OTHER ONSITE OPPORTUNITIES



MAIN ENTRANCE BANNER - HALL 1 – \$3,000

Located inside the hall 1, this advertisement opportunity will be seen by all attendees when leaving the exhibition and offers large exposure. Sponsorship includes printing and production for the valid duration of the event. Artwork content will be provided by sponsor.

HALL 2 ENTRANCE BANNER – \$3,000

Located on the inside of Hall 2, which hosts the Beauty West Africa Conference, this advertisement opportunity will be seen by all attendees when leaving the hall and offers large exposure. Sponsorship includes printing and production for the valid duration of the event. Artwork content will be provided by sponsor.

BUILDING WALL BRANDING – \$3,000 PER SIDE | \$5,000 BOTH SIDES

Gain a huge presence at the entrance to the exhibition, with your branding situated along the side of the main entrance.

HALL 1 GLASS WALL BRANDING – \$5,000 (EACH SIDE)

Position your company front and centre of the main entrance to the venue with a large glass wall branding. Sponsorship branding includes printing production for the valid duration of the event.

ONSITE SEMINAR/MEETING ROOM RENTAL – \$3,000 for Half Day | \$5,000 for Full Day

Allocated room located just off the exhibition floor to exclusively be booked by one sponsor for full or half day at the exhibition. Seminar package includes a full marketing campaign in the run up to the seminar, dedicated registration page on show website and roll up banner (artwork provided by sponsor).

FLOOR TILES – \$1,000 for 5

Strategically direct potential clients and visitors to visit your stand, no matter your position in the venue.

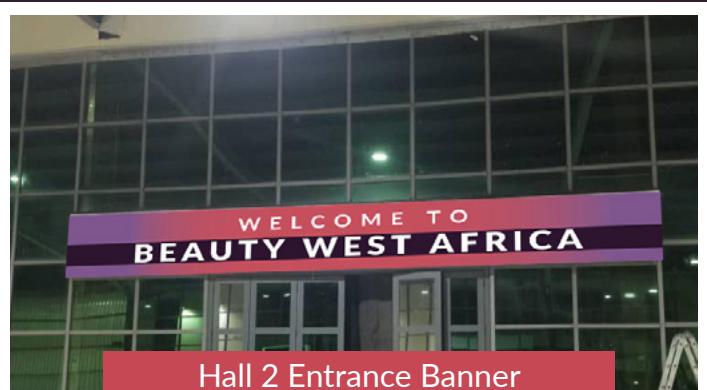
HANGING BANNERS – \$1,500 Per Banner

Advertise your brand and products in an area of significant demand. Position subject to availability. Banner artwork will be provided by client.

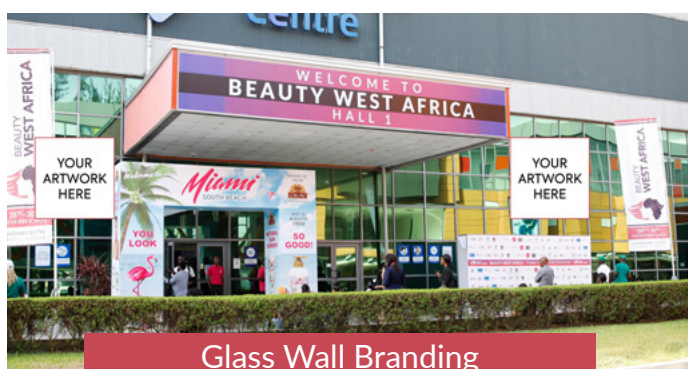
*prices exclusive of VAT.



Main Entrance Banner – Hall 1



Hall 2 Entrance Banner



Glass Wall Branding



Building Wall Branding

SHOW GUIDE



Showcase your company and brand to all 5000+ attendees!

Front Cover	\$4,000
Back Cover	\$3,000
Inside Cover	\$2,500
Half Page Advertisement	\$1,000
Full Page Advertisement	\$1,500
Double Page Advertisement	\$2,000

All advertisements include show guide production. Prices exclusive of 7.5% VAT.



BBA COMPLEX – AFRICA'S LARGEST BEAUTY MARKET

One of the reasons for Beauty West Africa's success is our partnerships with the region's largest beauty dealers and trade associations. None of the trade associations are more important than the Balogun Business Association (BBA), which operates the largest mega shopping complex at the Trade Fair Complex in Lagos. The BBA megacomplex is spread over 26 hectares and is the home of over 50,000 established businesses. The largest percentage of these businesses operate in the beauty and cosmetics sector and include the continent's biggest and most

successful importers, distributors, retailers and wholesalers of beauty and cosmetic products.

Beauty West Africa has exclusive access to BBA and its members, and we can therefore offer unique promotional activities for our exhibitors direct to the epicentre of the West African beauty industry. Below are some of the exclusive packages that we can offer you, that will take your brand directly to the clientele.



MARKET ACTIVATION OPPORTUNITIES

	PLATINUM (2 DAYS)	GOLD (1 DAY)	SILVER (1 DAY)
Promotional Girls with branded t-shirts and hats/caps Your logo branded on T-Shirts and caps to be worn by 5 ladies promoting your brand & company at the BBA Market.	5	4	3
Flyer Distribution 1,500 flyers to be printed and distributed. Flyer content and design to be provided by client (flyer size A5).	✓	✓	✓
Data Collection All data collected will be compiled into an excel spreadsheet and provided back to you.	✓	✓	✓
Pop-Up information booth PWA will organise your very own branded information booth including flag stand two roll up banners. Content for flags and roll up banners will be provided by client. Production provided by BWA team.	With DJ	✓	
Total Cost (exclusive of VAT)	\$5,000	\$3,000	\$2,000

DIGITAL OPPORTUNITIES

The Beauty West Africa Exhibition has an increasing digital presence across West Africa through a wide range of platforms allowing us to successfully communicate directly with thousands of beauty importers, distributors, retailers, influencers and beauty enthusiasts. Highlighted below is a glimpse into the digital offerings that we can offer along with the direct reach available.



30,000+
Contacts



13,000
Followers



7,400+
Followers



6,400+
Contacts



15,500+
Contacts

DIGITAL PACKAGES

	PLATINUM	GOLD	SILVER
Instagram	5	3	2
LinkedIn	5	3	2
WhatsApp	3	2	2
SMS	2	1	
E-mailer			
A dedicated emailer to the Beauty West Africa database, including a call to action, data capture forms and email send statistics.			
	2	1	
Interview			
This provides you with a unique opportunity to generate lasting exposure to your brand to the West African Beauty industry. The interview will be posted across our website and social media channels.			
	✓	✓	
Total Cost (exclusive of VAT)	\$2500	\$1750	\$1000

ONLINE REGISTRATION SPONSOR

Be the exclusive online registration page sponsor of the Beauty West Africa exhibition and conference! Every single registering visitor will see your company logo, and your brand will be displayed to over 20,000 people!

\$5,000

NEWSLETTER ADVERTISEMENT

Banner

Position a advertisement banner at the front and centre of the newsletter (content provided by client, suggested size 650px x 300px).

\$1,000

Newsletter Article

Position a company press release or announcement to all 30K+ newsletter recipients.

\$1,500

Newsletter Video Advertisement

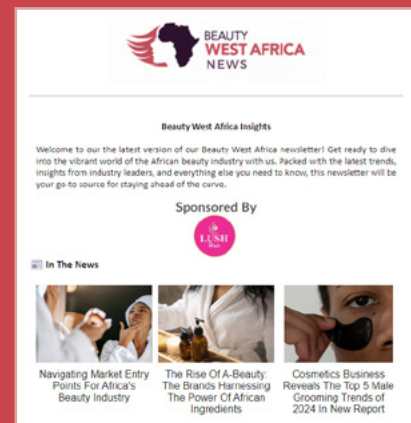
Promote your brand even further by showcasing your products and services via a company video (content and landing page provided by client).

\$1,500

Newsletter Sponsor

Sponsorship Package includes all of the advertisements highlighted above to be included in one months newsletter. Content including article, banner and video will be provided by client.

\$3,000



EXHIBITION INFORMATION

Promote your brand at Africa's largest professional beauty and cosmetics exhibition.

The Beauty West Africa exhibition will take place on **25th – 27th November 2025 at the Landmark Centre, Lagos**. There is limited space available so get in touch today and book your stand at Africa's leading professional Beauty Exhibition.

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5,500+
VISITORS



300+
EXHIBITORS



250+
VIPS



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