

PROFESSIONAL  
beauty

## BUSINESS

### KOLKATA

JW Marriott

19-20 APRIL 2021

### MUMBAI

The St Regis

31 MAY-01 JUNE 2021



**Celebrate the industry**  
**Make strong business connections**  
**Kickstart growth**



Organised by  
 PROFESSIONAL  
BEAUTY  
GROUP  
 IDEX  
THE IDEAS EXCHANGE

[www.professionalbeauty.in](http://www.professionalbeauty.in)

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## Meet customers new and old

Professional Beauty India is happy to announce its first physical show of the year as we look to get “**Back to Business**”.

We are launching a new focused format called “**Professional Beauty Business**” which will be a series of hotel based events hosted across the country allowing brands and key salon buyers to meet up again.

Professional Beauty Business is a highly targeted event that focuses on salon owners and directors.

Every visitor will be pre-qualified to make sure they have the potential to do business with your company.



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## Our rationale behind the new format

- Whilst news of vaccines is positive, we don't believe our industry will be ready for a blockbuster 20,000 attendee show in the first half of the year.
- Exhibitors will be reluctant to invest in expensive stand-build.
- Visitors may also not be travelling around the country to attend shows.
- Professional Beauty Business takes most of the risk and cost out of exhibiting.

Our motive is to deliver the benefits of face to face business in a sustainable fashion that meets the realities of the world we're in today. Hence considering the current scenario we have a special business format event where we are filtering and pre-registering visitors and focusing more on the A+, A and B Salons, distributors, wholesalers and Retailers all in accordance with the govt. SOP's for hosting events.



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## Exhibiting at Professional Beauty Business Is the best decision for your brand

As an exhibitor you have 2 all inclusive stand options available for you:

### Shell 6sqm

Includes furniture (table & chairs) and spotlights.

### Shell 12sqm

Includes furniture (table & chairs) and spotlights.



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## Book your stand at a focused, professional event

It's time to get back to business with face-to-face connections with your key clients.

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