

make
UP.
artistdesignshow
D Ü S S E L D O R F

Trade Fair for
Make-up Artists and Visagists

10.+11.3.2012

Testimonials

“The ambience is excellent and the basic concept of the event, which should not be first and foremost a selling show but rather a platform for make-up artists, really works. The inaugural participation by the schools has therefore also proved its worth and they will surely have a greater presence next year.”

Wolfram Langer, Managing Director
KRYOLAN GmbH

“The practical demonstrations were particularly well received. It’s great to have these here. It is exactly the right trade fair and once again a winner also the ambience. This is where pertinent discussions can take place and ideas exchanged with colleagues.”

Bernd Uwe Staatz, Head Make-up Artist
Deutsche Oper am Rhein

“The increased product ranges of the exhibitors has provided visitors with even more exciting ideas and greater information about our small but impressive sector. Our feeling is that the professional exchange of information and the extreme importance of networking was of great benefit.”

Regine Hergersberg,
Chair of the Federal
German association
of make-up artists

Testimonials

“There are clearly more decision-makers here than in London, in Düsseldorf we have better response for our sector. Many companies had sent their top managers – from German-speaking cities including Zürich, St. Gallen, Vienna, Stuttgart and Hamburg. We held excellent discussions.”

Gernot Minke, Managing Director Minke props

“The people I know and who have the same interests as me are all here. The show has provided me with a number of new contacts as well as with international colleagues, e.g. From Turkey, Spain and France. The make-up artist design show is certainly a match for the other international shows in London and Los Angeles ...”

Joe Brands, Antwerp

“I think it is very good how the show presents so many different aspects of make-up artistry.”

Michele Guaschino, Turin

Testimonials

“I was very impressed. I also visited BEAUTY ... Overall, this is the largest trade fair that I have ever seen. The programme here at the make-up artist design show was really good.”

Steve La Porte, Hollywood

“I know a lot of general cosmetics shows, but I have never experienced one that is so specialised. I see here great prospects and opportunities.

Yasushi Shimizu, Tokio

“All the people here are professionals, genuinely interested and asking lots of questions. We have many international visitors here [...] from Austria, England, Spain, Serbia – from many countries. The show has grown since last year and I think that it has great potential.”

Victoria Lee – Sales Manager Charles H. Fox Ltd.

Testimonials

“The fact that only make-up artists are allowed entry means that we have exactly the right visitors. There are also many visitors from outside Germany, in particular from neighbouring countries but also from France, Norway and even Israel. The show is a meeting point for make-up artists from around the world ...“

Bernd Maier, Managing Director Fischbach + Miller GmbH

“... everyone from students to professions is here as well as international visitors. We are very busy. The make-up artists are so pleased that there is finally such an event in Germany and we see great potential in the show.“

Bernadette Reschberger – Make-up Artist Bela GmbH

What awaits you?

Creative and innovative trade fair for business and contacts

- 2,300 professional trade visitors
- top-quality ambience
- international trade audience
- additional trade visitors from the cosmetics, hairdressing and nail industries with the parallel staging of BEAUTY INTERNATIONAL and TOP HAIR INTERNATIONAL

Lecture forum with varied ancillary programme

Creative workshop

Wig exhibition

The latest trends and developments from around the world

Demonstrations of future technology

Golden Mask award for make-up artists (national / international)

German championships for make-up artists of the future

Premium quality trade fair

High calibre ambience

- Rest areas
- Attractive, individual design

Comfort

- Top quality gastronomy
- Professional presentations within the hall

Excellent Service

- VIP club for exhibitors
- Hotel packages from €99 / accommodation from €39
- Free travel on the local public transport
- Optimal connections to the local public transport at the North and East entrances
- Free cloakroom facilities

Good infrastructure

- Large areas and wide aisles
- Ground-floor hall

International decision-making trade visitors

2,300 trade visitors

14% from outside Germany, 86% from Germany

45% freelance, 54% employed

74% are involved in purchasing decisions

59% placed direct orders at the show

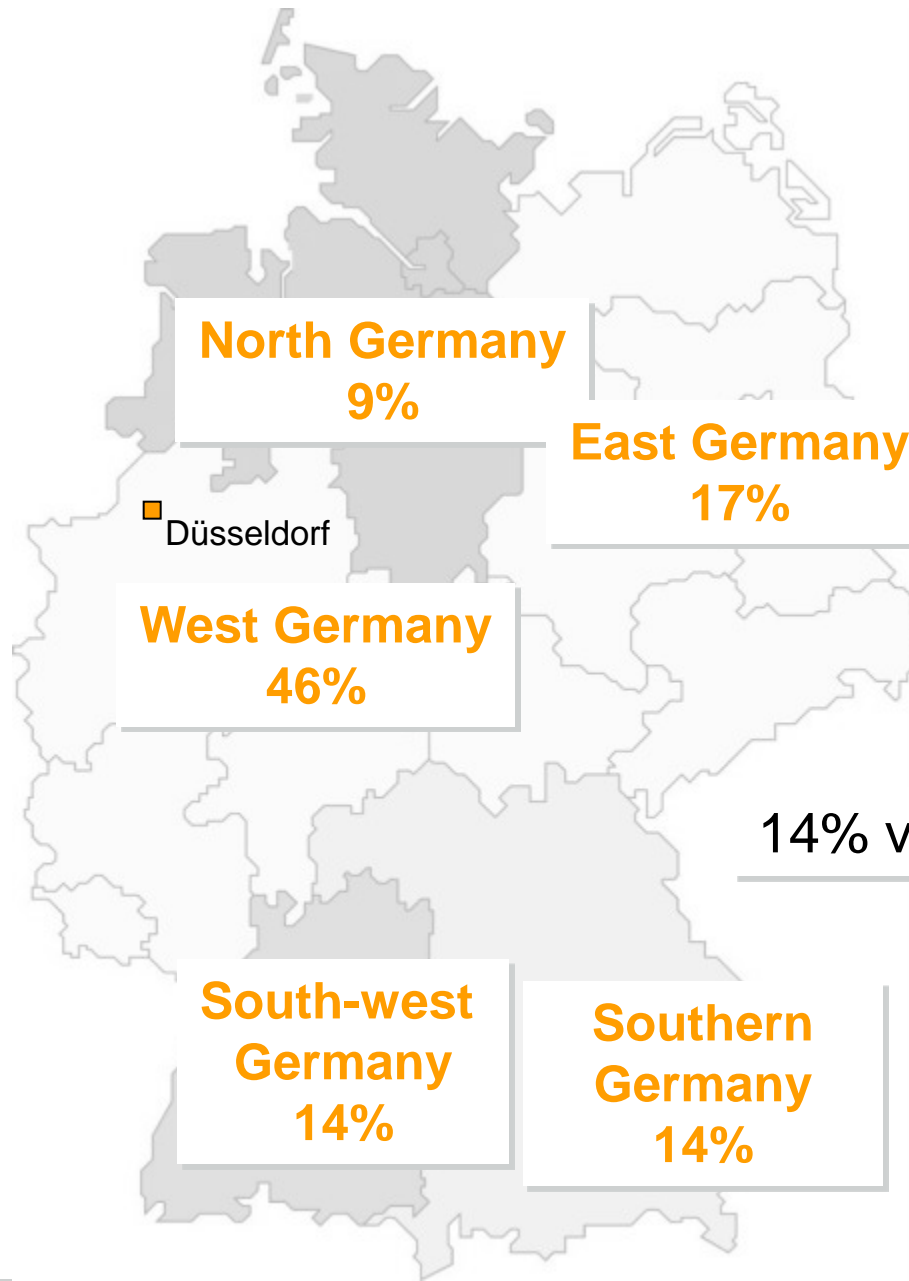
26% will place orders after the show

Potential in the catchment area 500km around Düsseldorf

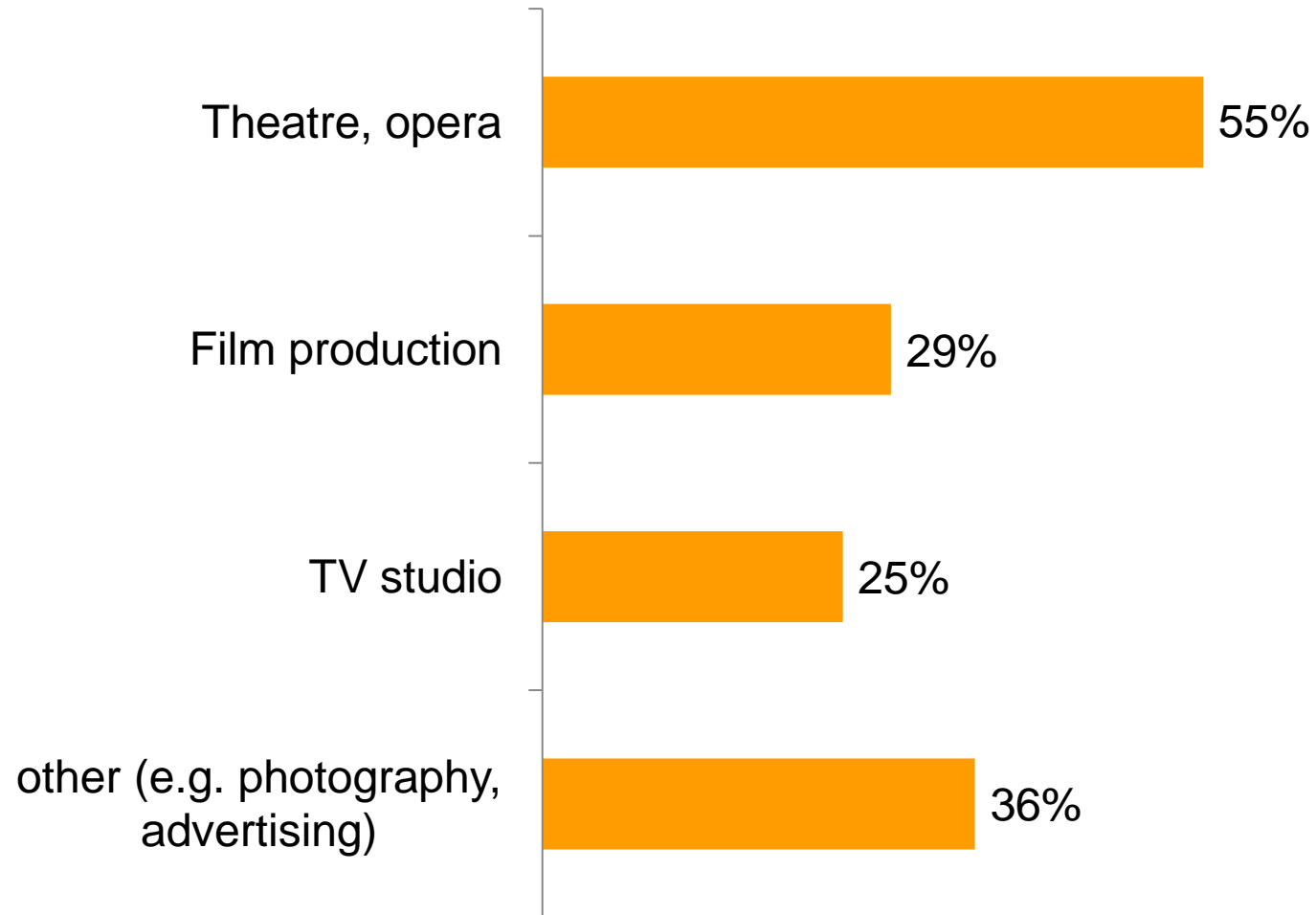


- 1,200 theatres
- 350 musical theatres
- 800 open-air stages
- 600 TV studios
- 1,300 film and TV production venues
- 4.000 freelance make-up artists and visagists

Origin of German visitors

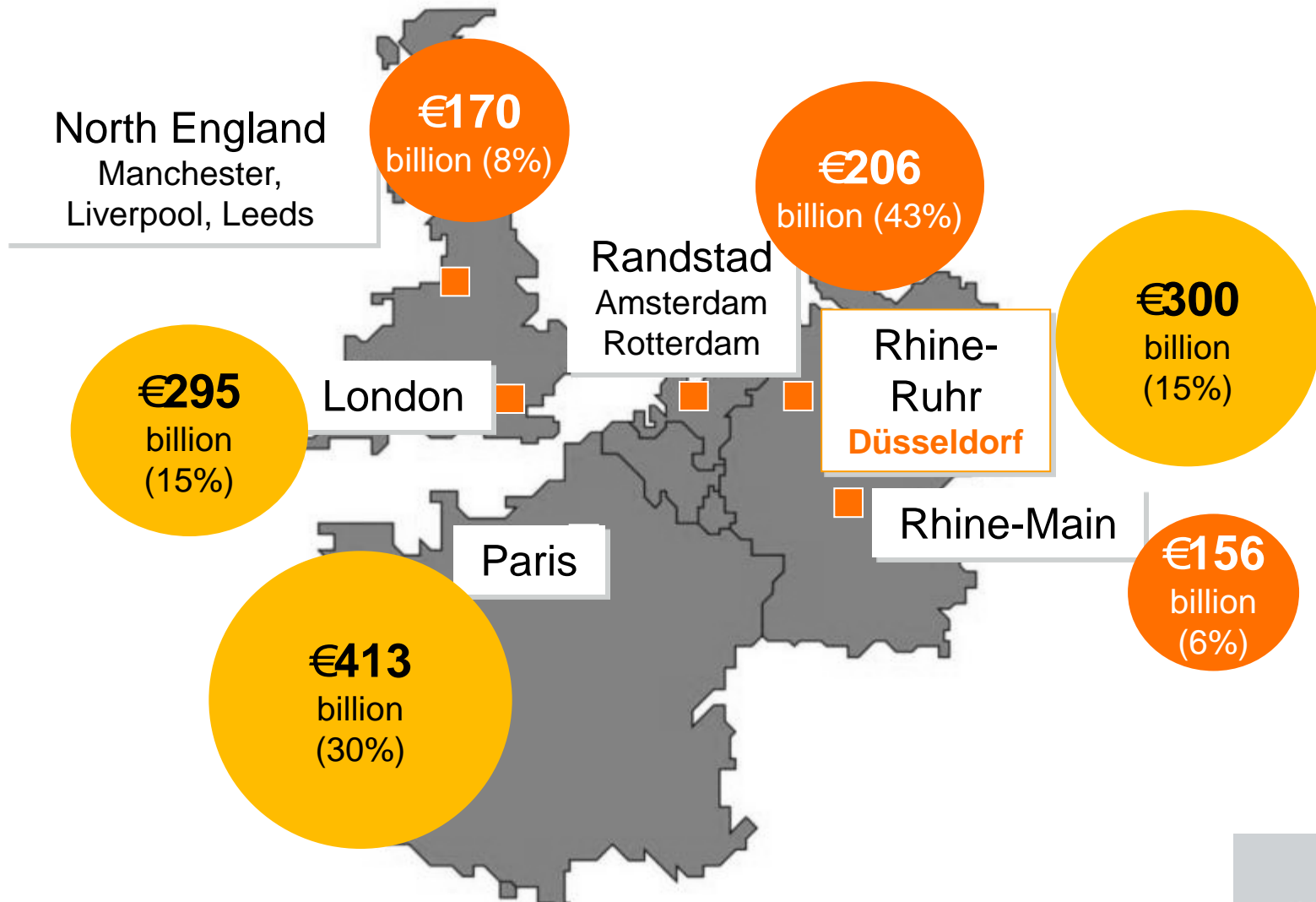


Primary occupation of visitors

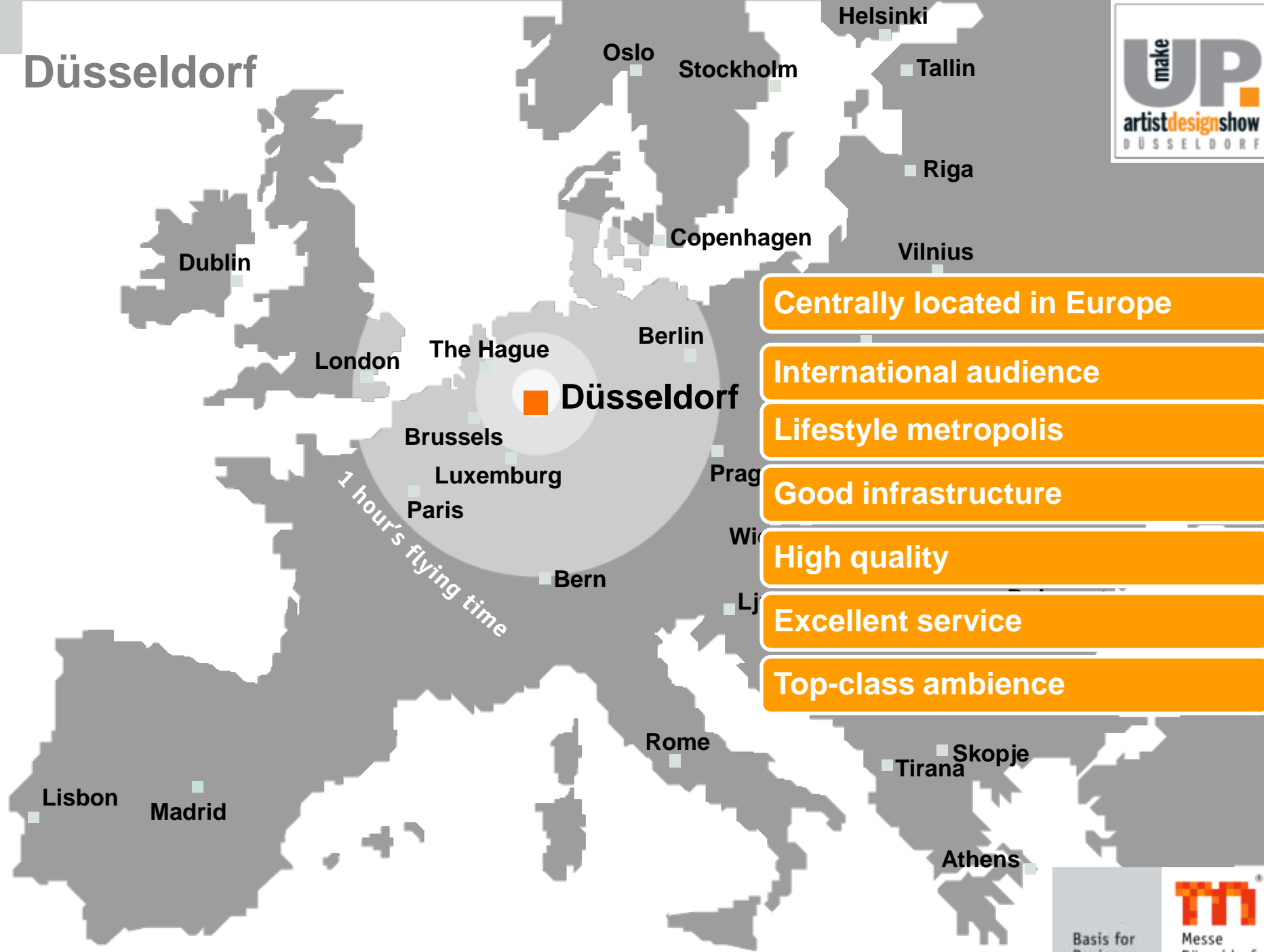


The most important economic areas in Europe

Figures in Euro billion (percentage of relevant country GDP* in brackets)

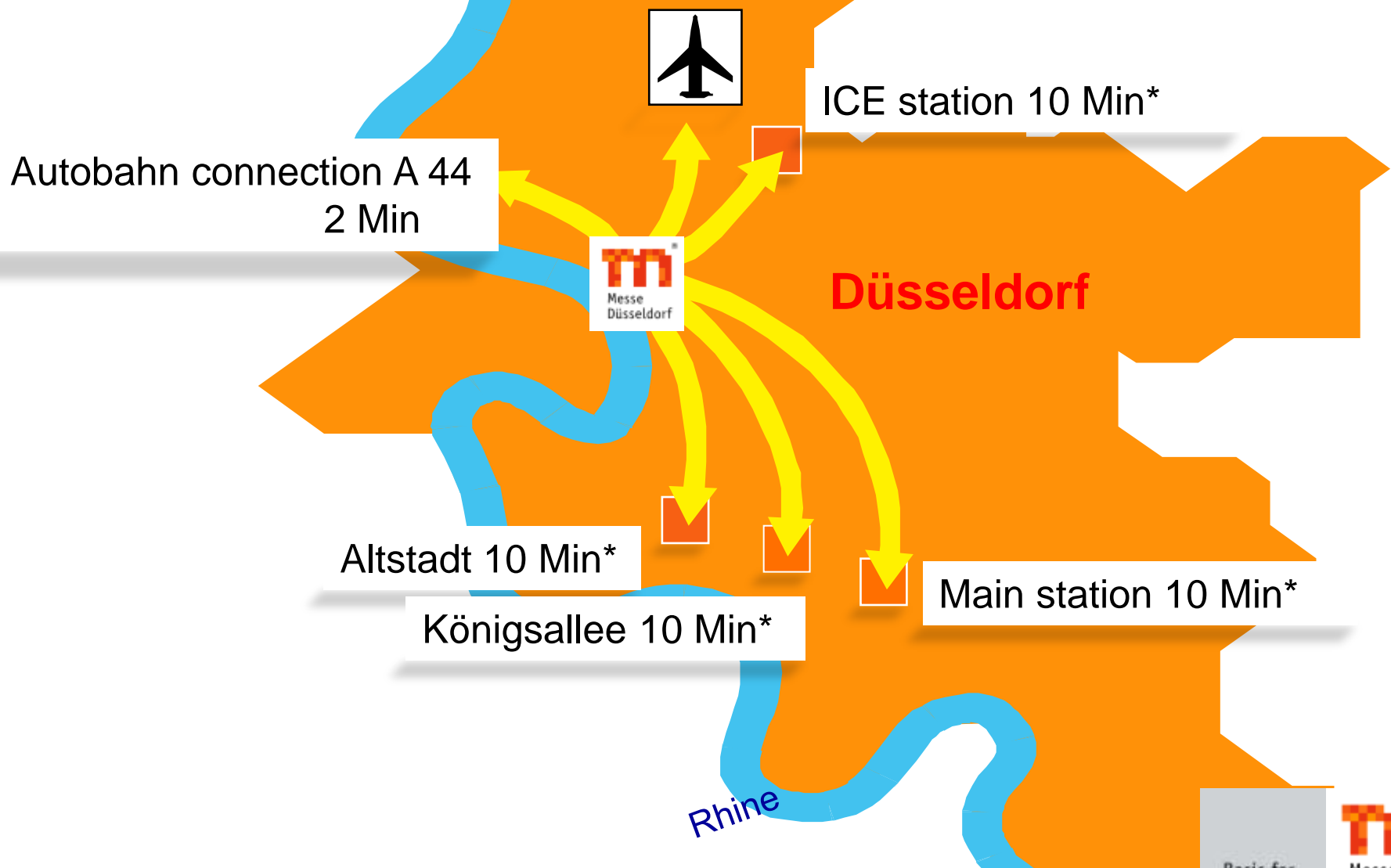


Düsseldorf



Infrastructure

Fast connections

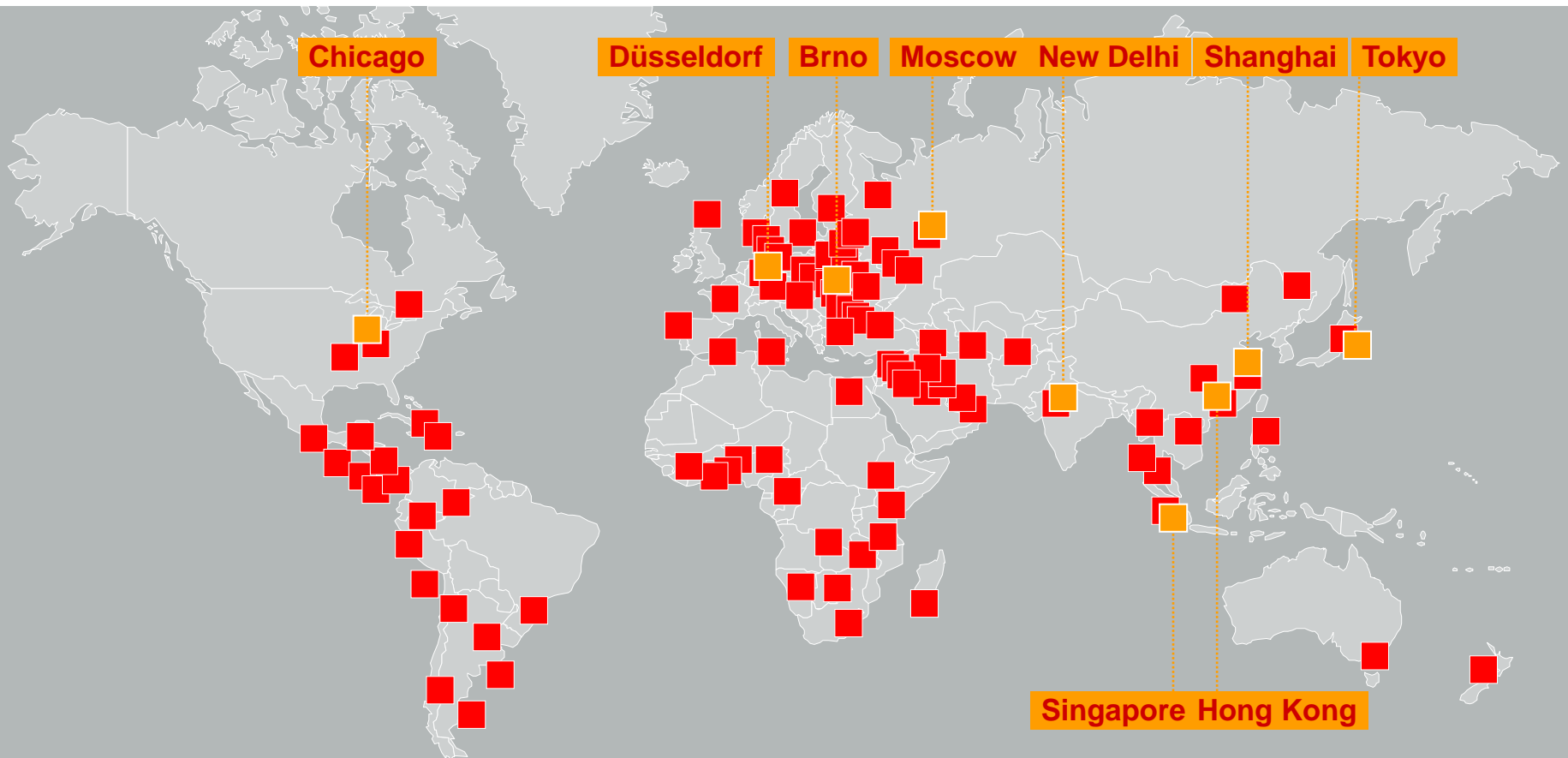


*by taxi

Messe Düsseldorf Group

Sales support in 127 countries (68 foreign representatives)

Subsidiaries in 9 countries



■ Foreign representatives ■ Subsidiaries

What can you display?

High-definition Make-up / Photographic Make-up

3-dimensional Make-up / Mould Construction

Education

Special Effects

Airbrush

Hair Pieces / Wigs

Hair Preparation, Hairstyling

Services

Beards

Health & Safety at Work



We look forward to welcoming you!

Manufacturers and suppliers of products for make-up artists

Schools, education and further education

Service providers

Trade journals / trade literature


Equipment and accessories

Tailor-made participation on a planned budget


■ Participation cost €250 /m² including stand construction

- Aluminium stand construction system
- Rear and side walls in your colour of choice
- All-round fascia board with company name
- Grid ceiling
- One spotlight per 3m²
- Coloured carpet
- 1 counter
- 1 table with 3 chairs
- 3 shelves for leaflets or products
- 3.3kW power connection with socket
- 1 lockable cabinet
- Basic cleaning package





Trade Fair for Make-up Artists
10.-11.3.2012



impressions of make-up artist design show 2011

This show featuring a line-up of international make-up artists boasts enormous potential – people are "dyeing" to see and experience their idols up close.



– Barney Burman, Hollywood

Meeting Point for Stage Make-Up Artists

After the successful premiere both exhibitors and visitors of the **make-up artist design show** Düsseldorf agreed that this new trade fair was a unique and key meeting point for the industry. Trade visitors from renowned

- Home
- Information
- News
- Facts
- Exhibitors & Brands 2011
- Review 2011
- For Exhibitors
- For Visitors
- For Press
- Deutsche Version

Using Synergies



Why choose the make-up artist design show in Düsseldorf?

- No comparable event in Central Europe
- Düsseldorf is the ideal venue due to its catchment area
- Düsseldorf is a Lifestyle Metropolis
- 100% added value due to the parallel staging of



- BEAUTY INTERNATIONAL,
the leading show for professional cosmetics services

BEAUTY
INTERNATIONAL
DÜSSELDORF

- TOP HAIR INTERNATIONAL,
the leading trade fair for the international hairdressing industry

TOP HAIR®
International
Trend & Fashion Days
Düsseldorf

8a **8b**

TOP HAIR[®]
International
Trend & Fashion Days
Düsseldorf
10.-12.3.2012

U 78 P+P 897 TAXI 896

Eingang Nord
North Entrance
50% der Besucher
of visitors



13

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Messeleitung
Messe-Center Verwaltung
Trade Fair Management

Gästelclub, Presseclub
Guest Club, Press Center

Eingang Ost
East Entrance
50% der Besucher
of visitors

City 722 P+P 897 TAXI 896

Stand: 06/2011

IMPRESSIONS





Kreativ-Werkstatt



















**We look forward to
welcoming you!**

make-up artist design show

10. + 11.03.2012

Thank you for your attention!