

BEAUTY DEMANDS KNOWLEDGE

pelene[👑]'20 3-5 APRIL 2020 / LITEXPO



pelene[👑]'20

The 27th
international beauty
industry exhibition –
the largest in the
Baltic states

3-5 April 2020

Exhibition is the gathering of the most famous Lithuanian beauty experts. It is the place where more than 100 various events for visitors take place at the same time, presenting the latest global beauty trends, and holding seminars, masterclasses and in-service training for beauty professionals.

pelene[👑] attracts thousands of visitors who are aesthetically oriented and love and appreciate beauty. Everyone here finds an interesting and relevant topic among the market news and tries out a variety of products which are abundantly presented in the exhibition every year.

pelene[👑]'20

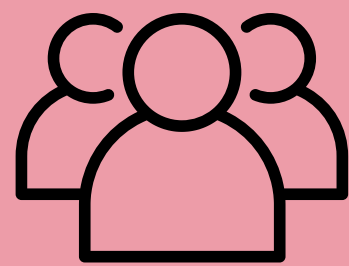
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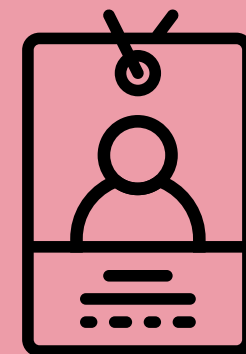
In the beauty industry, the level of proficiency is rising every year. Like other areas of business, this field is not behind innovation as natural, eco-friendly and nature-friendly beauty products gain greater popularity and appreciation. Therefore, interest in beauty requires knowledge.

Exhibition is designed for those who appreciate beauty at any stage of life, who seek and want to know more. The exhibition will help you to expand your horizons, gain knowledge, get to know current issues and discover your uniqueness and complete beauty.

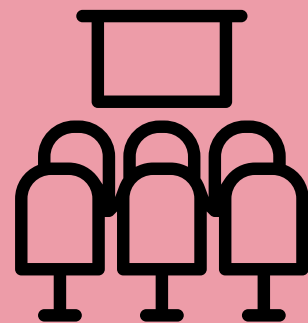
STATISTICS OF 2019 EXHIBITION



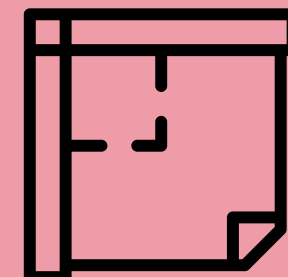
25,000
visitors



350
exhibitors



5
exhibition halls



17,000 sq. m
of exhibition area

WHY IS IT WORTH PARTICIPATING IN THE EXHIBITION?

- ▶ Present the news to the market
- ▶ Reach your target user
- ▶ Build valuable partnerships
- ▶ Increase brand awareness
- ▶ Shape your brand image

EXPOSITION OF THE EXHIBITION

HALL 1

Cosmetology.

HALL 2

Spa, wellness, solariums.

HALL 3










Nail care products. Eyelashes care and extension.
Perfumery – Avenue of Fragrances.

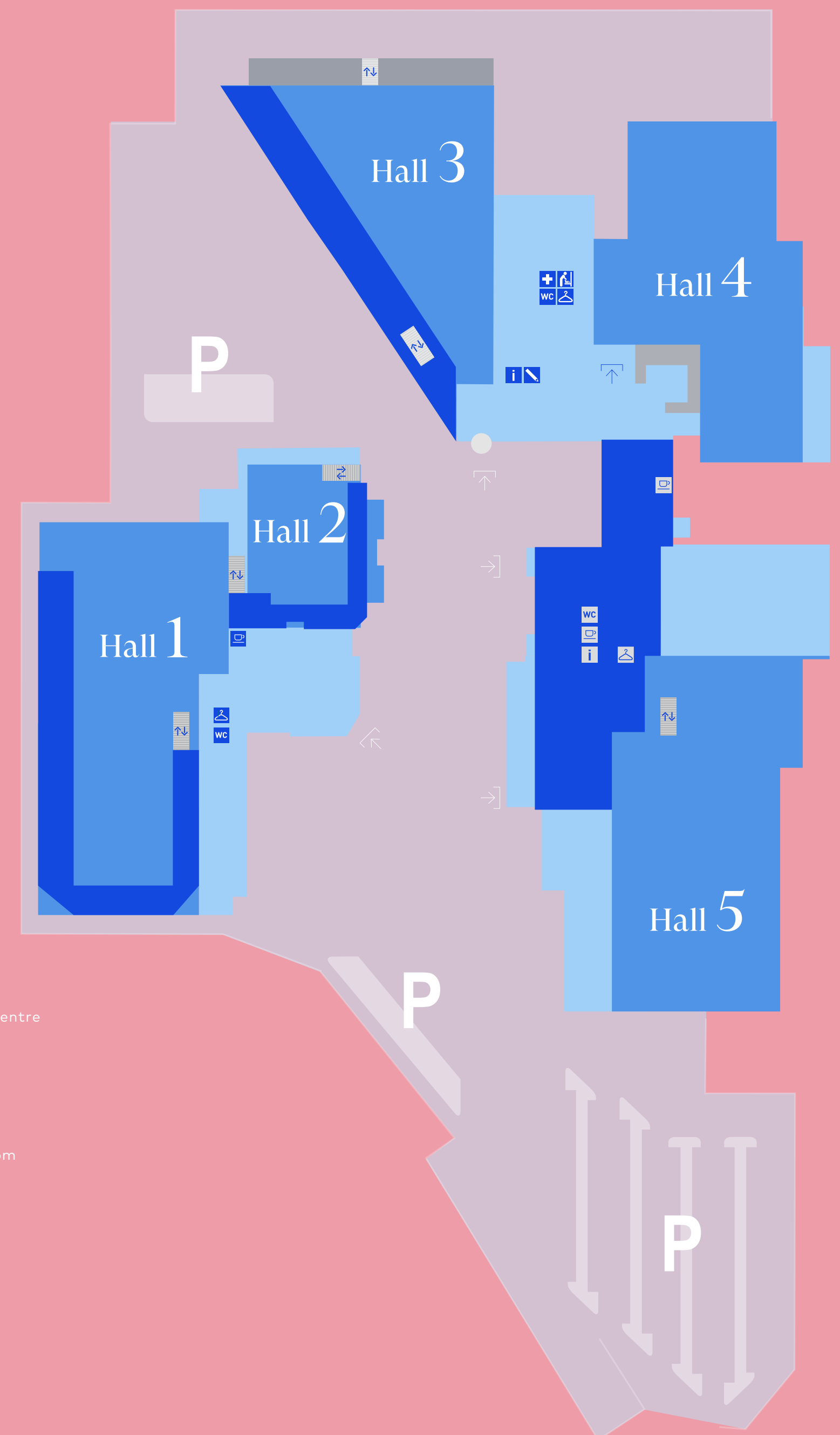
HALL 4

Fashion and style.

HALL 5

Hair care products. Make-up tools. Decorative cosmetics. Equipment for hair stylists.

-  Information centre
-  Cafe
-  First aid post
-  Baby care room
-  Cloakroom
-  Press centre
-  Second floor
-  Parking
-  Entrance



PRICES FOR PARTICIPATION IN THE EXHIBITION:

Registration fee / Co-exhibitor fee:	€130 + 21% VAT
Rental price for 1 sq. m of empty exhibition space, size of the space from 4 sq. m to 20 sq. m	€82 + 21% VAT
Rental price for 1 sq. m of empty exhibition, size of the space from 21 sq. m to 30 sq. m	€79 + 21% VAT
Rental price for 1 sq. m of empty exhibition, size of the space – 31 sq. m and more	€76 + 21% VAT
Rental price for 1 sq. m of empty exhibition space in Hall 4	€60 + 21% VAT
Rental price for 1 sq. m of empty exhibition space outside	€25 + 21% VAT
Rental price for the installation of a standard stand of 1 sq. m	€22 + 21% VAT

Registration

More information
on the exhibition

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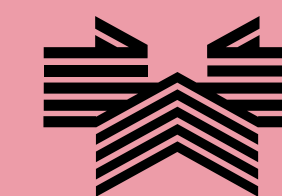
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Organiser:

LITEXPO



Main partner:



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