

HEALTH BEAUTY & WELLNESS **EXPO**

Virtual Expo

October
21 22 23
2021

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HEALTH BEAUTY & WELLNESS EXPO



WORLD AT YOUR FINGERTIPS

Health, Beauty & Wellness 2021 to be held as a Virtual Expo

The region's premier Health, Beauty & Wellness related Exhibition will be held as a virtual-in a completely immersive digital experience. Embracing the new normal, HBW 2021 will be location-agnostic for the first time ever. This means, visitors and participants can join the Live Event and attend the technical discussions; connect with exhibitors and network with their peers from the convenience of their homes, anywhere around the world. The expo will be held from October 21-23, 2021.

During these challenging times, it makes sense to prepare for the upcoming challenges using all the technology available at our disposal to ensure business continuity and build the capability to mitigate those challenges. HBW 2021 is one of the steps in that direction. It promises to provide all the business networking opportunities that you are used to as part of the physical expo sans the requirement to be physically present at the exhibition venue.

BENEFITS OF VIRTUAL EXPO

- ➔ Better Interaction with your Target Audience & Live Lead Generation
- ➔ Connect with Potential Buyers
- ➔ Improved Conversion Rate
- ➔ Zero cost set up and running costs
- ➔ Unlimited Opportunities to connect & share product knowledge

Reasons to be at HBW 2021

- Due to Covid, more Indians are spending more time for health & wellness of their well being.
- Ideal platform to attract potential buyers from across the region.
- Exhibitors from the Ayush Sector from Kerala and other parts of India.
- Event flyers to reach the very affluent high net worth individuals across the region.

Exhibit Categories

- » Ayush-Beauty & Wellness Products
- » Ayurveda Treatment Centres & Spas
- » Cosmetics & Skincare
- » Fragrance Compounds & Finished Fragrance
- » Hair, Nails & Salon Supplies
- » Machinery, Packaging, Raw Materials
- » Personal Care & Hygiene

Visitors Profile

- ▶ Beauticians
- ▶ Beauty Parlors & Hair Salons
- ▶ Nail Artists & Salons
- ▶ Chemists & Dispensary
- ▶ End Users & HNIs
- ▶ Spa & Wellness Centers
- ▶ Tourism Sectors

Foodtech India 2021 Expo Highlights

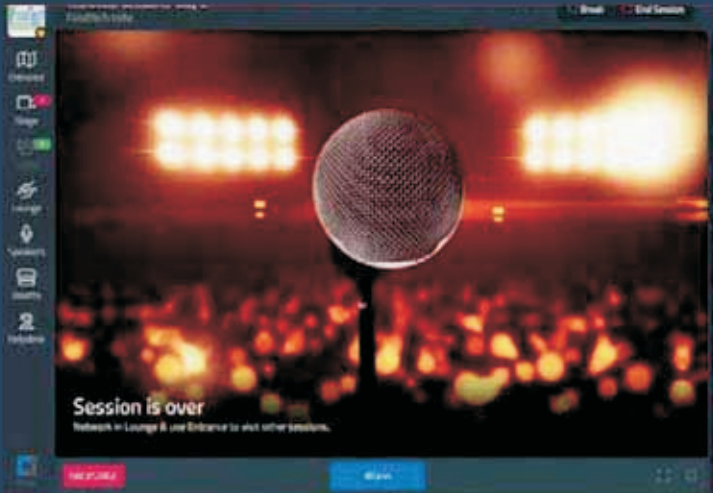
Lobby Area



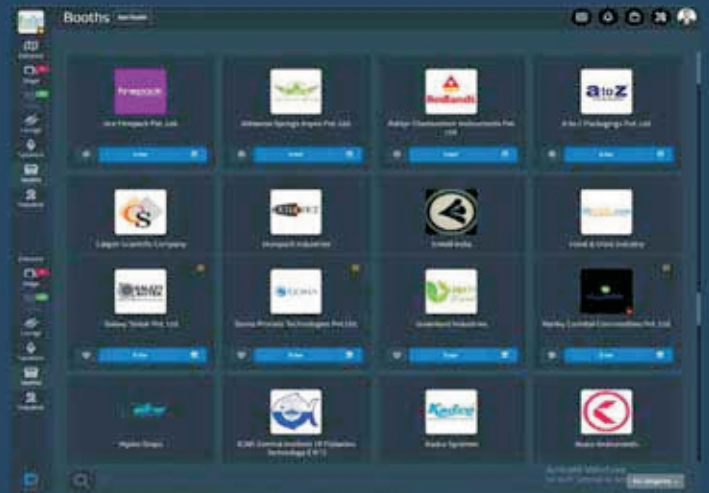
Inaugural Session



Seminar Panels



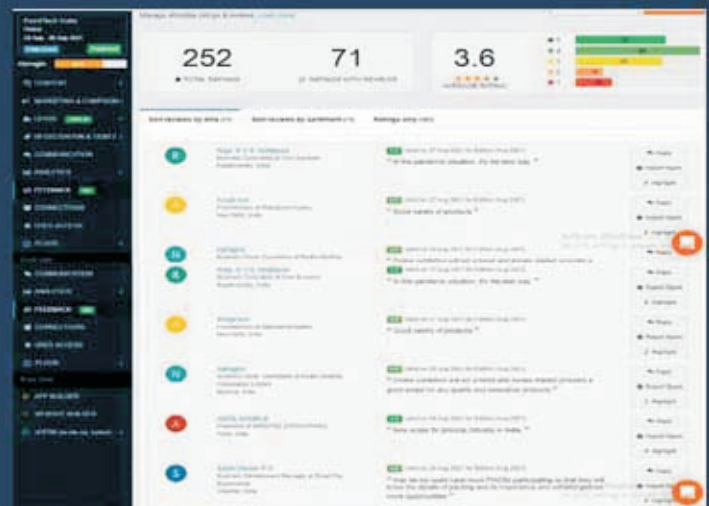
Booths Display



Expo Analytics

Country	Impressions (in total)	Unique Impressions (in total)
USA	120,568	73,965
USA	82,295 (67%)	38,389 (51%)
USA	81,718 (67%)	7,768 (10%)
UK	16,382 (13%)	7,273 (9%)
Canada	3,784 (3%)	3,336 (4%)
India	3,278 (2%)	2,463 (3%)
Australia	1,904 (1%)	1,364 (1%)
France	1,782 (1%)	628 (0%)
Netherlands	1,776 (1%)	606 (0%)
JAP	1,534 (1%)	622 (0%)
Singapore	1,479 (1%)	1,319 (1%)

Visitors Feedback



Digital Marketing

Because our audience gets its information online in the office and on the move via mobile, we are reaching out to them with a digital marketing programme that's specially tailored for both environments. In the run up to the show and during, it will help us to communicate powerful messages at high speed. Using social media, including Twitter, Instagram & Facebook to create a community that offers opportunities for interaction between exhibitors and visitors.

Web Promotions

Our supporting web portals will be promoting the event through their dedicated sites and this will be an effective medium for interested visitors to pre-register as buyers to the exhibition.

Exhibition Details

Exhibition Dates:

October 21st, Thursday
to
October 23rd, Saturday

Exhibition Timings:

10.30am to 6.00pm

Participation Costs-Virtual Expo

Indian Exhibitors:

Rs. 30,000/- per Booth

International Exhibitors:

US\$ 500/- per Booth

★18% GST Extra

Professional Exhibition Organiser

The Expo is organised by Kochi based Cruz Expos, who have already done 3 Virtual Expos including in October 2020-Agri-Business sector, February 2021-Boat & Marine sector and in August 2021-Food sector respectively. We have been regularly organizing the FoodTech Kerala and HotelTech Kerala series of B2B trade exhibitions in Kerala for the past 10 years. Within a short span of 12 years, Cruz Expos has become one of South India's foremost professional exhibition organizer in the B2B segment of trade fairs.

Organised by



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