



Long
Island

Beauty
EXPO

Presented by Beauty Affair Magazine & LI Exposition

NASSAU VETERANS MEMORIAL COLISEUM

MARCH 29-30, 2025

MISSION STATEMENT:

The Long Island Beauty Expo is all about connecting communities and celebrating beauty, fashion, and wellness. We've created a hybrid B2B and B2C space where beauty enthusiasts, professionals, and industry leaders come together to collaborate, learn, and inspire. Through interactive experiences, innovative products, and expert insights, we're building a vibrant hub where creativity and relationships thrive.



BRANDING



SWAG BRANDING

Put your logo on our 5,000 swag bags and go home with EVERY SINGLE ONE of our guests!

*Expo logo will be printed on one side and your logo on the other.

\$3,250 - 5,000 bags (4 Brands)

SELFIE BOOTH CITY

Pink, Green, Yellow, or Purple... Each 8'x8' selfie booth will have a monochromatic theme and YOUR logo for thousands to snap a selfie and post on social media!

*We design the booth, you provide the logo.

\$4,500 (4 Brands)

SWAG TAG

Each of our guests will be using these punch tags all day to claim Expo swag. Lets add YOUR logo to these Swag Tags and be a constant reminder of your brand!

\$1,750 (1 Brand)

ENTRANCE UNIT

Make sure everyone knows you have arrived, as they walk through the doors branded with your business!

*These are limited to Sponsors and Early Registration Exhibitors.

Included in Sponsorships & Early Registration Exhibitor Packages

BRANDING

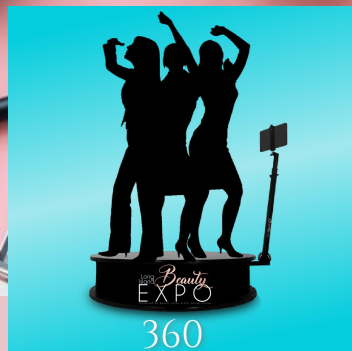


PHOTO BOOTH

360 photo booths are HOT! Put your logo along side of the Expo logo on EVERY SINGLE 360 shoot frame, including our celebrity guests! Photo shoot sent to both you and our guests to post on social media!

*360 sponsors will each exclusively have one expo day, first come first serve.

\$2,500 (2 Brands)



PROGRAM BRANDING

The EXPO Program will include the exhibitor map, stage schedule, SWAG Booths, and will be in all of our guests hands! This is a great place to get in front of potential clients and let them know what special treat you are offering when they visit your booth!

\$850 1 Page Advertisement
\$500 1/2 Page Advertisement
\$350 1/4 Page Advertisement



COLUMN WRAP

The Expo floor has 50 columns that rise up two stories high and can be seen from almost any vantage point on the floor. The sky's the limit with this branding opportunity!

*We are offering custom wrapped columns in groups of four.

\$3,500 (5 Brands)



POWDER ROOM

Transform the Expo powder rooms into a branding moment.

We will create a spa-like experience with YOUR products for washing up and refreshing. The mirrors will boast your brand and a bathroom attendant will keep everything beautiful.

*You supply the products

\$2,750 (1 Brand)

BRANDING



FEATURE ON MARQUEE

FOUR WEEKS of exposure to hundreds of thousands of people entering the coliseum. Lets not forget about the second Marquee positioned on Hempstead Turnpike, where you will get even MORE exposure!

Reserved for Partnership

BRANDING



CELEBRITY HEADLINER SHOW SPONSOR

The Main Stage will have one celebrity headliner show on each day of the Expo. Your sponsorship would help us cover a small portion of that cost, in return we would brand the celebrity Meet & Greet step and repeat with your logo along side of the Expo logo.

All digital correspondence, social media posting, and any other marketing will include your logo positioned as the exclusive sponsor for that celebrity show.

\$6,500 (2 Sponsors)



RESERVE STAGE TIME

With our stage attracting thousands of beauties, utilize this opportunity to get in front of a wider audience with all eyes on you!

*4 - 30 minute spots available &
2 - 45 minute spots available*

1 - 30 minute reservation - \$1,500

1 - 45 minute reservation - \$2,200

PRINT PACKAGES

Beauty Affair Magazine is HOT! Add a print package to any exhibitor or sponsorship purchase and we will get your print ad in the hands of over 15,000 potential customers!

\$850 Print Package I*

*Full Page Advertisement in the Expo printed program
\$350 Credit to use with Beauty Affair Magazine through 2025
Enhanced Listing on the Exhibitors List*

\$500 Print Package II*

*1/2 Page Advertisement in the Expo Printed
\$150 Credit to use with Beauty Affair Magazine through 2025.*

\$350 Print Package III*

1/4 Page Advertisement in the Expo Printed

\$299 Enhanced Exhibitors Listing*

The Expo Exhibitors List will be printed in the Expo program, posted on the Expo website, as well as sent out in an email to all attendees prior to the show. An Enhanced listing receives logo priority placement under their chosen category with a clickable link, rather than a simple text listing in alphabetical order.

*You provide content in an outlined format. Print cut off date is 2/1/25.
We can create content at an additional cost. For details please email Beauty@LIBeautyExpo.com





DIGITAL PACKAGES

Take advantage of our 350,000+ local network with Long Island Exclusive! Add a digital package to any exhibitor or sponsorship purchase and we will blast you on social media and through email.

\$899 Digital Package I - 6 available

7 Bi-weekly Emails (Jan 2025 -April 2025) Exclusive placement
7 Facebook Moms/Town Pages Posts* (Across 10 Pages)
1 Instagram/Facebook Story Post on @BeautyAffairLI
1 Highlight Email
1 Highlight Facebook Moms/Town Pages Post (Across 10 Pages)
Enhanced Listing on the Exhibitors List*

\$599 Digital Package II - 12 available

8 Bi-weekly Emails (Jan 2025 -April 2025)
8 Facebook Moms/Town Pages Posts* (Across 10 Pages)
1 Instagram/Facebook Story Post on @BeautyAffairLI*

\$299 Enhanced Exhibitors Listing

The Expo Exhibitors List will be printed in the Expo program, posted on the Expo website, as well as sent out in an email to all attendees prior to the show. An Enhanced listing receives logo priority placement under their chosen category with a clickable link, rather than a simple text listing in alphabetical order.

*You provide content in an outlined format.

We can create content at an additional cost. For details please email Beauty@LIBeautyExpo.com

BRANDING PACKAGES

A top-down view of a pink surface with various beauty products. A clear perfume bottle with 'Beauty Affair' written on it is on the left. A black hairbrush and a white hair tie are in the center. A black hairbrush is on the right.

BRANDING I \$3,650

- **Print Package I** (\$850 Value)
 - Full Page Advertisement in the Expo Printed
 - \$350 Credit to use with Beauty Affair Magazine through 2025.
 - Enhanced Listing on the Exhibitors List
- **Digital Package I** (\$899 Value)
 - 7 Bi-weekly Emails* (Jan 2025 -April 2025) Exclusive placement
 - 7 Facebook Moms/Town Pages Posts* (Across 10 Pages)
 - 1 Instagram/Facebook Story Post on @BeautyAffairLI
 - 1 Highlight Email
 - 1 Highlight Facebook Moms/Town Pages Post (Across 10 Pages)
 - Enhanced Listing on the Exhibitors List
- **Beauty Affair Magazine** ½ Page Glossy Advertisement space in Beauty Affair Magazine March Issue (\$1,150 Value)
- **\$1,000 in Branding Credit*** (\$1,000 Value)

A top-down view of a pink surface with various beauty products. A clear perfume bottle with 'Beauty Affair' written on it is on the left. A black hairbrush and a white hair tie are in the center. A black hairbrush is on the right.

BRANDING II \$2,425

- **Print Package II** (\$500 Value)
 - 1/2 Page Advertisement in the Expo Printed.
 - \$150 Credit to use with Beauty Affair Magazine through 2025.
- **Digital Package II** (\$599 Value)
 - 8 Bi-weekly Emails* (Jan 2025 -April 2025)
 - 8 Facebook Moms/Town Pages Posts* (Across 10 Pages)
 - 1 Instagram/Facebook Story Post on @BeautyAffairLI
- **Beauty Affair Magazine** ¼ Page Glossy Advertisement space in Beauty Affair Magazine March Issue (\$695 Value)
- **\$750 in Branding Credit*** (\$750 Value)

**Branding Credit can be applied to available branding add-ons.
Branding packages are only available to Exhibitors and Sponsors*

EXHIBITORS

2 Day Exposition -
First come first serve placement and corner
allocation

Booth Rate:
\$1500 (10' x 10')

Bulk Rate:
20' x 20' or larger - \$13.00 per sq. ft.

*20% Discount if paid in full by December 1, 2024
Email Beauty@LIBeautyExpo.com for booking*

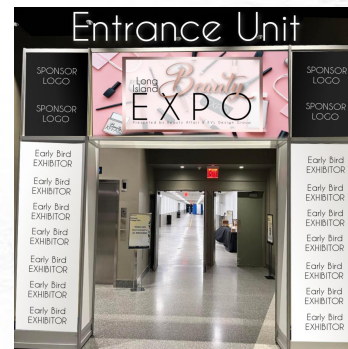




EARLY REGISTRATION EXHIBITOR PACKAGE

*Ends November 30th at 11:59pm ET**

- 20% OFF of any Exhibitor Space
- Business name listed on the Entrance Unit
- Business logo on an exclusive step and repeat
- \$150 in Branding Credit
- Enhanced Exhibitor Listing



**Early Reservation Exhibitor packages must be paid in full before November 30, 2024. These packages are NOT applicable to non-paying exhibitors. No exceptions.*

PARTNERSHIP

\$19,999

1 AVAILABLE

- 20x20 **Interactive** Corner Cap Booth (\$15,000+ Value)
- Recognized as a partner on all Expo marketing, advertising, promotional emails and website.
- Digital Package I & Print Package I (\$1,749 Value)
- Recognized as a partner in the Expo Program & on cover (\$2,500+ Value)
- 1 Page Ad in Beauty Affair Magazine (\$1,900 Value)
- Logo on step and repeat at registration
- Logo on Entrance Unit
- 5 - 2 Day Diamond Expo tickets (\$700 Value)
- 20 - 2 Day VIP Expo tickets (\$1,300 Value)
- 2 - 30 minute reservations on the Main Stage (1 per day) (\$3,000 Value)
- \$2,500 in Branding Credit* (\$2,500 Value)
- 1 Live interview collaboration on Instagram, from the Expo
- List of attendees
- Featured on the marquee outside of the Coliseum for **a minimum of 4 weeks**

SPONSORSHIP

\$9,999

3 AVAILABLE

- 10x20 Corner Booth (\$3,400 Value)
- Recognized as a sponsor on Expo promotional emails and website.
- Digital Package I & Print Package I (\$1,749 Value)
- Recognized as a sponsor in the Expo Program (\$850+ Value)
- 1/2 Page Ad in Beauty Affair Magazine (\$1,150 Value)
- Logo on step and repeat at registration
- Logo on Entrance Unit
- 10 - 2 Day VIP Expo tickets (\$650 Value)
- 5 - 1 Day GA Expo tickets (\$175 Value)
- 1 - 30 minute reservation on the Main Stage (\$1,500 Value)
- \$1,500 in Branding Credit* (\$1,500 Value)
- 1 Live interview collaboration on Instagram, from the Expo

SUPPORT

\$4,999

- 10x10 Corner Booth (\$1,750 Value)
- Recognized as a supporting sponsor on Expo promotional emails and website
- Digital Package II & Print Package II (\$1,099 Value)
- Recognized as supporting sponsor in the Expo Program (\$850+ Value)
- 1/4 Page Ad in Beauty Affair Magazine (\$695 Value)
- Logo on step and repeat at registration
- Logo on Entrance Unit
- 5 - 2 Day VIP Expo tickets (\$325 Value)
- 5 - 1 Day GA Expo tickets (\$175 Value)
- \$500 in Branding Credit* (\$500 Value)

**Branding Credit can be applied to available branding add-ons.*