



ACADERMIA



**6th Annual, Beauty & Anti Aging
9-11 November 2018, Stockholmsmässan**



The Leading Beauty & AntiAging Show in Scandinavia





Trends



Inspiration



Knowledge





Press & Influencers



Nail & Make Up Competitions





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Esthetic Surgery – Skincare - Make Up
Hair & Salon - Dental Care - Natural Beauty
Spa - Beauty Treatments - Nails
Laser/IPL - Fillers & Botox – AntiAging



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**B2C & B2B * Nail Systems Art Open
Seminars * International Beauty Experts
B2B-day Seminars * Industry Mingle
Bar & AntiAging Café * Make Up Competition
Press Breakfast & GoodieBag
1000 Beauty Bag Tickets**



Academia 2018: In the A-hall at Stockholmsmässan

- Academia runs annually with leading shows in the Nordic: Allt för Hälsan health show & Sthlm Food & Wine.
- One ticket – three fairs!
- Last year, 31.500 people visited the three shows and 7500 of these went to Academia



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Target Groups

- 75% consumers & 25% industry
- Consumer Visitor Profile: 95% Women, 38 years, from greater Stockholm, interested in beauty, health & anti-aging
- Industry professionals such as buyers, distributors, clinic & salon owners, beauticians, skin therapists, plastic surgeons, nurses, hairdressers, make up artists, nail artists
- Over 100 journalists, bloggers & influencers visit the show annually. After the press breakfast on Friday morning – the show is open exclusively for this target group for one hour 9-10.



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Why be a part of Acadermia?

- No other event in Sweden where you reach so many in your target group at the same time
- Build relationships with beauty nerds, influencers and early adopters.
- A live event is the perfect source for content & social media.
- Platform for Inspiration & Creativity
- Breaking News? Launch new products, brands or services.
- Want to reach the industry? On Friday the 9th we have a separate B2B-programme with exciting seminars and panels. The day is finished of with our traditional industry mingle in our bar.
- Thought Leadership – Skönhetsscenen. Swedish and international beauty experts talk about the latest trends and research.



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Prices for 3 days ex VAT:

- Registration Fee: 4 900 SEK incl garbage and logistics. Incl 2 tickets to the industry mingle Saturday evening (2 glasses of bubbly & canapées)
- Spa Stand: 2 300 SEK/sqm - incl a spa stand with walls, dark grey carpet, one socket with electricity, spotlights (1 per 4 sqm) & white wave-curtains along the walls. The white curtains are optional.
- With no stand package: 1900 SEK/sqm. Only unpainted walls included.
- Co-exhibitor: If you have companies exhibiting with you, they need to pay a co-exhibitor fee of 1900 SEK ex VAT. Their brand will be in the exhibitors list and on the website.
- Payment conditions: 25% of total sum is paid by registration. Non refundable. The remaining 75% is due 60 days before the show and is refundable before 60 days before the show. Contact: catarina@acadermia.se or tel + 46 765 710279



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**Interested in more exposure at
Academia?**

**Contact us for a further
discussion.**



Thank you!

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