

Sì.cb

Salon International
de Coiffure et de Beauté



www.sicb-lb.com

Why Lebanon

A wonderful elite of hair designers in Lebanon realized the need to follow the footsteps of international hair and beauty shows and create Si.CB which stands for "Salon Internationale de la Coiffure et Beauté".

Lebanon is the perfect candidate to host this particular and exotic event because it is the lighthouse of the Middle East, combining between the east and the west and bringing them together in one focal spot, creating a world of style.

It is also well known for its worldwide professionals in hair dressing beauty and creativity, and holding the pioneers of trend between local and international participants.



Purpose of the event

This show is set to bring in numerous responses, being beneficial, both in knowledge and finance:

- Become an ambassador for hairdressing and beauty in the Middle East.
- Open the eyes of the designers to new trends under the supervision of world-class professionals.
- Create a Salon of acknowledged quality in one place where the target audience exists.
- Belong to a group of qualified professionals.
- Bring together the commercial, artistic and professional values of Lebanese hairdressing and beauty and give it proper recognition to the world and demonstrate, live, the efficiency of new products.
- Share the Know-How ; professional ethics and values that give hairdressing and beauty the edge that help transform the personality of a person.

Promote your business
& find new markets !

Program

The event will be exquisite with a program split into 2 sections:

The hair design festival will host world-class hair and beauty companies from local and international countries, where a booth will be dedicated for each company to expose their brands to visitors and exhibitors attending the festival.

At the same time, the festival will include a show where local hair designers will compete with each other for the best hair design according to themes assigned for the competitors, during the 4 consecutive days of the festival.

Consequently, 15 international team of designers will also present their own hairdressing shows.

This festival will be well known in the industry, becoming the place visited each year for updates on the new trend in beauty and hair fashion in the Middle East, the Gulf region and North Africa.

Where & When

Si.CB show will be held in Forum de Beyrouth, from April 22 to April 25, 2016.



Who will Exhibit?

Beauty Centers	Beauty Equipment	Beauty Products	Body Care & Health Center Equipment	Cosmetics Industry	Furniture Skin Care
Furniture Hairdressers Industry	Hair Care Centers	Hairdressing Products	Hair Extension & Wig Item	Hair Removing Products & Machines	
Massage Parlors	Nails Industry	Perfumes Industry	Sauna Facilities	Shampoo Industry	Skin Care Equipment
Skin Color & Image Consulting		Soap Industry	Tattoo Equipment	Towels Industry	

Benefits of Exhibiting

As a fashion follower , the benefits are multiple. He will be introduced to professional people who will give information about the whereabouts of fashion and how to find it, know the beauty and products provider ,know what to use and get free trials,while learning the latest fashion technologies.

The designer will also have numerous benefits because he will acquire new techniques and use new products. He will be able to meet the suppliers and get great deals and offers. Moreover, by his presence,he will be able to assist in the fashion show and learn more about his competitors and what the leaders of the show are exposing.

Visitors

This festival is expected to bring in 50 000 to 75 000 visitors from local residents and the Arab world,plus international visitors that are interested in worldwide hair design and beauty and exploring new boundaries.



Circle

All stands ,in all their shapes and sizes,will be provided by circle that offers exhibition services. Circle is the leading group in exhibition and contracting with over 25 years of experience in Lebanon and the Gulf region.

The team can provide a full package for a system or custom made stands from conception to execution stage untill completion.

- * Stand price list is divided between empty space areas and ready-made stands.
- * All custom made stands should be discussed with circle company before process initiation.

Media Coverage

- *TV spots (local TV channels and international)
- * Online coverage (Facebook/ Instagram/ twitter/ Youtube,Website)
- * Outdoor (Billboard/ Unipole/ Minipole/ LED)
- * Magazine ads (fashion and beauty magazines).
- * Professional website (updates about the show/online live streaming).
- * Posters of the (in every salon for hair and beauty centers,2-3 month prior to the event).
- * Official directory (for the festival) and official magazines (after the festival) to become a reference distributed to all Salons and beauty centers.

Exposure on tickets;

- * Invitation cards will be distributed for free (not less than 10 000).
- * The total tickets number will be expected (not less than 50 000).

After the show

- * Gala Dinner (the place and time will be announced later).
- * Campaign "THANKS" to thank all exhibitors and visitors for their support and collaboration in this festival.





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