



SPONSOR INFORMATION

24TH OF MAY 2025

Hilton By Deansgate
Manchester

SOS BEAUTY EXPO EXHIBITOR INFORMATION GUIDE

EVENT DETAILS

Get ready as 100's of hair, beauty, aesthetics and holistic therapy businesses prepare to join us for our first ever SOS Beauty Expo!!!

Date: 24th May

Location: Hilton Deansgate Hotel

Expo Hours: 10:00 AM - 3:00 PM

Set-Up and Arrival

- Set-Up Time: Exhibitors can begin setting up at 7:30 AM.
- Complimentary Breakfast: Served in the foyer from 7:30 AM to 9:30 AM.
- Expo Opening: The event opens to the public at 10:00 AM.

During the Expo

- Public Hours: 10:00 AM - 3:00 PM.
- Breakdown Time: Please ensure all your items are packed up and you have vacated the room by 4:00 PM.
- Complimentary Buffet Lunch: Available for event staff from 3:15 PM to 4:00 PM while clearing away.

Stand and Equipment

- Stall Selection: Please let us know as soon as possible which number stall you would prefer. Stalls are allocated on a first-come, first-served basis.
- Stall Measurements: Ensure you adhere to the measurements stated for your chosen stall. Due to health and safety reasons, these measurements must be followed.
- Tables Provided: Yes, but exhibitors must bring their own backdrops, banners, and other display materials.
- Live Demonstrations: If you plan to conduct live demos, you must notify us in advance and complete a risk assessment. PAT testing certificates are required for any electrical items.
- Public Liability Insurance: A copy of your public liability insurance must be provided.
- Extension Cables: Please bring your own, as these may not be available on site.

Marketing and Engagement

- Leaflets and Business Cards: Bring plenty of leaflets and business cards to spread the word about your company.
- Freebies: Consider offering free samples, sweets, or other freebies to attract more visitors to your stand. Freebies always draw in crowds.
- Eye-Catching Stands: Make your stand as attractive and engaging as possible.
- Data Capture: Create interactive methods for capturing attendee data, such as competitions requiring email addresses for prize draws.

Staff and Passes

- Staff Passes: Each stand is allocated two staff passes. For additional staff, please contact us for permission.
- Award Ceremony Tickets: Your sponsorship package includes two tickets. Additional tickets for staff can be purchased at a discounted price of £100 per person.
- Models: Any models receiving treatments must have purchased an Expo ticket. You can use the Exhibitors Facebook group to find models or ask us to promote your requirements to our finalists.

Additional Key Points

- Communication: Ensure all necessary documents (risk assessments, PAT certificates, insurance) are submitted in advance.
- Compliance: Follow all health and safety guidelines provided by the event organizers.
- Networking: Use this opportunity to network with other exhibitors and attendees.
- Feedback: After the event, we welcome your feedback to help us improve future expos.

Thank you for participating in the **SOS Beauty Expo**. We look forward to a successful and engaging event!

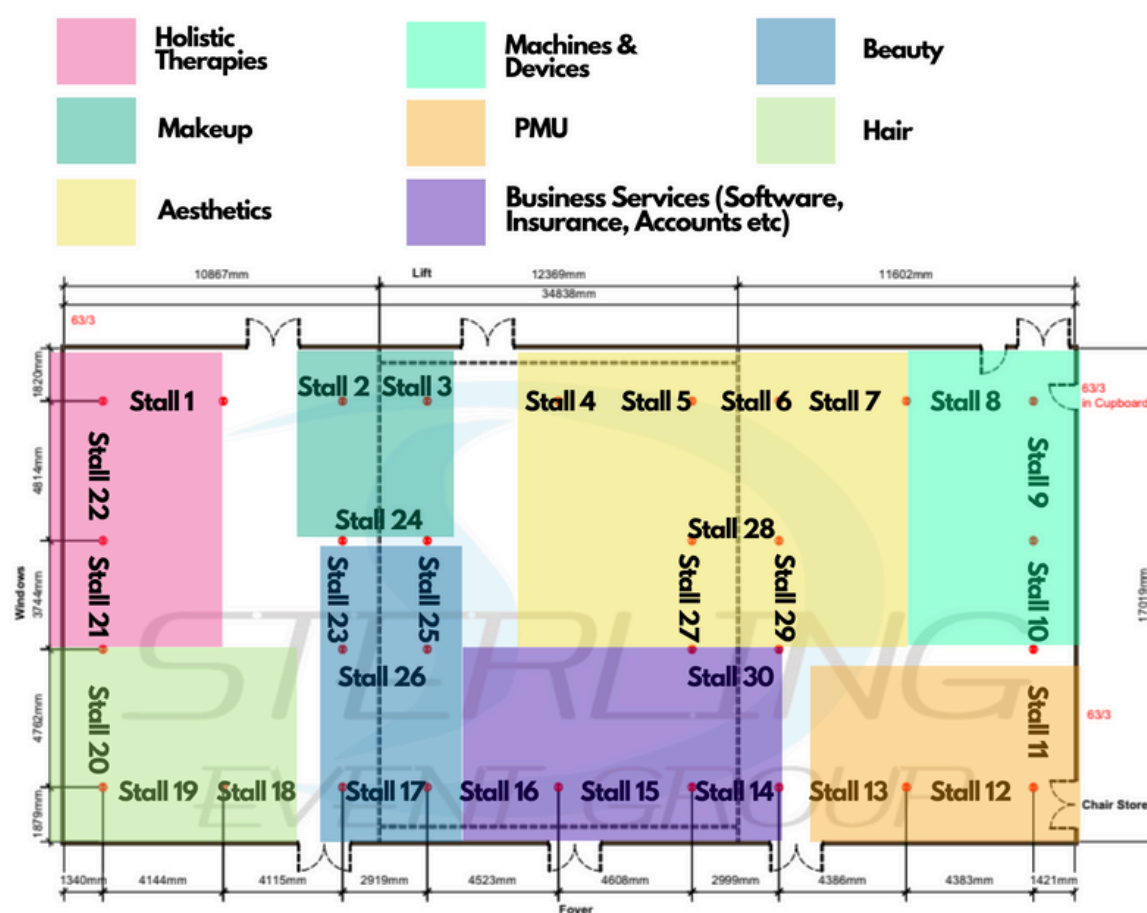
Best regards,

SOS Beauty Expo Team

SOS BEAUTY EXPO FLOOR PLAN AND STALL ALLOCATION

Welcome to the SOS Beauty Expo! This floor plan and stall allocation guide is designed specifically for our exhibitors. Inside, you'll find a comprehensive layout of the expo space at the Hilton Deansgate Hotel, helping you locate your designated stall and plan your set-up. We aim to ensure a smooth and successful event for all our exhibitors.

We look forward to a fantastic day of beauty and wellness innovations!



THIS PLAN IS A GUIDE AND MAY VARY ON THE DAY - PLEASE CHOOSE A 3 METER STALL IF YOU PLAN TO CARRY OUT LIVE DEMO'S

STALL 1 : 3 METERS
STALL 2 : 2 METERS
STALL 3 : 2 METERS
STALL 4 : 2 METERS
STALL 5 : 2 METERS
STALL 6 : 2 METERS
STALL 7 : 2 METERS
STALL 8 : 3 METERS

STALL 9 : 3 METERS
STALL 10 : 3 METERS
STALL 11 : 3 METERS
STALL 12 : 3 METERS
STALL 13 : 2.5 METERS
STALL 14 : 2 METERS
STALL 15 : 2.5 METERS
STALL 16 : 3 METERS

STALL 17 : 2.5 METERS
STALL 18 : 2.5 METERS
STALL 19 : 3 METERS
STALL 20 : 3 METERS
STALL 21 : 3 METERS
STALL 22 : 3 METERS
STALL 23 : 3 METERS
STALL 24 : 3 METERS

STALL 25: 3 METERS
STALL 26: 3 METERS
STALL 27: 3 METERS
STALL 28: 3 METERS
STALL 29: 3 METERS
STALL 30: 3 METERS

JUDGING INFORMATION

Thank you for participating as a judge in the 2025 SOS Beauty Awards. Your expertise and commitment are crucial to recognizing the best in our industry. Below you will find important details and instructions to ensure a smooth and fair judging process.

Key Dates

- Entries Close: 31st January 2025
- Access to Application Forms: 3rd February 2025
- Score Sheets Due: 18th February 2025

Judging Process

Access to Entries:

- On the 3rd of February, you will receive access to the application forms for your assigned category. Please review all entries thoroughly.

Scoring Matrix:

- You will be provided with a scoring matrix to evaluate the candidates. Each candidate should be allocated points from 1 to 10, with 1 being the lowest and 10 being the highest.
- You are required to score your top 10 candidates.

Completing the Score Sheets:

- Fill out the score sheet with your allocated points for each of the top 10 candidates.
- Ensure that your scores are based on the criteria and standards provided.

Submitting Scores:

- Completed score sheets need to be returned to us by the 18th of February.
- Timely submission is crucial for the awards process to proceed smoothly.

Participation Confirmation

If you are unable or do not wish to participate in the judging process, please notify us as soon as possible. Use the following form to inform us, and we will find a suitable substitute, either a previous winner of the category you are sponsoring or an industry expert: [Judging Participation Form](#).

Your participation and dedication to maintaining the high standards of the SOS Beauty Awards are greatly appreciated. We look forward to your contributions in selecting the best in the beauty industry.

AWARDS INFORMATION

Arrival and Red Carpet

- 6:30 PM - Red Carpet Entrance:
 - The red carpet entrance is located at the main entrance of the hotel.
 - Photographers and videographers will be present to capture red carpet interviews hosted by our incredible MC.
 - Guests will climb the elegant spiral staircase leading to the bar area.
- Welcome Reception:
 - At the top of the staircase, guests will be greeted with a welcome glass of Prosecco in the bar area.

Main Event

- 7:00 PM - Main Awards Hall Opens:
 - The doors to the main awards hall will open.
 - Please ensure all guests are promptly seated by 7:30 PM.
- 7:30 PM - Opening Ceremony:
 - The main host will come to the stage to announce the opening of the SOS Beauty Awards.
 - Introduction of sponsors and their allocated judges.
 - Opening speech by SOS Beauty Awards founder, Faye Finaro.
 - The introduction speech will conclude by 8:00 PM.

Dinner and Entertainment

- 8:00 PM to 9:30 PM - Dinner Service and Entertainment:
 - A delightful dinner service will be accompanied by entertainment.



AWARDS INFORMATION

Awards Presentation

- **9:30 PM - Main Awards Ceremony:**

- Each category will be announced by the host.
- Sponsors or judges (depending on your preference) will be called to the stage.
- The host will pass the sponsor/judge a golden envelope containing the results.
- The sponsor/judge will announce the top 3 winners:
 - Third Place: Announce and congratulate the recipient.
 - Second Place: Announce and congratulate the recipient.
 - First Place: Announce and congratulate the recipient.
- Sponsors/judges are welcome to give a short speech before announcing the top 3.
- The rest of the results will be displayed on the screens behind, from 10th to 1st place.
- The winner will come to the stage to receive their trophy and pose for a photo with the sponsor/judge and host.
- The winner will have the opportunity to give a short acceptance speech.

Participation Guidelines for Sponsors and Judges

- **Role on Stage:**

- Decide if you prefer to announce the winners yourself or have the judge do it.
- Be prepared to give a brief speech if desired before announcing the winners.

- **Photo Opportunities:**

- Be ready to pose for photos with the winner and host after presenting the trophy.

Contact and Additional Information

If you have any questions or require further assistance, please do not hesitate to contact us. We look forward to celebrating the achievements in the beauty industry with you.

SOS Beauty Awards Team
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