

TONES OF BEAUTY

1st–2nd July 2026, Excel, London, UK

Europe's Only Professional Trade Show
Dedicated to Multicultural Beauty

2026 SPONSORSHIP OPPORTUNITIES



INTRODUCTION

TONES OF
BEAUTY

1st–2nd July 2026, Excel, London, UK

The Tones of Beauty Exhibition and Conference offers unparalleled opportunities for sponsors to elevate their visibility and distinguish themselves from the competition. In addition to exhibiting, we provide a wide range of sponsorship options to enhance your brand's presence. From tiered sponsorship packages to on-site branding and digital packages, there are numerous ways to make a lasting impact. Let us discuss your specific needs and create a bespoke package that aligns with your goals and budget. Join us in making this event a memorable success for your brand!

TIERED SPONSORSHIP OPPORTUNITIES	2
EXCLUSIVE ONSITE OPPORTUNITIES	3
EXPERIENCE HUB & DIGITAL OPPORTUNITIES	4
MORE DIGITAL OPPORTUNITIES	5
MOBILE APPLICATION SPONSORSHIP	6
ON-SITE BRANDING OPTIONS	7

TONES OF BEAUTY – SPONSORSHIP PACKAGES

The tiered sponsorship packages are designed as a guide only and can be customised to meet the exact requirement of the sponsor. Your account manager will be able to discuss options in more detail with you, adding and removing elements to the package to ensure that you receive the package that your business requires.

TIERED SPONSORSHIP OPPORTUNITIES

PRE-SHOW BENEFITS	Platinum	Gold	Silver
Logo on website with hyperlink to sponsor's website, in appropriate tier	✓	✓	✓
Exclusive e-shot to our database	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	✓	✓	✓
Featured article on website news story	2	1	
Social media posts (LinkedIn, Instagram, Facebook & X)	2	1	
ON-SITE BENEFITS			
Logo on all onsite signage	✓	✓	
Push Notification Announcement (during each day of the event)	✓		
Relevant tier in show catalogue	✓	✓	✓
Speaker slot (pending conference chairperson approval)	✓	✓	
Roll up banners onsite (artwork to be provided by sponsor)	2	1	1
POST-SHOW BENEFITS			
Dedicated 'Thank you' email from sponsor	✓	✓	
Logo included in post-show report	✓	✓	✓
Logo shown in appropriate tier on website for 3 months	✓	✓	✓
Social media posts (LinkedIn, Instagram, Facebook & X)	3	2	1
PRICE	£15,000	£10,000	£7,000

Lanyard Sponsor – £7,500

Be the exclusive lanyard sponsor of the Tones of Beauty exhibition. You can design the lanyards in your own brand colours and with your company logo. The Lanyards will be worn by all attendees (including hosted VIP buyers) of the event. (Production of lanyards is not included in the price)

Badge Sponsor – £4,500

Being the exclusive badge sponsor, your logo will feature prominently on the back of every badge, ensuring maximum visibility among thousands of attendees, exhibitors, and key decision-makers.

Conference Sponsor – £10,000

Exclusive branding for one conference area. Package includes 2x roll up banners, literature seat drop, branding on conference holding page and dedicated speaking slot (pending approval by conference chairperson). Exclusive to one company per conference.

- Stage 1, The Inspiration Stage: Panel Discussions and Thought Leadership – **AVAILABLE**
- Stage 2, The Insight Stage: Industry Expert Presentations – **AVAILABLE**

Registration Area Sponsor – £9,000



Exclusive entrance branding! This means your brand will be the first seen by all attendees and exhibitors as they enter the exhibition. This will ensure the registration booths will be showcasing your logo, literature/fliers to be handed out at registration, roll up banner positioning exclusive to sponsor and branded pens, uniforms to be used by registration staff (pens and uniform to be provided by sponsor).

Visitor Bag Sponsor – £8,000

Branded bags to be distributed at the registration area to all guests. Bags to be provided by the sponsor.

VIP Lounge Sponsor – £10,000

Be the exclusive sponsor of our VIP Lounge! Our VIP Lounge will host all of our VIP Buyers (Chief Buyers from retail and department stores, to leading importers and distributors), along with all of our industry-leading Conference Speakers. This opportunity includes a product showcase display, roll-up banner, logo branding on the entrance desk and literature or flyer distribution.

Drinks Reception Sponsor – £10,000

Be the exclusive Drinks Reception Sponsor of Tones of Beauty. The perfect opportunity to showcase your brand at the exciting drinks reception. This will include 5x floor tiles around the expo, 2x Roll Up banners, your logo on all invites (print & digital), and you will have the opportunity to distribute your own literature during the drinks reception, along with showcasing your product. Plus drinks provided to Exhibitors, VIP Buyers and Conference Speakers.

Tones of Beauty Expo APP Sponsor – from £2,000

Claim exclusive App sponsorship packages, including showcasing your logo prominently on the login page, loading page, menu page, networking page, or even push notifications – ensuring maximum visibility among thousands of attendees, exhibitors, and key decision-makers.

EXPERIENCE HUB & DIGITAL OPPORTUNITIES

TONES OF
BEAUTY

1st–2nd July 2026, Excel, London, UK

Experience Hub: Your Exclusive Stage to Shine

Unlock the potential of your next presentation by booking a slot in our “Experience Hub”. This exclusive space offers you a dedicated stage to showcase your latest products, demonstrate innovative techniques, and engage directly with your audience. With unparalleled opportunities for customer interaction, the Experience Hub is the perfect venue to make a lasting impression and connect with your clients on a deeper level. All marketing will be provided for your session. Secure your spot and elevate your brands experience!

Price – £3,000 / 1 hour session



DIGITAL OPPORTUNITIES

The Tones of Beauty Exhibition has built a strong digital presence across the UK and internationally, reaching multicultural beauty professionals and enthusiasts through a diverse range of platforms. This allows us to communicate directly with thousands of retailers, distributors, wholesalers, business owners and influencers. We engage with a vibrant community of over 40,000 beauty professionals across channels including Email, Instagram, LinkedIn, WhatsApp, and SMS, offering your brand powerful multi-channels exposure to boost visibility, drive engagement, and grow sales before, during and after the event.

Online Registration Sponsor

Be the exclusive online registration page sponsor of the Tones of Beauty exhibition and conference! Every single registering visitor will see your company logo, and your brand will be displayed to over 10,000 people!

£5,000



Digital Packages

	PLATINUM	GOLD	SILVER
Instagram	5	3	2
LinkedIn	5	3	2
SMS	2	1	
E-mailer A dedicated emailer to the Tones of Beauty database, including a call to action, data capture forms and email send statistics.	2	1	
Interview This provides you with a unique opportunity to generate lasting exposure to your brand to the UK Beauty industry. The interview will be posted across our website and social media channels.	✓	✓	
Total Cost (exclusive of VAT)	£2500	£1750	£1000

CONTACT US E: Georgina.lloyd@btob-events.com T: +44 2477 298 628 W: www.tonesofbeautyexpo.com

MORE DIGITAL OPPORTUNITIES

TONES OF
BEAUTY

1st–2nd July 2026, Excel, London, UK

Newsletter Advertisement

Banner

Position a advertisement banner at the front and centre of the newsletter (content provided by client, suggested size 650px x 300px).

£1,000

Newsletter Article

Position a company press release or announcement to all 40K+ newsletter recipients.

£1,500

Newsletter Video Advertisement

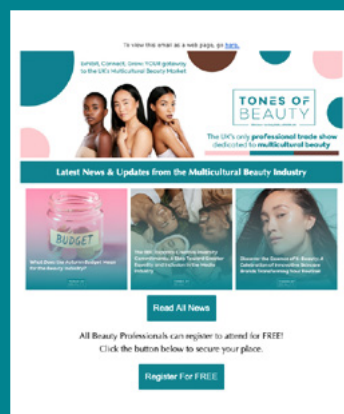
Promote your brand even further by showcasing your products and services via a company video (content and landing page provided by client).

£1,500

Newsletter Sponsor

Sponsorship Package includes all of the advertisements highlighted above to be included in one months newsletter. Content including article, banner and video will be provided by client.

£3,000



TIERED LISTING

Significantly Boost Your Visibility with our Tiered Exhibitor List Packages!

Stand out on the Tones of Beauty exhibitor list with premium listings designed to increase your brand visibility to potential buyers from across the UK! Platinum, Gold, and Silver packages are available.

PLATINUM: Top-tier listing – £2,000 | **GOLD:** Prominent listing – £1,000 | **SILVER:** Standard listing – £500

PLATINUM



**BtoB
EVENTS**

STAND: H09
Country: United Kingdom

GOLD



**BtoB
EVENTS**

STAND: G01
Country: United Kingdom

SILVER



**BtoB
EVENTS**

STAND: H09
Country: United Kingdom



CONTACT US

E: Georgina.lloyd@btob-events.com

T: +44 2477 298 628

W: www.tonesofbeautyexpo.com

5

MOBILE APPLICATION SPONSORSHIP

TONES OF
BEAUTY

1st–2nd July 2026, Excel, London, UK

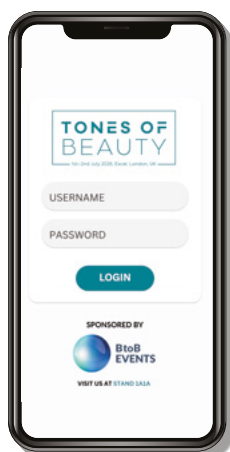
Introduction

The official Tones of Beauty App is the go-to platform for visitors and exhibitors to navigate the show, access schedules, and stay connected. Sponsorship within the app puts your brand directly in front of thousands of beauty professionals before, during, and after the event, giving you premium visibility, instant engagement, and a powerful way to drive traffic straight to your stand.

Log in Page Sponsor

Showcase your company logo and exhibition stand number at the log in page to the Tones of Beauty Expo App, a page that every single user will see every time that they open the app.

Price – £2,000



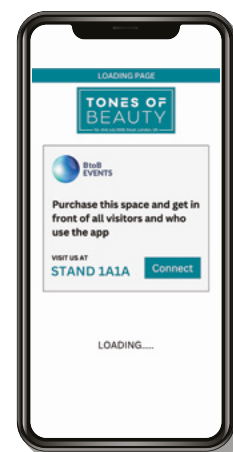
Loading Page Sponsor

Take over the full loading page for a period of 5 seconds, once people have logged into the app and are waiting to get to the menu page.

This does not need to be restricted to a logo and stand number, we can insert a full (static) company advert into this page, with a link to your networking, or company page.

This is exclusive to one company.

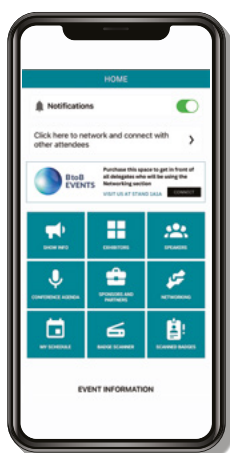
Price – £3,000



Menu Page Sponsor

The menu page is the where it all starts from on the Tones of Beauty Expo App, present your brand and stand number exclusively on this page for all users to see and engage with.

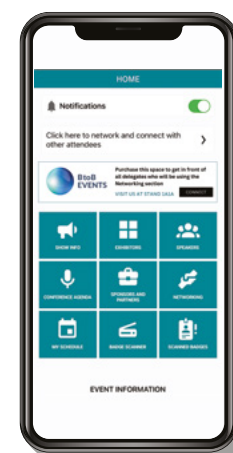
Price – £2,000



Networking Page Sponsor

The networking page is expected to be the busiest area of the Tones of Beauty App, as it allows visitors, VIP's, speakers and exhibitors to schedule meetings with each other and maximise their time onsite at the 2026 Tones of Beauty Expo.

Price – £2,000



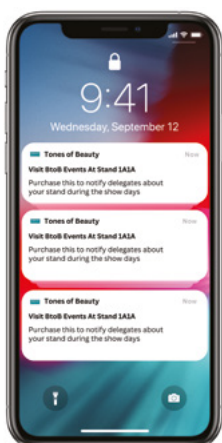
Push Notifications

Take over the full loading page for a period of 5 seconds, once people have logged into the app and are waiting to get to the menu page.

This does not need to be restricted to a logo and stand number we can insert a full (static) company advert into this page, with a link to your networking, or company page.

This is exclusive to one company.

Push Notification – £500 per notification (limited to 5 notifications in total)



ON-SITE BRANDING OPTIONS:

Custom House Hanging Screens

TONES OF
BEAUTY

1st-2nd July 2026, Excel, London, UK

Two large digital screens that offer the first dynamic welcome to visitors also attending from the Custom House station. The double sided design means you can bid your visitors farewell.

Configuration

Double sided - with venue wayfinding

Dimensions (W x H) **4 metres x 1.5 metres**

Resolution (W x H) **1,024 x 384 px**

Content ratio **8:3**

One 10 second slot (partial screen) **£4,000**

Exclusivity available upon request

Screen layout

Arrival (front)



Departure (back)



*Always-on Wayfinding



At the Excel London, we can offer many forms of branding opportunities to suit you. Please **CLICK HERE** to view all of the options available, and advise us of any options that are of interest so we can put the best package together for you to help you make a huge impact at Tones of Beauty 2025!

Pyramid Doors

Twenty opportunities for you and your exhibitors, keynote speakers or partners. These are not only cost effective but use sustainable water-based vinyl too.

Configuration

Single-sided

Middle doors

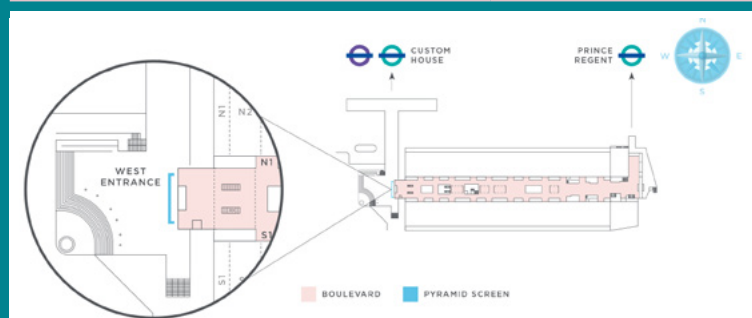
Dimensions (W x H) **683mm x 1,000mm**

Package of 8

Left & right doors

Dimensions (W x H) **877mm x 1,000mm**

Package of 20 **£10,000**



TOP TIP

Placed at the main entrance this will be seen by anyone entering the venue from the west. Stand out with a bold graphic.

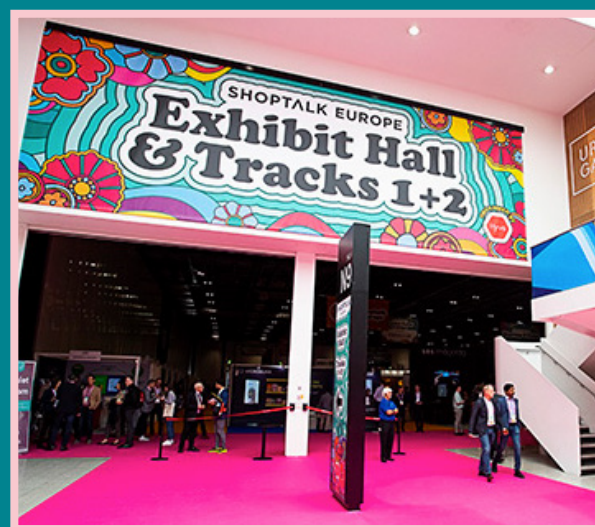
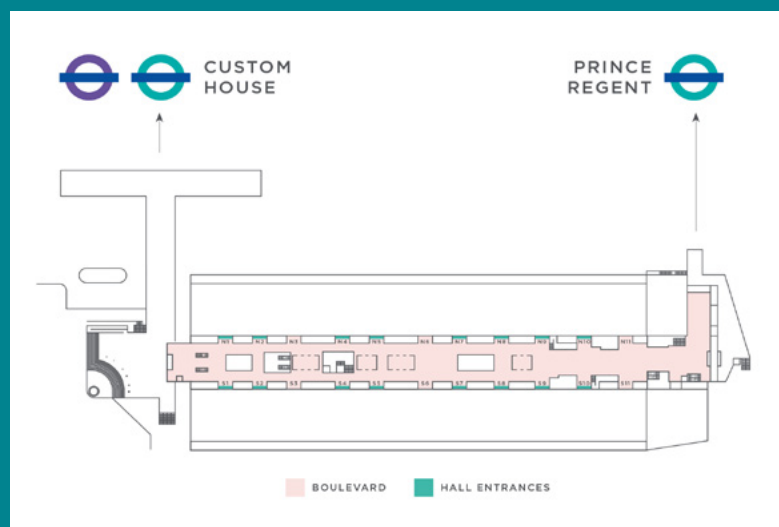
Hall Entrance Branding



TONES OF
BEAUTY

1st-2nd July 2026, Excel, London, UK

Make a huge impact by having your brand displayed above the entrance for all attendees!



Configuration



N1 - N8 & S1 - S8 (Excludes entrances N3, S3, N6, S6)

Full Package

£10,000

Totem x 1 (double-sided)

Sizes vary by totem

Rear panel x 1 (single-sided)

11,800mm (w) x 3,934mm (h)

3,000mm (w) x 6,000mm (h)

3,000mm (w) x 6,000mm (h)

Totem banner x 1 (double-sided)

1,000mm (w) x 5,000mm (h)

Medium package N1 - N8 & S1 - S8 (Excludes entrances N3, S3, N6, S6)

Full Package

£8,000

Totem x 1 (double-sided)

Sizes vary by totem

Rear panel x 1 (single-sided)

11,800mm (w) x 3,934mm (h)

3,000mm (w) x 6,000mm (h)

3,000mm (w) x 6,000mm (h)

Basic package (Also available at N9 - N10 & S9 - S10)

Full Package

£6,000

Totem x 1 (double-sided)

Sizes vary by totem

Rear panel x 1 (single-sided)

11,800mm (w) x 3,934mm (h)



Custom House D6 Screens

TONES OF BEAUTY

1st–2nd July 2026, ExCel, London, UK

Our 40m living wall is punctuated with 6 digital screens, fantastic for call to action campaigns or promoting individual exhibitor stands prior to entering the venue.

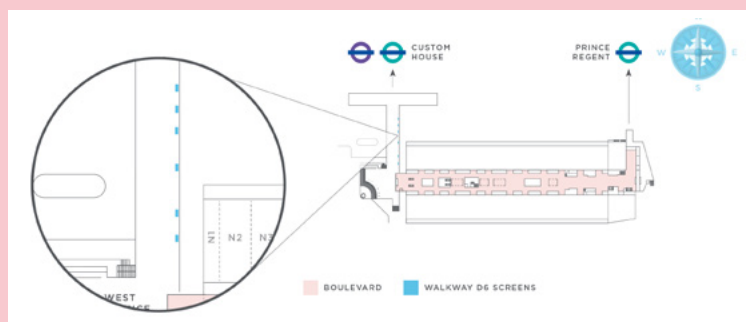


Configuration

Single sided – package of 6

Dimensions (W x H)	0.935 metres x 1.66 metres
Resolution (W x H)	2,160 x 3,840px
Content ratio	9:16
One 10 second slot	£3,500

- HD
- Looped
- Streaming



EXHIBITION INFORMATION

Europe's only professional trade show dedicated to multicultural beauty

The Tones of Beauty exhibition will take place on the 1st–2nd July 2026 at the ExCel London, UK. If you are interested in any of the fantastic opportunities available above to help you make a big impact in the market, then please contact me on the details below.

Ashleigh McNally

Sales Manager

+44 2477 298 628

georgina.lloyd@btob-events.com



4,000+
VISITORS



200+
EXHIBITORS



250+
VIPS



**BtoB
EVENTS**

TONES OF BEAUTY is organised by BtoB Events.

Contact us for more information:



BtoB Events Limited
Coventry University Technology
Park Puma Way
Coventry CV1 2TT