

TOP HAIR®

International

Trend & Fashion Days

DÜSSELDORF

The One and Only

1. + 2.4.2017

1. The show concept

2. Facts and Figures

3. Preview TOP HAIR Düsseldorf 2016

4. Düsseldorf exhibition centre

5. Impressions

1. The show concept

Only here in Düsseldorf!

Separate order and direct sale area

- Good overview and orientation

No public announcements/shows on the stands

- Unique business ambience

Comprehensive workshop and show stages

- Neutral opportunities for presentation

Maximum stand size per exhibitor/brand 160m²

- Equal opportunities for all exhibitors

Saturday evening show & party for exhibitors and visitors

The entire ancillary programme is included in the entrance ticket

1. The show concept Success factors

Quality

- 400 exhibitors and brands
- 32,000 trade visitors TOP HAIR 2016
- Top-calibre ancillary programme (shows, workshops, congress, cutting factory) on neutral stages
- Business setting with good ambience for discussions



1. The show concept

Success factors

Ambience and comfort

- Top-quality exhibition stand design and gastronomy zones
- Generous areas and wide aisles
- Ground-floor halls
- Integral ancillary programme



1. The show concept

Success factors

Exhibitor Service

- Individual customer service
- VIP (Guest) club for exhibitors
- Presentation opportunities in the online databank
- Comprehensive press activities
- Hotel and travel offers



1. The show concept

Success factors

Visitor Service

- Tickets include travel on public transport
- Free luggage and wardrobe facilities
- Excellent connection from the show entrances to the public transport network
- Hotel packages
- German Rail offers



1. The show concept

Main features

Hair cosmetic products

Tools of the trade

Furniture and furnishings

Cosmetics and nails for hairdressers

Wigs and hairpieces

Decorative and promotional aids

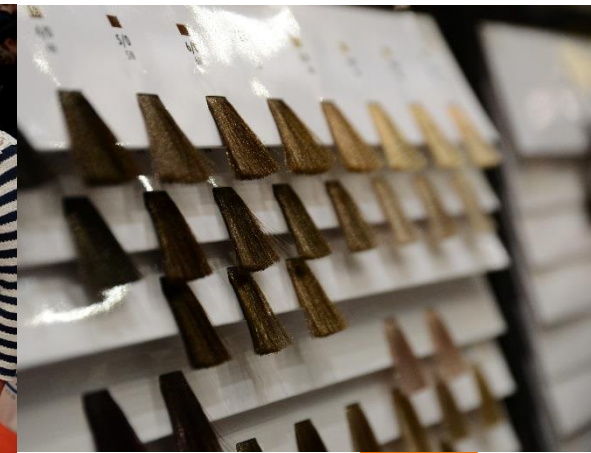
Wellness products for hairdressers

Trade literature

Further education and training institutes

Computer

Services



1. The show concept

Synergies with the parallel beauty events



Professional concentration on the entire market

Meeting point for decision-makers in the trade and services

2. Facts and Figures

Visitor statistics

Competence and Quality

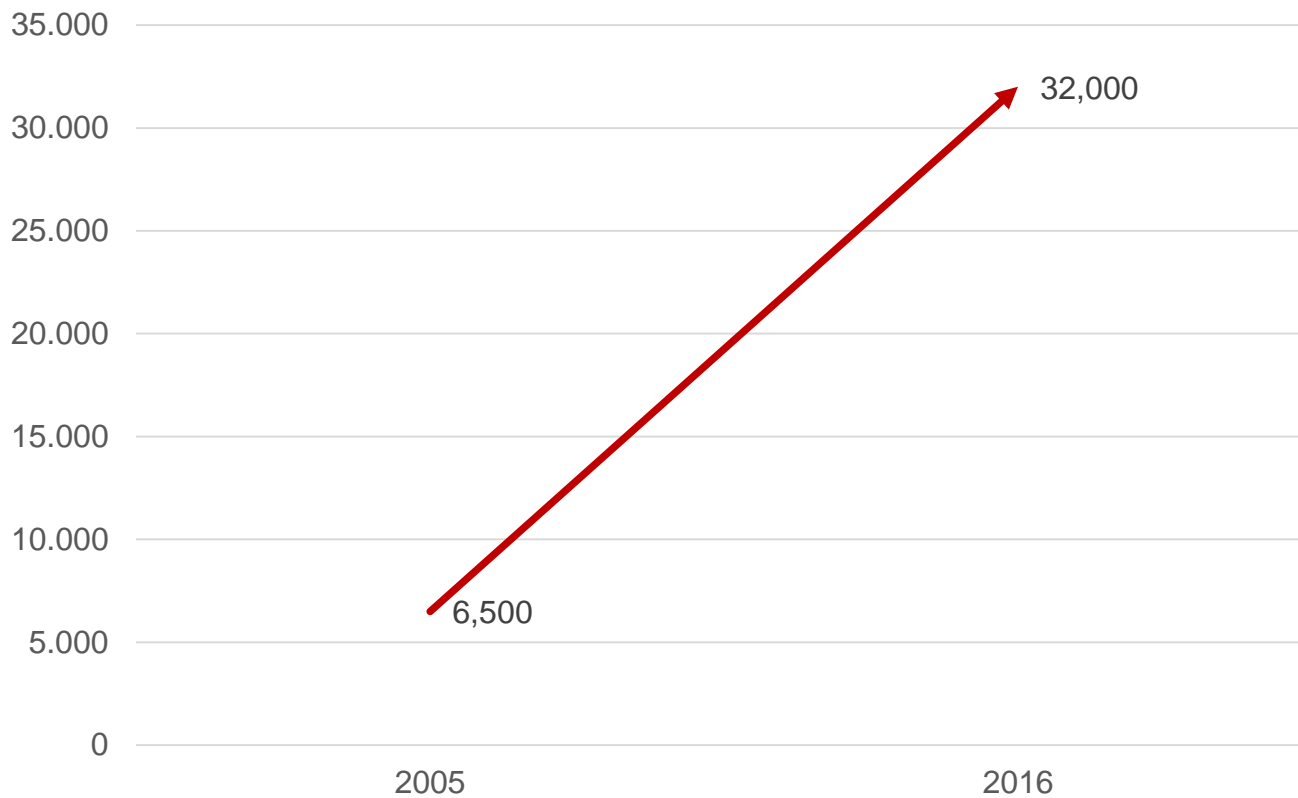
- 50% of visitors are self-employed
- 39% of visitors intend to invest
- 94% award the show top marks



2. Facts and Figures

Growth of visitor numbers

TOP HAIR visitors from 2005 bis 2016



2. Facts and Figures

Visitor numbers according to day

Visitor breakdown for the two show days



3. Preview TOP HAIR Düsseldorf 2016 Opening hours

Saturday 12 – 8pm:

Trade fair, show, workshops, congress
(entry until 7pm) Party from 8pm

Sunday 9am – 6pm:

Trade fair, show, workshops, congress



3. Preview TOP HAIR Düsseldorf 2016

Fair price/performance ratio

Participation costs:

- Row stand : € 199.00/m²
- Corner stand : € 216.00/m²
- End of block : € 230.00/m²
- Island : € 244.00/m²

plusa media fee of € 240 per exhibitor
TH Direkt: + € 350 per exhibitor

Minimum stand size: 10 m²

Maximum stand size: 160 m²

3. Preview TOP HAIR Düsseldorf 2016

Our complete stand offers



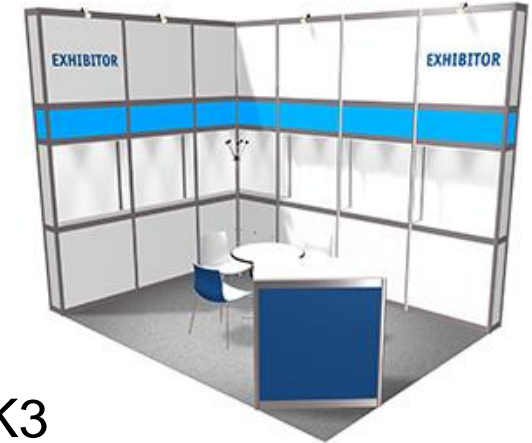
A1

€ 89/m²



S3

€ 99/m²



K3

€ 119/m²

The complete stand offers include the following services:

- Stand construction
- Furniture
- Walls and carpet in a chose of minimum 8 colours
- Lighting
- Electricity



ROCK YOUR HEAD!

1. + 2.4.2017

www.top-hair-international.com



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Highlight Themes



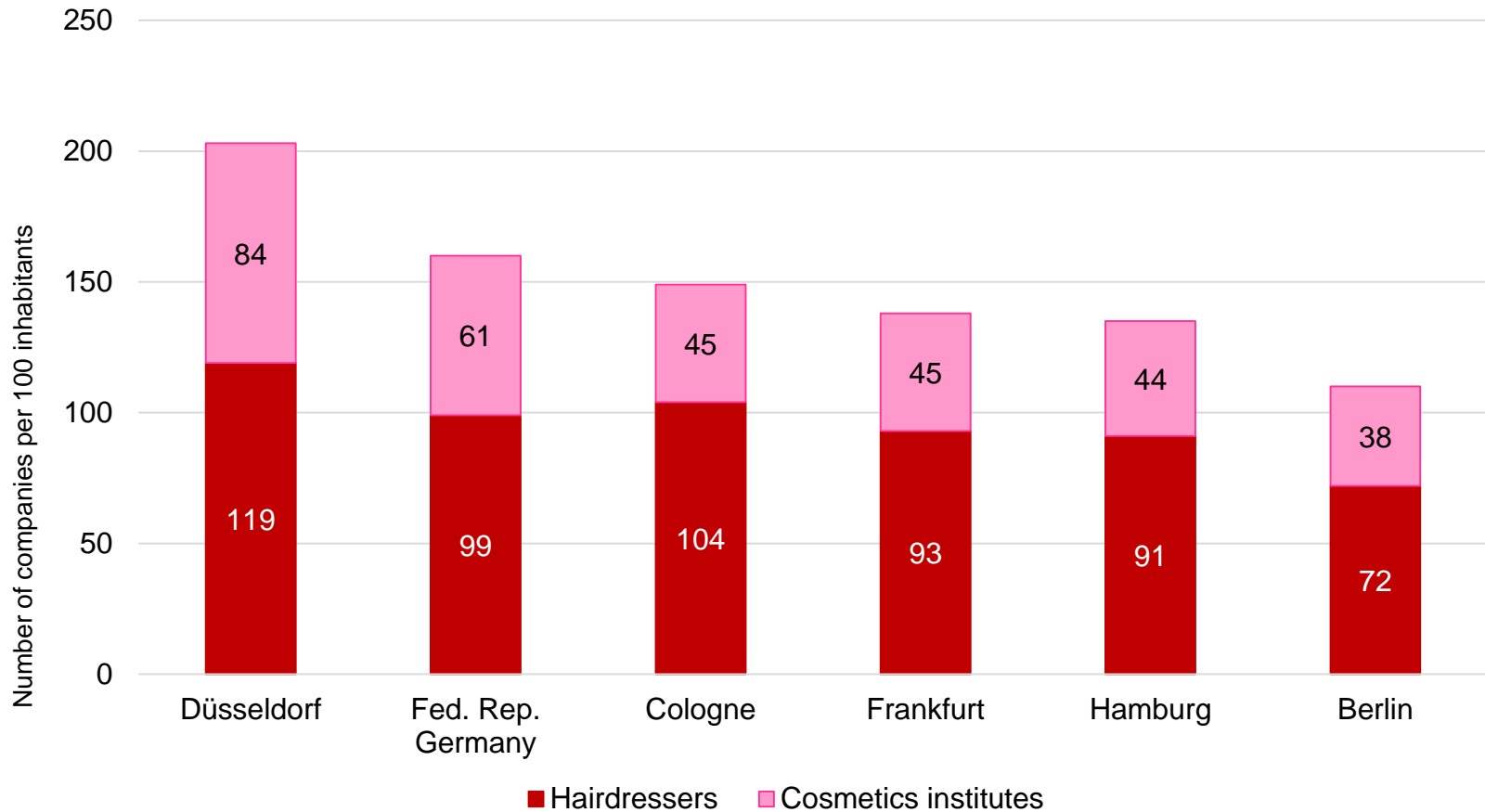
Online
Application



Starting from now
companies can register for
TOP HAIR DÜSSELDORF
2017

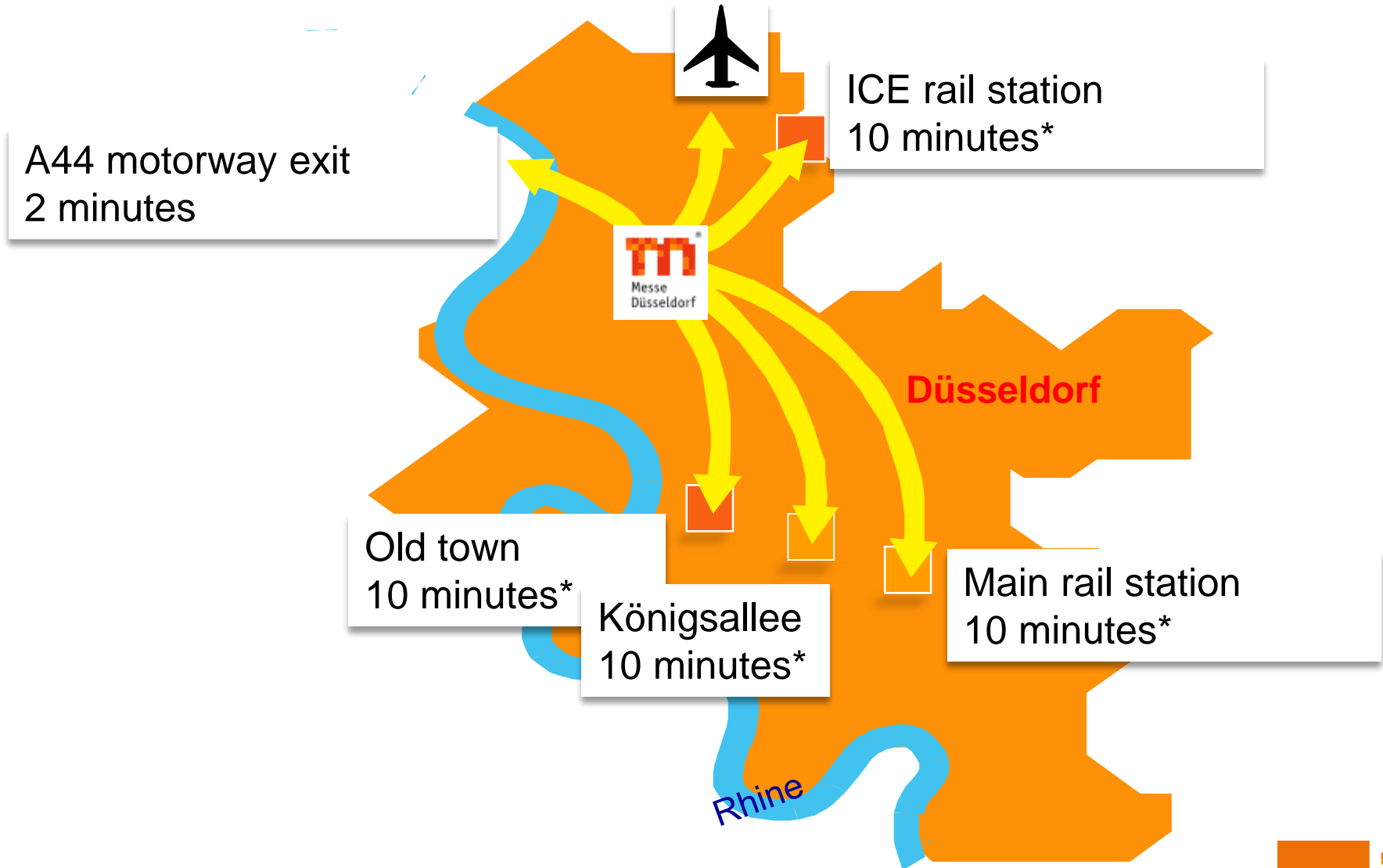
4. Düsseldorf exhibition centre Hotspot of hairdressers

City comparison



4. Düsseldorf exhibition centre

Rapid connections



*by taxi

5. Impressions



DÜSSELDORF

TOP PHAIR

TOP PHAIR
#THE CHALLENGE
2016



8b
F
27

SEISETA

EURO SUGAR
HAIR EXTENSIONS



SEISETA

SEISETA

MARGA
HAIR
International



PAUL
FOR
HO?



Workshop
WELLA
REDKEN
TONI & GUY
evo
sexyhair

Workshop
PSYCH MITCHELL
HAIR HAUS
GANDI
kem



PERSONAL CARE
CARE

...ETTER,
...HRTE,
...OCKNER,
...MACHER,
...LENGLÄTTER,
...IKENLESE,
...FRISEUR.

Aloha



BaByliss
PRO

check up
products

HairStyle Books
HairStyle Posters

TOP Salon
with Cosmopolitan
2016

TONDEO

GRIJESS
POMADE

PAUL
WHOLE

DEWELL

ALL
UP

WELL



TOP HAIR®
International
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TM
Messe
Düsseldorf







See you in 2017!



See you again!

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