

Make your visit to the exhibition as effective as possible:





BeautyExpo Kyrgyzstan 2021 will allow:

- solve a large number of both commercial and marketing business problems at the same time;
- assess the state of affairs and trends in the industry;
- establish useful and necessary new business contacts and strengthen ties with existing partners.

What you need to do before the exhibition:

- If you are coming to the exhibition from another city or country, take care of the purchase of airline tickets and hotel reservations in advance. The closer the date of the event, the higher the prices for these services will be. There may be no room in the hotels closest to the exhibition site. You can view [the list of recommended hotels](#) or choose your own accommodation in Bishkek;
- [Register](#) for the exhibition online, so that you do not waste your time to get a pass. Online registration will be opened on September 30 and you will receive an e-vitation ticket by email;
- Add the exhibition date to your calendar so you won't miss the event;
- Determine exactly who you want to send to the show. Each staff member has his or her own issues to deal with. The salon master solves his tasks, the purchasing manager solves other tasks, and the commercial director solves his. We recommend sending 3-4 people. Everything, of course, depends on what tasks you plan to solve with the help of the exhibition;
- Set clear, realistic goals: familiarize yourself with industry news, study market trends, do comparative analysis, make contact with certain companies, attend a master class or seminar;
- Check [the list of exhibitors](#) on the exhibition website in advance;
- Study the list. Make lists of companies:
 - ✓ with whom it would be most effective to meet first to discuss cooperation in the near future
 - ✓ whom it would be useful to meet and get to know in order to make contact for the future
 - ✓ with whom you are already in close contact to maintain a partnership.

This way, it will be easier for you to prioritize when planning stand visits and have a back-up plan in case all managers are busy at the stand at the moment.

- Study the [business program](#) of the exhibition and register for the events you are interested in. You will be notified in advance, so you won't miss them;
- Subscribe to the exhibition newsletters so that you are always up-to-date with the latest events;
- Sign up for the exhibition's social media. This is the best way to get the most up-to-date information as soon as possible;    
- A very important point - take business cards in stock;

- Plan how you will get to the exhibition site. If you are going by car, find out what kind of parking is available. [Driving directions.](#)

At the exhibition itself:

- Make sure you are feeling well and do not have a fever. Wear a mask and gloves to protect yourself and others;
- Arrive at the expo by opening time, by 10 a.m., to get in a good time to negotiate. After the exhibition: Be sure to contact representatives of those companies with whom you were able to negotiate, thank them for the meeting and express your desire to cooperate in the future. [Exhibition Hours.](#)

If you have pictures together, send them along with the letter. That way it will be easier to remember you. With those companies with whom we could not discuss possible cooperation at the exhibition, we also recommend sending a letter or calling to express your interest in the products. A good reason to mention the beauty of the stand or the comfortably presented range of products you are interested in.

We wish you a successful and productive visit to BeautyExpo Kyrgyzstan 2021!

Regards, BiExpo team