



BEAUTY & WELLBEING

2025 FORUM - BWF LEBANON

ORGANIZED BY 

CONNECT
WITH US!





WHAT IS “BEAUTY & WELLBEING”?

Inner beauty resonates outwardly, reflecting the harmony of body, mind, and soul.

By nurturing ourselves holistically through physical care, mental wellness, and soulful nourishment we illuminate our outer beauty with the radiance of innervitality, serenity, and a profound sense of purpose.

OUR VISION



To envision a world where happiness abounds, fueled by a collective embrace of transformative habits and a culture deeply rooted in holistic beauty and wellbeing.

OUR MISSION



Cultural Transformation: Promote a paradigm shift towards embracing beauty as a reflection of inner health and self-care.

Health Inspiration: Provide resources, guidance, and motivation to empower individuals on their journey towards optimal physical, mental, and emotional wellbeing.

Graceful Aging: Redefine aging as a natural process while advocating for practices and products that enhance vitality and longevity.

Peaceful Living: Cultivate an environment of tranquility and mindfulness, encouraging practices that foster inner peace and harmony.



MEET OUR VISIONARY FOUNDER



HANADY DAGHER

PRESIDENT AND FOUNDER OF
THE BEAUTY & WELLBEING FORUM

Hanady, a dedicated entrepreneur championing women's empowerment, particularly shines in the realm of wellbeing as co-founder of the Wellbeing Movement.

As the Founder and President of the Beauty and Wellbeing Forum and professor in PR, she promotes and creates opportunities for Lebanese people with her expertise in PR and her connections, further amplifying her influence and showcasing her ability to shape narratives and foster connections.

Her multifaceted roles exemplify strength and resilience, making her an influential figure in various professional spheres.



BEAUTY & WELLBEING CATEGORIES

**Target Audience - B2B & B2C*

BEAUTY & BODY IMAGE



AESTHETIC CENTERS & CLINICS



Reshaping & beauty massage techniques



Facial massages & skin aging prevention routines



Skincare products: showcase new molecules & treatments



DERMACOSMETICS



Exhibit skincare products



Showcase advanced treatments (microneedling, chemical peels)



Present innovative technologies (LED masks, smart skin analyzers)



Include interactive elements (skin analysis booths, product testing)



DISTRIBUTORS



Beauty equipment & laser machines





Reshaping machines






HAIR, NAILS & LASHES


 Hair: Showcase the newest trends & products, extensions & transplants, for both women and men.

 Nails: Showcase new techniques & exhibit products for nail care

 Lashes: Provide lash lift, extension & tint services, showcase lash products, etc.



MAKE UP STORES: E-COMMERCE & BRICK-AND-MORTAR





 Beauty Product Exhibitions: Featuring & testing new makeup products

 Makeup Application Workshops: Hands-on session for skill enhancement








FITNESS CENTERS










-  Highlight pioneering workout methodologies & training programs
-  Collaborate with leading fitness experts for insightful sessions
-  Feature wellness seminars to educate on holistic health & fitness
-  Unveil emerging trends in fitness & wellbeing

REHABILITATION CENTERS






-  Highlight cutting-edge technologies within the realm of rehabilitation medicine
-  Develop dedicated stations for patient assessment, testing, & treatment
-  Organize workshops and conferences addressing musculoskeletal wellbeing & emphasizing the significance of an active lifestyle



OUTDOOR & NATURE ACTIVITIES

-  Camping domain & accessories
-  Hiking
-  Horseriding
-  Wellbeing guesthouses & centers
(physical health & mental health)
-  Padel
-  Fishing
-  Diving
-  Windsurfing
-  Golf
- Other...

LIFESTYLE ACTIVITIES

-  Running
-  Cycling
-  Aerobics / Dance
- Other...
-  Pilates / Yoga
-  Lagree Method
-  Apparel & Technology





DIET CENTERS & FOOD SUPPLEMENTS



Diet centers offering new diet techniques



Diverse diets to meet everyone's preferences



Organic food



Sports nutrition & supplements





Selection of nourishing healthy foods, drinks & products







MENTAL HEALTH CENTERS

 Psychologists and Psychiatrists: professionals offering counseling and medication management for mental health

 Behavioral Therapy: approach focusing on modifying unhealthy behaviors and thoughts

 Stress and Mood Management: techniques for reducing stress and improving mood

 Eating Disorder Management: support for individuals with food related issues, including counseling and medical interventions

COMPLEMENTARY THERAPIES

 Aroma

 Laughter

 Art

 Meditation

 Breathing

 Music








FLOOR PLAN & PARTICIPATION FEES

PARTICIPATION FEES & FLOOR PLAN




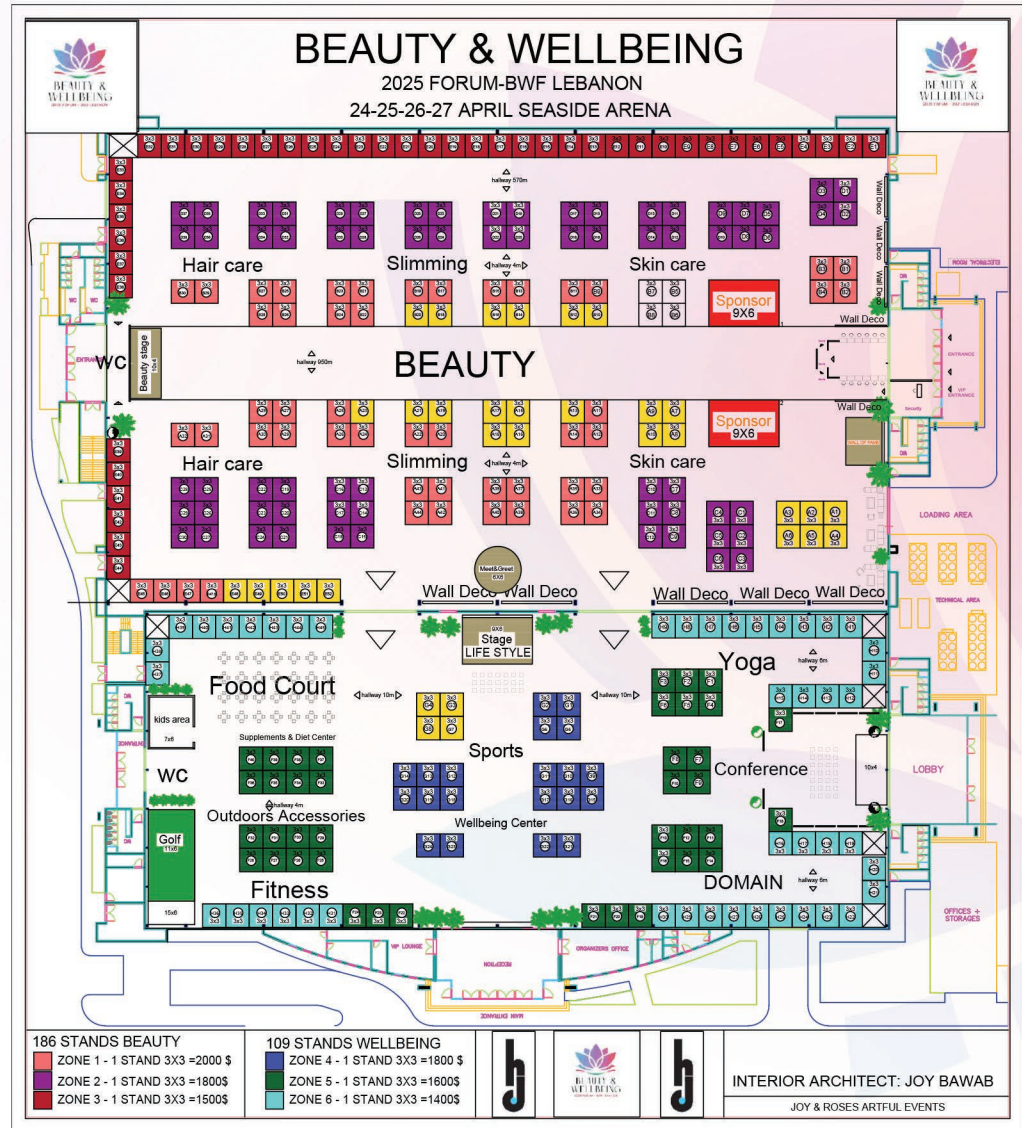
PARTICIPATION FEES

3x3m Beauty:

-  High 2,000\$
-  Mid 1,800\$
-  Basic 1,500\$

3x3m Wellbeing:

-  High 1,800\$
-  Mid 1,600\$
-  Basic 1,400\$





SPONSORSHIP PACKAGES



P A C K A G E S



TITANIUM



PLATINUM



GOLD



SILVER



BRONZE

TITANIUM PACKAGE



1. Exclusive prominence on all major billboards (largest logo, prime positioning)
2. Exclusive visibility on in-flight entertainment systems, showcasing your logo alongside BWF forum advertisements to a captive audience of travelers
3. Featured sponsorship mentions in our podcast series and radio promotions, extending your brand's reach across audio platforms
4. Dedicated promotional posts on our official Instagram account and featured content with our media partners, ensuring maximum visibility across digital and traditional media channels
5. Mentioned as a sponsor in newsletters sent to attendees
6. Logo featured on the front of all event tickets
7. Dedicated homepage banner on the event website
8. Largest logo on all LED screens
9. Inclusion in event social media posts
10. Opportunity to include promotional products in exclusive influencer packages
11. Naming rights for a major event area or stage
12. VIP meet-and-greet sessions with key speakers or celebrities
13. Premium booth location
14. Exclusive branding of the main entrance and VIP lounge area
15. Limited invitations for the opening ceremony
16. Further details subject to agreement
17. Add-ons options available for all tiers with the pricing to be discussed on the spot



USD 100,000

PLATINUM PACKAGE



1. Logo placement on prime location billboards
2. Logo featured on the back of all event tickets
3. Mentioned as a sponsor in newsletters sent to attendees
4. Prominent logo placement on the event website's sponsor section
5. Large logo on LED screens
6. Inclusion in event social media posts
7. Opportunity to include promotional products in exclusive influencer packages
8. Sponsorship of a specific event category (e.g., "Wellness Zone presented by...")
9. Access to VIP networking events
10. Premium booth location
11. Branded charging stations throughout the venue
12. Limited invitations for the opening ceremony
13. Further details subject to agreement
14. Add-ons options available for all tiers with the pricing to be discussed on the spot



USD 80,000

GOLD PACKAGE



1. Logo included on general sponsor billboards
2. Logo listed on event ticket stub
3. Mentioned as a sponsor in newsletters sent to attendees
4. Logo with link on event website
5. Logo placement on LED screens
6. Inclusion in event social media posts
7. Opportunity to include promotional products in exclusive influencer packages
8. Premium booth location
9. Branded event signage
10. Limited invitations for the opening ceremony
11. Further details subject to agreement
12. Add-ons options available for all tiers with the pricing to be discussed on the spot



USD 60,000

SILVER PACKAGE



1. Logo placement on minor sponsor billboards around the venue
2. Logo listed on event brochures and program guides
3. Mentioned as a sponsor in newsletters sent to attendees
4. Medium-sized logo placement on LED screens
5. Inclusion in selected social media posts
6. Standard booth location
7. Logo listed in the event sponsor section of the website (without a link)
8. Opportunity to include branded materials in exclusive influencer packages
9. Limited invitations to the opening ceremony
10. Further details subject to agreement
11. Add-ons options available for all tiers with the pricing to be discussed on the spot



USD 45,000

BRONZE PACKAGE



1. Logo featured on a shared sponsor banner at the event
2. Logo included in the event's printed program
3. Mentioned as a sponsor in newsletters sent to attendees
4. Small logo on LED screens
5. Inclusion in selected social media posts
6. Standard booth location
7. Opportunity to include branded materials in exclusive influencer packages
8. Limited invitations to the opening ceremony
9. Further details subject to agreement
10. Add-ons options available for all tiers with the pricing to be discussed on the spot



USD 30,000

EVENT SERVICES



Booth & Separators

24/24 Electricity

Security

Free Parking for ID Card Holders

Name Tags - ID Cards

Cleaning

Insurance

Signage

**CONNECT
WITH US!**






2024 LOOK BACK


MEDIA EXPOSURE IN NUMBERS



 A total of 135 news pieces covering the forum and its activities

 Around \$1M achieved in earned media value

 Around 25M in reach, locally and regionally

 15 tier 1 media including:

Sar El Wa2et, Orient, Nahar, Executive, Ici Beyrouth, VDL, MTV, Lebanon Files, Sawt Beirut, Business Echoes, Lebanon24, Beiruting, Lebanon Debate, Special Madame Figaro, and Agenda Culturel

THE 2024 EDITION IN NUMBERS



 15,000 Attendees

 85 exhibitors

 85 exhibitors

 150 stands

 92 speakers







**CONNECT
WITH US !**

