

BIGGER COMPETITIONS

LIVE DEMOS

BEST BRANDS



**2<sup>nd</sup>**  
**Edition**

StyleSpeak

**NAILATHON** India **2015**

India's first professional nail championship

10<sup>th</sup> February 2015  
Nehru Centre, Mumbai

Get ready for the thrill of India's premier nail championship as it returns with bigger competitions, live demos and the best brands.

# NAILATHON 2015

NAILATHON, India's first professional nail championship attracted nearly 1000 professional visitors on 8th January 2014 in Mumbai to witness the competition and interact with top nail brands.

Following the tremendous success of the first edition, NAILATHON 2015 will be even more dazzling in size and special attractions:

- ◆ A bigger event with more visitors and brands
- ◆ Diverse competition categories for participating nail techs
- ◆ Global coverage of the event across various media
- ◆ Increased participation from contestants
- ◆ Local & International nail brands and service providers



## 2014: A SNAPSHOT

### Event Highlights

- ◆ India's first Nail Championship
- ◆ International Jury Members from OPI, Star Nails and OMC
- ◆ Fabulous 'Golden Hand' trophies and Certificates for winners
- ◆ Widespread Publicity in StyleSpeak, trade and mainline media
- ◆ Great Opportunities for Career Growth
- ◆ Exclusive SS LIVE! Nail Trends Stage
- ◆ Latest product launches from top nail brands
- ◆ Live demos by international nail artists
- ◆ Networking opportunity with top salon owners, nail techs and distributors

**63**  
Contestants

**15**  
Brands

**908**  
Visitors



# WHY NAILATHON?

## Be There!

The support of the participating brands made NAILATHON a grand success for trade distributors, contestants, and professional visitors alike.

The event saw a gathering of nail industry professionals from across the country leading to increased networking and growth. Highlights of the event included:

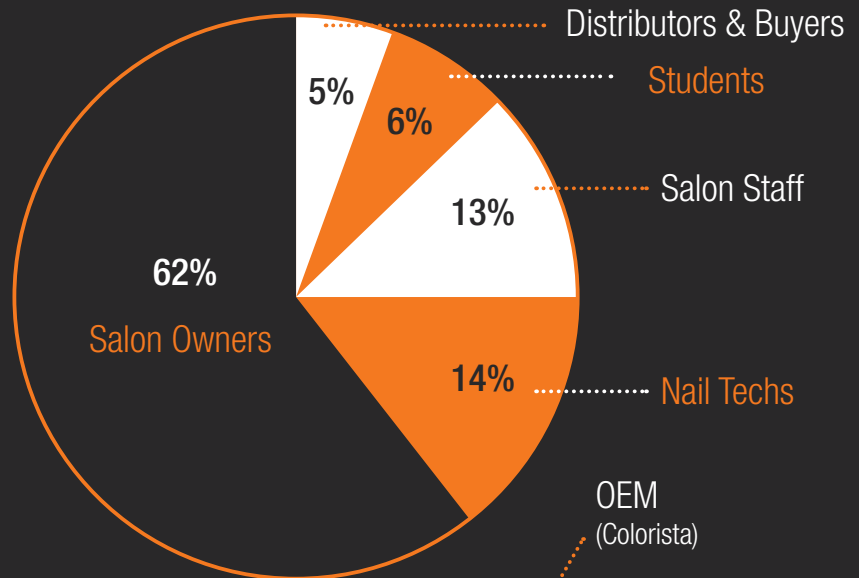
- ◆ 908 professional visitors
- ◆ 63 contestants from top salons and salon chains competing in 5 categories
- ◆ Event attended by the who's who of the Indian salon industry
- ◆ Participation of 15 exclusive professional nail brands

NAILATHON 2014 was supported by: OPI, Lure Nails, Jessica, LTA School of Beauty, Colorista, Cuccio, Gelish, Glam, Kiss Nails, NailMe, Niji Nails & Beauty Academy, Nubar, R Nail Lounge, Star Nail and Xara.

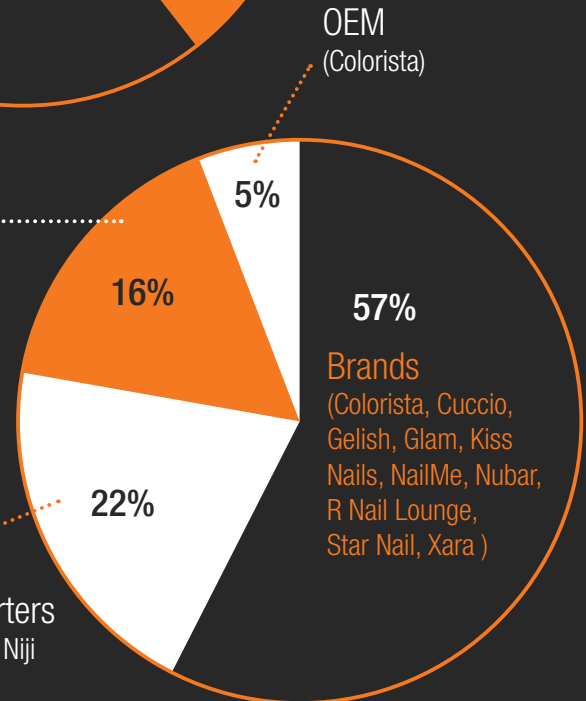
## Who Should Participate?

Suppliers of Nail products, services, education, and nail-techs should be at NAILATHON.

- ◆ Nail polish, color gel and nail reconstruction
- ◆ Nail stickers, nail accessories
- ◆ Artificial nails
- ◆ Cutting tools
- ◆ Hand and Foot care
- ◆ Manicure & Pedicure equipments, instruments
- ◆ Nail Schools



**Schools**  
(LTA School of Beauty, R Nail Lounge, Niji Nails & Beauty Academy)



# SPONSORS & PARTNERS

## Opportunities

- ◆ NAILATHON will offer all brands present at the event a unique opportunity of close interaction with nail technicians and salon owners
- ◆ Exclusive Sponsorship opportunities are available in the following categories:  
Title, Diamond, Platinum, Gold, Silver

## Benefits

- ◆ Logo presence in pre-event advertisements and mailers
- ◆ Branding on invites, backdrops, trophies, medals, etc.
- ◆ Display area
- ◆ Products and Discount Coupon inserts in Goody Bag
- ◆ Standees at the venue
- ◆ Coverage in write-ups
- ◆ Publicity in the Nail Supplement post event
- ◆ Online exposure on NAILATHON and StyleSpeak websites; emailers; Facebook and Twitter

*"NAILATHON was a great experience and very encouraging for all participants. I think it was very well timed, organised and executed. It gave us the right kind of exposure."*

*- Sheetal Nangalia, OPI*

*"NAILATHON was indeed a great effort by the StyleSpeak team. It was a great show and we'll surely return next year."*

*- Shivani Sharma, Lure Nails, Star Nail International*

*"We were very happy that StyleSpeak made the bold move... and created the first ever platform for nail technicians to exhibit their talent. The atmosphere was very competitive, with nail techs from various regions participating with 100% zeal and enthusiasm."*

*- Dinesh Bathija, Nubar*

*"The event was excellent and pathbreaking. StyleSpeak NAILATHON is the beginning of serious competitions in India and will be a benchmark in the coming times."*

*- Ashok Chauhan, Jessica*

*"NAILATHON as a first time event was quite impressive. The whole concept created a lot of awareness about nails in the Indian beauty industry. We would definitely like to partner with StyleSpeak in the future."*

*- Vaishali K, LTA School of Beauty*



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StyleSpeak NAILATHON 2015 is organized by C&E Media, a division of Conferences & Exhibitions Pvt Ltd. The company also publishes StyleSpeak - The Salon & Spa Journal and SpaMantra - India's Spa & Wellness Magazine



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