

**BRITISH
BEAUTY
WEEK**

**5 - 11
SEPT
2022**

CRITERIA FORM

Applications for British Beauty Week – The Power of Beauty events are now open, and close on 15 August 22.

SCHEDULE - DIGITAL & PHYSICAL LISTINGS - APPLICATION CRITERIA

- This application is for physical and digital event listings, daytime and evening.
- Event listing will be dependent on working within the overall schedule.
- Events (both physical and digital) should be in support of the hair, beauty, retail, cosmetics and personal care industry and within the theme of 'The Power of Beauty'.
- Applicants must have:
 - ◆ a minimum of six stockists, including UK and international (not including own store/e-commerce) OR
 - ◆ sell solely direct to consumer (this can include exclusive pop-ups/launches, evidence of substantial sales required).
- Applicants should have been in business for at least one year.
- Your event can take whatever format you wish and it is your responsibility to organise your own venue, production, and guest list.
- All applications will be internally reviewed on a case-by-case basis by an industry panel.
- Subject to approval and marketing deadlines, you will receive the following benefits:
 - ◆ Inclusion in the Official British Beauty Week Events Schedule online;
 - ◆ The option to include an RSVP email address on the schedule listing;
 - ◆ Usage of the British Beauty Week logo for your individual invitation only, subject to BBCo approval.
- Improper or unapproved use of the logos will result in your event being removed from the events schedule.
- For the avoidance of doubt, all logo usage must be signed off in advance. We will aim to respond within 10 working days.
- Please note that all event listing requests are subject to internal review before publishing.