FAIRY SKIN

PRESENTS

COSMETIKA EXPO 2026

20TH – 22ND DECEMBER, 2026

THE HERITAGE GARDEN, LALITPUR, NEPAL

SPONSORSHIP OPPORTUNITY

Venue Partner

-HERITAGE-
GARDEN

Telphone: +977-1-5443018/019
Mobile/WhatsApp: +977-9766389019
Email: Info@cosmetikaexpo.com
Website: cosmetikaexpo.com

EVENT OVERVIEW

Fairy Skin Cosmetika 2026, Nepal's first one and only cosmetics and personal care expo, creating a dynamic platform for brands, manufacturers, suppliers, and professionals from the beauty and wellness industries. The expo caters to both B2B and B2C audiences, allowing companies to showcase their latest products, services, innovations and trends in the rapidly growing cosmetics sector in Nepal and the South Asian region. Most international brands like Lakme, L'Oreal, Garnier, Emami, Mac's Lavera, Nova, Chase, Astaberry, Lotus, Ayur, Ole, Aroma Magic, Ximiso, Miniso and Mumuso are available in the Nepalese retail market.

The sales of cosmetics and wellness products and services have sky-rocketed in Nepal over last decade. The explosive demand for cosmetics is fundamentally due to change and trend in social value and lifestyle powered by the presence of purchasing power of consumers. Today, Nepalese consumers value their physical appearance and wellness more than in the past. Likewise, these consumers are also aware of wider range of products and services that can enhance their personal image and hygiene. Both of these factors have fueled greater spending on beauty and personal care products. Today people are generally more socially active and engaged in interaction in real times or online, compelling enhancement of appearance.

The demand for personal care and wellness product is simultaneously driven by the rising purchasing power of the willing customers. The ideal profile of the end-user customer is women, age 16 to 30 years, educated and employed living in an urban setting. 60% of cosmetics is sold in Kathmandu Valley. Women are more employed, getting better salaries, more socially active and more independent in deciding their purchasing preferences. Women make up 80 % of the market consumption but males are increasingly consumers of these products and services.

Today, Nepal's cosmetics and personal care market is valued at NRs. 23.6 billion. Nepal's imports of cosmetics and personal care products is projected to reach NRs 20.4 billion in 2026. Major share of imports come from India, China, Thailand, South Korea, Japan, US and EU. Furthermore, manufacturers, importers and industry experts estimate that the market is scaling up at 20 to 25 % annual growth rate. The cosmetics market of Nepal is bullish and does not show any sign of running out of steam soon. Thus, Fairy Skin Cosmetika 2026 is the ideal platform for manufacturers and distributors to make their pitch in Nepal!

EXHIBITORS PROFILE

- Cosmetic Brands
- Beauty Product Manufacturers
- Skincare and Haircare Companies
- Personal Care Manufacturers
- Wellness Brands
- Packaging Companies
- Cosmetic Technology Firms
- Beauty Schools
- Plastic Surgery Clinics
- Hair Care and Implants Clinics
- Dental Care
- Cosmetic Clinics

VISITORS PROFILE

- Cosmetic Manufacturers
- Importers
- Distributors
- Stockists
- Retailers
- Salon Owners
- Beauty Consultants
- Dermatologists
- Plastic Surgeons
- Cosmetic Dentists
- Cosmetic Users
- Beauty and Wellness Students

WHY SPONSOR?

1. Branding: You get a chance to associate with and event that is close to your product and niche consumer. The positive impression will last beyond the 3 days of the Exhibition. Catch the media attention and gain effective exposure in the media due to the strong content of our advertisements in print, social / digital and electronic. You will also get a chance to establish and enhance your branding through our printed collaterals, numerous venue branding opportunities and the special events during the event.

2. Public Relations: Sponsorship is not looked upon as hard sell like advertising. It creates a positive ethical corporate image as a product that cares for the community. It assures the consumers that the company gives something back to its consumers as a do-gooder.

3. Live Marketing, Networking and Sales: Take full advantage of an exhibition platform which allows you creative face-to-face interaction with your potential buyers and consumers and increase your sales. Given the exhibition environment, interact with your potential buyers and consumers when at a time they are ready to meet you, willing to listen to you and capable of buying your products.

4. Market Research: The Exhibition along with the special events will give a chance to get the feel of your potential buyers and consumers, understand their psyche and what turns them on. A live information feedback that no marketing cook-book or reports will give you. Face- to-face moments with your consumers or competitors will give you insights that no marketing data will give you. A rare chance to sharpen your marketing and sales instincts which tend to be far more effective tool than your general marketing strategies and schemes.

SPONSORSHIP OPPORTUNITY MATRIX

CATEGORY / BENEFITS	Event Title Sponsors	Platinum Sponsors	Diamond Sponsors	Gold Sponsors	Silver Sponsors
Sponsorship Amount	NPR 12,00,000/-	*NPR 8,00,000/-	NPR 6,50,000/-	NPR 5,00,000/-	NPR 3,50,000/-
Number of Sponsors	1	2	3	4	5
Logo Visibility					
Advertisement (consisting of print media, social media/ digital media and electronic media)	✓ (As a part of mnemonic)	✓	✓	✓	✓
Promotional materials (Brochure, floor plan, ID Cards, Invitations, Pamphlets)	✓ (As a part of mnemonic)	✓	✓	✓	✓
Event branding (Venue Gate, Backdrops etc)	✓ (As a part of mnemonic)	✓	✓	✓	✓
Branding Opportunities (Space for banners & standees at venue)	08 (Approx. 18 sq.ft each)	05 (Approx. 18 sq.ft each)	04 (Approx. 18 sq.ft each)	02 (Approx. 18 sq.ft each)	01 (Approx. 18 sq.ft each)
Branding on Event Website (Logo with Hyperlinked)	✓	✓	✓	✓	✓
Complimentary Raw Indoor Space in Prominent Location	54 sq.m	36 sq.m	27 sq.m	18 sq.m	9 sq.m
Speaking opportunity during official function	✓	✓	✓	✓	✓
Short interview in the designated TV channel during the exhibition	✓	✓	✓	✓	
Dedicated Newsletter feature	10	6	4	2	1
Paid Social Media AD	10	6	4	2	1
Complimentary Exhibition / Workshop Passes	200	100	75	50	25

STILL OTHER WAYS TO GETTING INVOLVED

SEMINAR HALL

RS.3,50,000/-

- Prominent placement of company logo as Seminar Hall Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledgment in the Official function.
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Pre event feature (a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 09 sq. m to use as a kiosk to promote the products and its services.
- Short videos or slides play of the sponsor during recess

B2B NETWORKING LOUNGE

RS.3,50,000/-

- Prominent placement of company logo as B2B Networking Lounge Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledgment in the Official function.
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Pre event feature (a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 09 sq. m to use as a kiosk to promote the products and its services.
- Short videos or slides play of the sponsor in the LED monitor of the lounge

LANYARD

RS.4,00,000/-

- Prominent placement of company logo asLanyard Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledgment in the Official function.
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Pre event feature (a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 09 sq. m to use as a kiosk to promote the products and its services.

NETWORKING RECEPTION

RS.5,00,000/-

- Prominent placement of company logo as Networking Reception Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledgment in the Official function.
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Pre event feature (a dedicated section) in a bi weekly e newsletter of the event
- Allow 02 company banners in the Exhibition venue for all days for onsite branding.
- Shall provide a complimentary space of 18 sq. m to use as a kiosk to promote the products and its services.
- Short videos or slides play of the sponsor in the LED monitor of the lounge

HOUSE of RAJKARNICAR
EXHIBITIONS & EVENTS

House of Rajkarnicar has pioneered the concept of trade exhibition, conference and event management in Nepal since 1991. After starting with Himalayan Expo in 1991, House of Rajkarnicar has gone on to organize numerous exhibitions, events and conferences in Nepal, India, Thailand, Singapore and Italy, some of which are its own while others are managed for clients. As of today, House of Rajkarnicar has organized and successfully executed more than 150 exhibitions, conferences and events.

Armed with 33 years of experience, a real understanding of the Nepalese business environment and an insider network of contacts within the local business community and media, Cosmetic Exhibition is in very promising hands. Once again, House of Rajkarnicar has been successfully operating Food & Beverage and Hospitality which is the biggest and the only one of its kind in Nepal for ten years.