

Frequently Asked Questions



What is BeautyCon?

Beautycon is the Super Bowl of the beauty industry, where new products are unveiled and celebrities show up to launch their forays into the lucrative makeup business. This year, BeautyConNYC will take place on October 31st & November 1st at the Jacob K. Javits Center.

What is the Beauty Bazaar?

The Beauty Bazaar carves out a long alley way of vendor carts on either side, reminiscent of an old world, charming street market. However, instead of cured meats, exotic produce, and handmade crafts, this street market will showcase a diverse range of indie beauty brands owned by people of color.

Am I allowed to sell my products?

Yes! This is one of the biggest beauty expos in the country. Thousands of beauty/makeup enthusiasts are coming ready to shop! Make sure you are well stocked with inventory!

Do I need to have a Square, ApplePay, or a cash register?

You do not need to provide your own POS system. All visitors to the Beauty Bazaar must checkout at our POS cash wrap station. You retain full control of pricing your products.

What is the vendor fee?

The vendor fee for this event is \$2500.00 . This is about 62% off the cost of a traditional BeautyCon booth. With an estimated 20k attendees, this fee can be easily recouped. For example, if you make 500 sales of \$5.00 (over the course of the 2-day expo), you will have covered your vending costs. Additionally, all vendors are subject to a 5% sales processing fee. So, for every \$100 you make, we keep \$5.00.

What are the benefits of participating with HUES for BeautyCon?

We're so glad you asked! The Hues Company is known for providing consumer access to small, minority-owned businesses, and this endeavor is no different. Our price point, marketing and branding power, and relationships with celebrities and influencers, will help drive more consumers and attention to the Beauty Bazaar and YOUR businesses.

What about a payment plan?

Of course! After you've made your deposit send us an email at brandpartnerships@huesbox.com and we will get you all set up with a payment plan! But remember, your balance must be paid in full by August 15th.

What am I responsible for on event day?

On event day, you will only be responsible for getting yourself, your reps, and your products on site. Your vendor cart will be awaiting your creative set up and then it's game time! We will take care of everything else.

When will I receive proceeds from my sales?

A full, itemized accounting and sale proceeds will be electronically delivered no later than Wednesday, November 4th.

If I change my mind, can I get a refund?

Any company submitting written notice of exhibit space on or before **March 15**, shall receive a refund of all fees paid, minus a \$150 processing fee. After **March 15**, no refunds for space cancellations will be issued. Any space with an outstanding balance after **August 15th** is subject to release and all prior payments and corresponding benefits will be forfeited.

I don't see my question answered here. How can I get in touch?

Please email Jenae at Brandpartnerships@huesbox.com with any additional questions.