

CLINICAL + COSMETIC + REGENERATIVE

1 + 2 October 2020 | ExCeL London, UK

The UK's only event uniting surgical and non-surgical medical aesthetic communities to raise industry standards

2019 Post Event Report

**Secure
your stand
today**



Book before 28 February 2020 for early bird rates

courtney.baldwin@easyfairs.com | +44 (0)20 3196 4371



@ccrlondon



CCRLDN

#CCRLondon | www.ccrlondon.com

by **EASYFAIRS**

Event Overview

CCR 2019 saw an **impressive 15% increase in delegates**, with significant growth in core job functions majorly contributing to the overall rise in attendees.

The BAAPS Annual International Conference co-located with CCR for the fifth time, along with the third ISAPS Symposium UK taking place the following day. This unification of more than **450 surgeons** attending the UK's leading medical aesthetic meeting, together with **more than 3,300 delegates**, truly establishes CCR as the meeting place for the medical aesthetic community. The exhibition provides suppliers an unrivalled opportunity to meet with individuals from every specialty under one roof.

Introducing Francesca White as Press Ambassador brought in more press than ever before, putting CCR on the map for both trade and consumer press, and bridging the gap between these ever-converging worlds.

Positive feedback from exhibiting companies was unanimous, with **75% of floor space being rebooked onsite for 2020**.

+150 Exhibitors

+120 Speakers

7 CPD Conferences

5,873 Total Attendees

3,754 Visitors



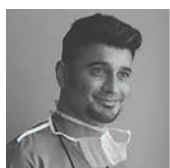
CCR is the largest conference in terms of medical education and corporate responsibility. There's a lot of innovation happening here.

**Nancy Ghattas, Associate Vice President
Country Manager, Allergan**



Advisory board

Chaired by Norman Waterhouse, CCR's education is steered by a 33-strong medical advisory board of industry experts renowned in their field.



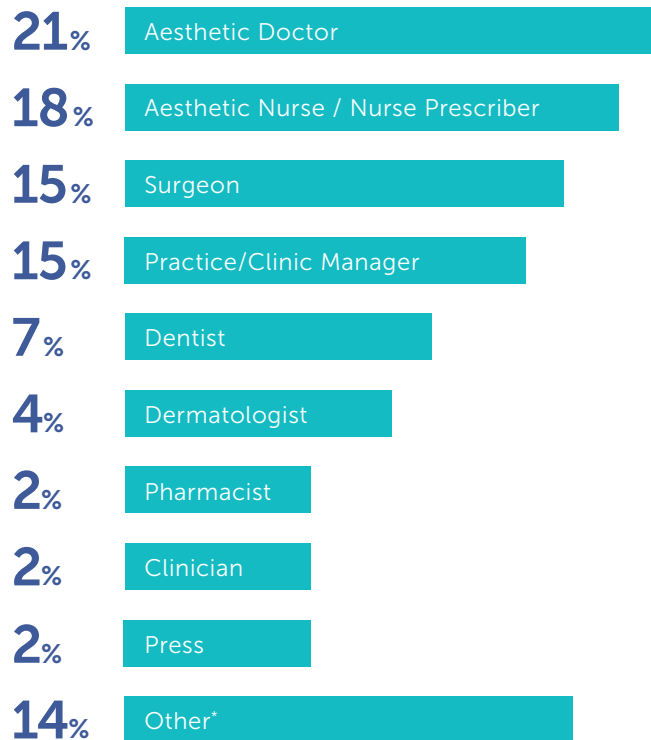
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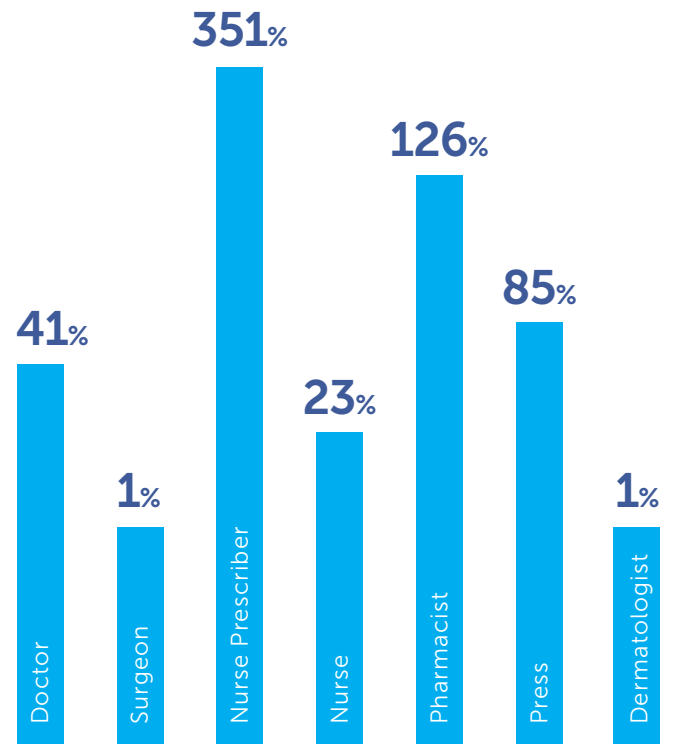
Visitor Breakdown

3,754 Visitors | 2 Days | 15% Increase

Who visited CCR 2019?

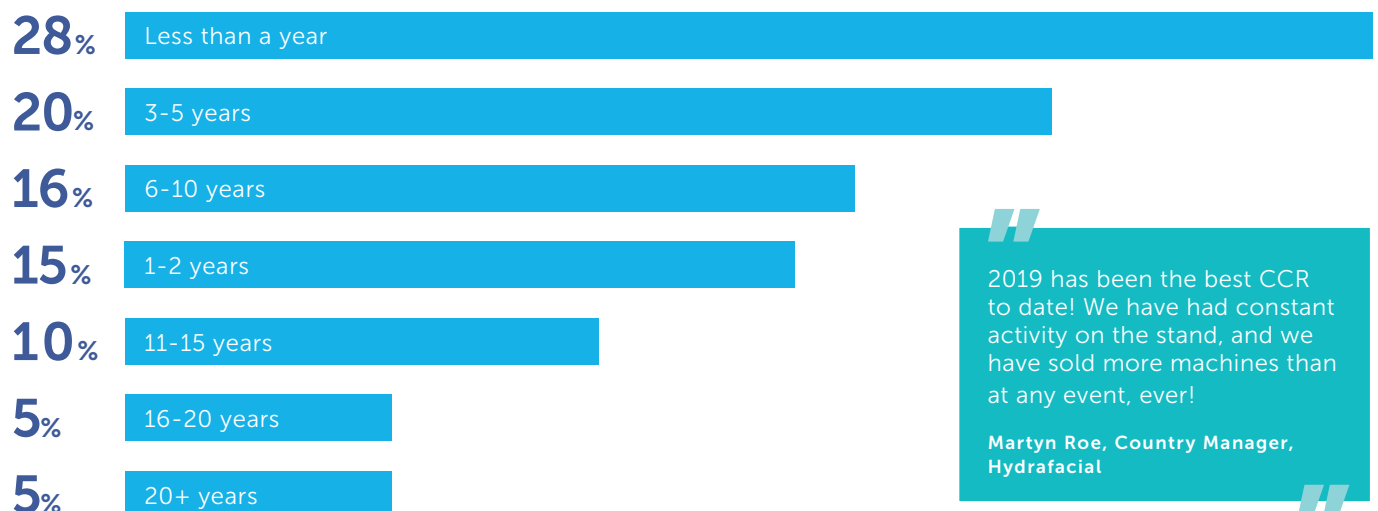


Increase from 2018



*Other consists of supplier, nutritionist, association, marketing/pr & receptionist/pa
**Numbers shown reflect percentage of total visitors

Time practising aesthetic medicine



2019 has been the best CCR to date! We have had constant activity on the stand, and we have sold more machines than at any event, ever!

Martyn Roe, Country Manager, Hydrafacial

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Attendee Reach

57 Countries | **15%** International
16% Increase in international delegates

International attendee reach

Visitors travelled from 57 countries from as far afield as Vietnam, South Africa, Australia, Brazil, Canada, UAE, New Zealand, Singapore, Korea, Japan, Colombia and Russia to name a few.



CCR is an award-winning event that increases year on year with not only a local audience but an international one.

Jamie Lightfoot, Area Sales Manager,
GC Aesthetics



National attendee reach

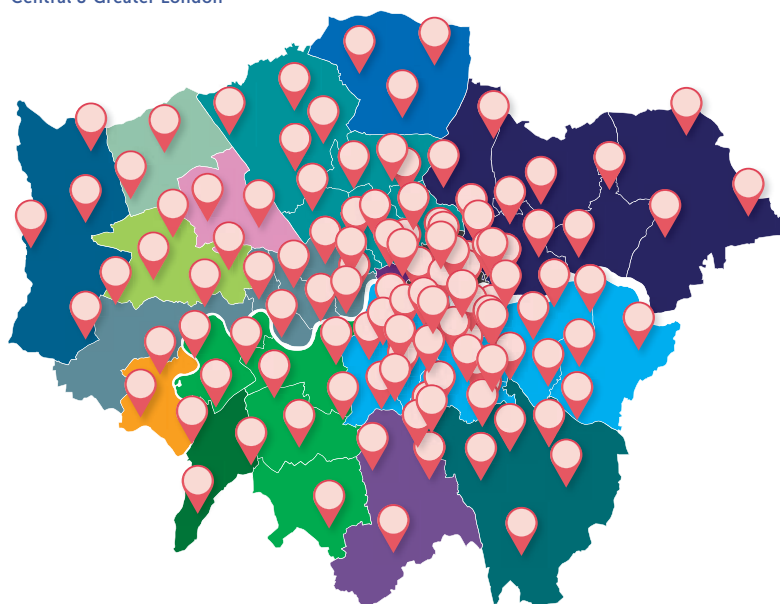
Attendees travelled from 19 regions within the UK, with 28% coming from Central & Greater London.

19 Regions | **85%** National | **28%** London

Overall UK Reach

28%	London
22%	Thames & Chiltern
10%	South East
6%	West Midlands
6%	Eastern
5%	Yorkshire
4%	Greater Manchester, Lancashire & Cumbria
4%	Wessex
4%	Merseyside and Cheshire
3%	South West
2%	East Midlands
2%	Scotland
1%	North East
1%	Ireland
1%	Northern Ireland
1%	Wales

Central & Greater London



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Reasons for Attending

Reasons visitors attend CCR



CCR is one of my favourite exhibitions where I can keep up to date with the latest developments in aesthetic medicine, see live demos, listen to international speakers, network with colleagues and source new products.

Dr Christine Or, Aesthetic Practitioner, Dr. Christine Medical Aesthetics

CCR Partners

CCR works with carefully selected partners to curate tailored education and advice for all medical specialties with varying levels of experience. Working with the most respected associations and publications in the industry ensures CCR brings the community together under one roof. Thank you to all partners who continue to support CCR and provide valuable insight into industry challenges, regulations and safety.



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Conferences

7 CPD Conferences | 80 CPD points | +3,000 Delegates

With education at the core, CCR has quickly become the UK's leading educational event, delivering free CPD certified conferences covering both surgical & non-surgical procedures, as well as addressing current topics throughout a business focused agenda.

2019 Conferences included:

- Clinic & Practice Management
- Non-Surgical Arena
- Live Demonstrations Stage
- The BCDG Meeting
- Aesthetics Masterclasses
- Developing Your Practice with Dr Tapan Patel
- BAAPS Annual International Conference



CCR has now overtaken all of the other conferences in the UK as the leading place to come to learn, meet and to mingle.

Sach Mohan, Aesthetic Doctor, Revere Clinics



Brand takeovers

CCR 2019 was home to more exclusive content and product launches than ever before, giving delegates the opportunity to compare products, gain new techniques and remain up to date with best practice.

Takeovers included:

Sculpt it with Juvéderm VOLUX
exclusive lunchtime takeover with
Dr Nestor Demosthenous

**VIVACY Symposium using
stylage dermal fillers**
with Dr Nimrod Friedman

**Saypha® - say yes" to your
phantastic lips!"**
Croma Symposium with Dr Rita Rakus

Aesthetic Source Symposium
with Anna Baker

Live Laser Hacks
with AES, Novus Medical and Venus Concept

Consumer Insights
from Save Face



BCDGD
British Cosmetic Dermatology Group

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

What's New & True in Cosmetic Dermatology

The British Cosmetic Dermatology Group has proudly held it's meeting at CCR for the last five years. Chaired by Dr Anajli Mahto, the conference attracts more than 90 cosmetic dermatologists. Sponsored by SkinCeuticals, the conference features the likes of Professor Mark Birch-Machin, Dr Alexis Granite and Dr Rhonda Meys, to name a few.

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Surgical Conferences

CCR is the only event to unite the surgical and non-surgical communities through the co-location of surgical meetings. For the fifth consecutive year, BAAPS held its annual international conference alongside CCR. The BAAPS Village on the show floor gathers exhibitors exclusively targeting surgeons with products such as implants, surgical tools, liposuction devices, etc. The BAAPS Lounge is the main meeting place, catering and networking area for surgeons focused on aesthetic surgery.



The British Association of Aesthetic Plastic Surgeons (BAAPS) Annual International Conference

The 2019 BAAPS conference focused on Refinement and the Art of Aesthetic Surgery, with male plastic surgery, female genital plastic surgery and buttock surgery techniques being introduced into the programme for the first time – faculty included Doug Steinbrech, Alfredo Hoyos and Lisa Sacks.

BAAPS Village:

+450 Surgeons | 30 Exhibitors | 15 Faculty



There was certainly a lot of interest surrounding the BAAPS Brazilian Bum Lift Debate and we all eagerly anticipated its conclusion, as did the queue of interviewers awaiting.

Paul Harris, President, BAAPS



ISAPS Symposium UK

For the 3rd consecutive year, the organisers of CCR hosted the ISAPS Symposium UK, on the Saturday following CCR. Each year with a new theme and new venue, 2019 focussed on rhinoplasty, and was held at the Wellcome Collection.

With a programme led by world-renowned Lucian Ion and Naveen Cavale, and an international faculty of the greatest rhinoplasty experts across the globe, the Symposium attracted 76 delegates and featured 10 sponsors.

A smaller and more intimate meeting, the ISAPS Symposium provides a further opportunity for exhibitors to spend quality time with a captive audience over a whole day of education and networking.

+50 Surgeons | 10 Sponsors | 11 Faculty



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Press & PR

23 Press | **3** TV crews | **5** National news | **1** National radio

Official Press Ambassador Francesca White, Tatler's Health & Beauty Editor-at-Large, was bridging the gap between trade and consumer, collating insight into the industry and its exciting innovations and adding a new dimension to the event. With a press turnout that has exceeded all seven years of its history, CCR 2019 saw a real increase in media interest and press reporting. The Hydrafacial VIP and Press Lounge was brimming with visitors and buzzing with media activity over the two days. The media attendance came from both consumer and trade titles, plus news and camera crews including;



"The industry is evolving at an impressive rate and I think I can speak for all the visiting media when I say how amazing it has been to see so much innovation under one roof. I am wowed by the number of expert all-stars in attendance from both the surgical and non-surgical disciplines, delivering hours of educational content to packed audiences. It's been a real coup to be able to spend time talking to so many of them."

Francesca White, CCR Press Ambassador

"CCR seemed bigger than ever this year - being spread across two floors with a visible mezzanine level meant that everything was much more open plan so you could really get a look at what exhibitors had to offer, find your colleagues and all without it getting too crowded. With each corner including a live stage, plus extra platforms from some of the sponsors, it provided a great learning experience no matter what you were interested in - clinical masterclasses or business strategies. They really got CCR right this year, it was great, a premier event that I will be back to next year."

Lorna Jackson, Editor, Consulting Room

"It's so encouraging to see so much press interest at the show this year, not only its interest in aesthetic innovations but also in the general elevation and betterment of the industry as a whole in terms of safety and ethics too."

Dr Marwa Ali, Harrods Wellness Centre

"I love CCR - not just because I have the privilege of moderating the live demo theatre and getting to be among the first to see the latest innovations in the industry that are being presented, but also because it is a great place to catch up with what all the key brands in this space are doing. And having had a stand here for the first time with my Tweakments Guide brand, I have seen from the other side of the table the high calibre of visitors that the show attracts."

Alice Hart-Davis, Freelance Journalist, Daily Mail and Author of The Tweakments Guide



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Exhibitors

+200 Exhibitors | **18** Sponsors | **12** Brand takeovers

Who exhibited at CCR 2019?

With +200 brands represented by more than 150 exhibitors, leading brands choose CCR to position themselves at the forefront of the UK aesthetic arena. From lasers to injectables and medical devices to regenerative medicine and more, exhibitors cover a full spectrum of products and services. The all-encompassing visitor profile ensures any business operating in aesthetics will reach their key buyers to be included in their clinic offering. The CCR 2019 floorplan featured more sectors than ever before, with the latest scientific innovations on display, and 15 product launches embargoed until CCR opened its doors.

2019 exhibitor sector coverage

- Aesthetic technology & devices
- Anti-ageing, skincare & suncare
- Surgical equipment
- Injectables
- Medical implants
- Medical devices
- Regenerative medicine
- Stem cell banks
- Clinic services & solutions
- Imaging solutions

Sample of 2019 exhibitors & sponsors:



Exhibitor satisfaction

- 89%** Satisfied with their overall participation
- 90%** Deem CCR as very important to their annual calendar
- 70%** Re-booked for next year on-site
- 82%** Would recommend CCR to friends/colleagues
- 81%** Met their objectives at the show



There is new technology everywhere. The industry is incredibly strong at the moment and offering people life changing treatments and it's really good to be a part of that.

Hayley Jones, Sales and Marketing Director, Lynton Lasers



If I look around CCR it has really become mature and professional. The aesthetic industry has just grown.

Nicolas Miedzianowski-Sinclair,
Managing Director, Surface Imaging Solutions



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Exhibitor Tools

CCR Connect

CCR invests significantly into networking features to enhance exhibitor ROI and visitor experience. CCR Connect provides a bespoke matchmaking service between visitors and exhibitors and is completely free for all to use.

Exhibitors are able to view the visitor list prior to the event and send meeting requests to their target audience profile, to take place either in the CCR Connect lounge or on their stand. Also, visitors can request meetings with specific exhibitors, based on the products they are looking for.

280 Confirmed on-site meetings

82% Took place on exhibitor stands

5* Feedback across the board

Meet the Distributor

The UK's medical aesthetic market is thriving, and UK distributors are constantly searching for the latest products to add to their portfolios. For the fourth year CCR offered a unique opportunity that facilitates meetings between international manufacturers and UK distributors, providing a low risk, time and cost-effective opportunity for manufacturers to source and secure a distributor.

2019 featured:

- Biosensor Laboratories
- Juvaplus
- Mt derm – Amiamed
- Contrad Swiss
- Laboratoire Fijie
- Newpong
- Euroresearch

The 'Meet the UK Distributor' programme is a free of charge tool for international exhibitors to add value to the stand space investment.

The programme guarantees:

- A minimum of 5 pre-scheduled meetings with distributors
- Enhanced product profiling
- Feature in pre-show marketing
- CCR Connect meeting service to also meet visitors

The opportunity is limited to 10 companies.

Stand Smart Badge Reader

CCR invests in touch & collect readers to aid lead capture and enhance visitor experience. Exhibitors receive a reader which visitors tap for more information and exhibitors are supplied the details of the visitor to aid with follow up.

6,298 Leads

44 Average leads per reader

CCR is a fantastic platform for us to launch and that's exactly what we are doing today.

Raffi Eghiayan, Marketing Director, Wigmore

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Secure Your Stand

Standard Package Rates:

Space only - £465 per M²

Shell Scheme - £515 per M²

(carpet, shell walls & name board)

Elite - £565 per M²

(carpet, shell walls, name board, 1 table, 2 chairs, 1 brochure rack, 2 spotlights & 1 500 watt socket)

Speak to your sales representatives for further details



EasyGo Packages

Organiser of CCR, Easyfairs offers structured marketing packages to suit varying marketing strategies, whether you're focused on branding, lead capture or maximising all areas of your investment.

Select your package of choice to raise visibility, generate contacts or do both while also achieving maximum brand awareness, online and onsite.



GOVISIBILITY

Promote your company profile.
£750

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **1 READER**

GOLEADS

Maximise lead generation and deepen customer relationships.
£900

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **1 READER**

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **1 LICENCE**
- Receive real-time SMS alerts when your guests check in

GOPLUS

Maximise lead generation and enhance online visibility.
£1,250

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **2 READERS**

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **2 LICENCES**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE VISIBILITY

- Display your logo on the exhibitor list

LIMITED TO 10 COMPANIES

GOPREMIUM

Maximise lead generation and brand exposure, onsite and online.
£2,500

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- 50x VIP invites
- Promote your products, paper-free via Smart Badge technology **3 READERS**
- Dedicated e-shot to CCR database
- Logo alongside sponsors & partners across all CCR marketing collateral

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **UNLIMITED READERS**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE VISIBILITY

- Display your logo on the exhibitor list

STAND OUT ONLINE & ONSITE

- Attract attention when visitors register online
- Logo featured on onsite CCR signage

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Co-located with

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British Cosmetic Dermatology Group

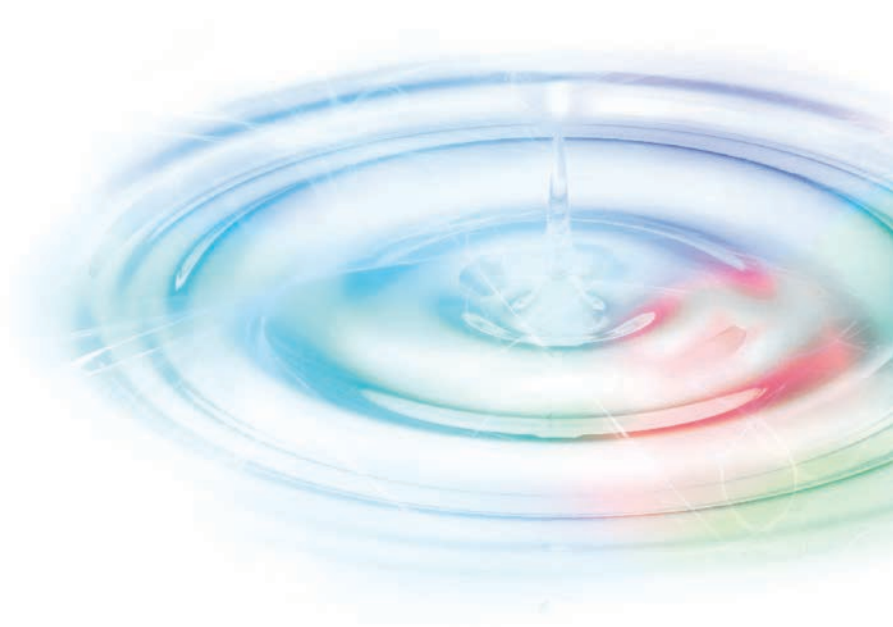
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