

# A Cut Above the Rest EXHIBITOR EXPERIENCE AT GCCEC

Expo4Barbers  
3 - 5 May 2025

gold coast  
convention and  
exhibition centre

CASE  
STUDY





## A Cut Above the Rest

Returning to Gold Coast Convention and Exhibition Centre (GCCEC) in May 2025 for its second consecutive year, Expo4Barbers has quickly cemented its reputation as Australia's leading barbering event.

Drawing 40 exhibitors and more than 2,000 attendees from across Australia, New Zealand, the expo offered a dynamic blend of education, competition, and connection.

From live demonstrations and hands-on workshops to high-energy battles and a buzzing expo floor, Expo4Barbers featured vibrant, immersive experiences for professionals across the barbering industry.



**2,000**  
ATTENDEES



**40**  
EXHIBITION  
STANDS



FLEXIBLE  
**VENUE**



IMMERSIVE  
**EXPERIENCES**



**EASY**  
SETUP



**EVENT**  
GROWTH







## Elevating the Exhibitor Experience

**For Lino D'Adderio, Owner and Founder of King Louis IX, the expo is all about community and engagement. With over 25 years in the industry and his own innovative styling tool on display, Lino came to Expo4Barbers to connect with both customers and industry peers.**

"It's a strong community, a progressive industry," he said.

Praising GCCEC's modern, functional design, Lino appreciates how well the venue adapts for the exhibition space.

"It's been fantastic for us at the venue- it's a very cool vibe. I love the high ceilings, the all-black and the floors and lighting are great for our work - as a facility, it's fantastic."

He also emphasised the convenience of GCCEC's location. With accommodation, restaurants, and social spaces just across the road, Lino noted how everything fit together perfectly.

"All the interstate exhibitors love that accommodation is right across the road. Team dinners within walking distance - everything just works so well." He added, "The GCCEC team have been great, and the size of the space works well as the event continues to grow."

**Jarred Stedman, General Manager of Mocha Group, attended the expo to build brand awareness for the media company, which produces 16 industry magazines annually and runs multiple awards programs - including some already hosted at GCCEC.**

"I really like the venue - it's easy to find, staff are great to work with, the food is fantastic, and there's always lots of coffee! The barber industry is on a global stage of excellence at this exhibition, and delegates have come from all over Australia and NZ."

Jarred highlighted the flexibility of the venue, noting its ability to accommodate simultaneous activities, which allowed organisers to design an engaging and diverse program.

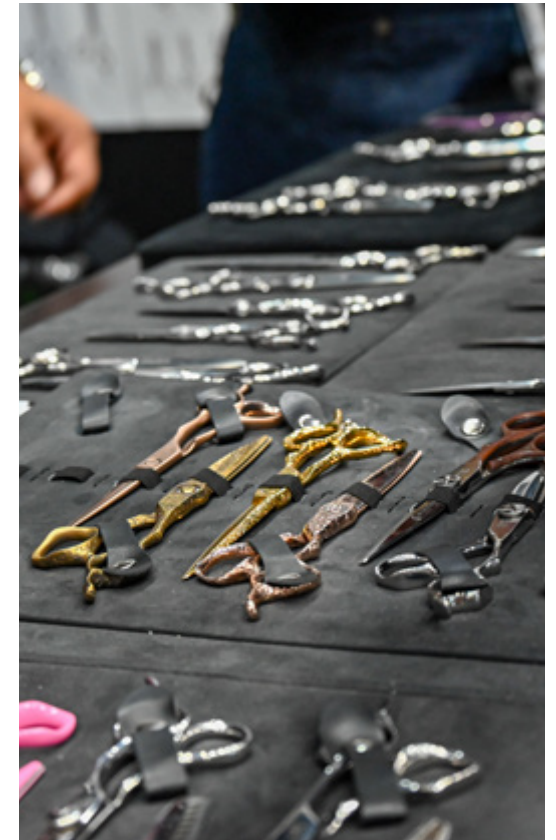
He added, "It's great having a venue with easy access logistically, and with lots of space backstage for operations. The international guests, live podcasts, and multi-brand showcases all under one roof have really highlighted the depth of the industry."

**Arne Compagne, Managing Director of Global Scissors, a barber by trade with nearly 30 years in the hairdressing industry, also returned to the event after the inaugural exhibition in 2024.**

"We come here to connect directly with our market," he said. "It's very convenient, well-spaced, and the GCCEC team has been really supportive." Arne particularly appreciated the flow of the space and the energy on the floor.

"There's been a good vibe, a lot of return customers from last year. That speaks not only to the success of the event but to the appeal of the location and the venue. Accommodation and restaurants are nearby- everything's close and easy."

He also praised the operational ease of working with GCCEC. "The bump-in was seamless - fantastic, actually. Everything we needed to get our stock and supplies in was taken care of without a hitch."





## Elevating the Exhibitor Experience

**Tanya Nelson, National Education Manager at Dateline Imports, a leading importer and distributor of hair and beauty products in Australia, travels extensively to attend industry events. She finds the atmosphere at Expo4Barbers refreshingly different.**

"There's been a really good energy - very different to other shows we attend throughout the year," she says.

Dateline's large footprint at the expo meant bump-in and bump-out needed to be stress-free, and GCCEC delivered.

"It's an ideal convention centre to work with. We stay across the road, so it's convenient to get to, and it's easy for us to get stock in and out and set up."

Tanya also commended the responsiveness of the venue staff. "They've been great - reconfiguring stands, making sure we had what we needed. Nothing's been too much trouble."





## Organising for Impact

**For Fraser Forsey, Director and Lead Educator of 4Barbers and the driving force behind Expo4Barbers, the growth of the event in just its second year has been incredibly positive. His passion for raising the profile of professional barbering through education is central to the expo's mission.**

“Our attendance has grown significantly this year, and we also had six international artists join us,” Fraser said.

While there's been interest in taking the event to other cities, Fraser is committed to the Gold Coast - and GCCEC.

“We've been asked to take it to other locations, but we choose the Gold Coast. It's destinational: the climate, the vibe. What better place to be?”

The support from the GCCEC team has also been a key factor in that decision.

“It's amazing here - we love the team and the venue. Everything we request is always accommodated. I want to book it for the next five years.”







## A Seamless Fit for Expo4Barbers

From high-end scissor makers and educational leaders to media brands and international guests, everyone at Expo4Barbers 2025 agreed on one thing - GCCEC made it all possible.

With its flexible space, excellent logistics, helpful staff, and prime location near accommodation, dining and experiences, GCCEC proved to be the ideal venue for a growing industry event that demands professionalism, adaptability, and atmosphere.

Expo4Barbers isn't just returning to the Gold Coast—it's growing with it. As organiser Fraser Forsey put it, "We just want to be here every year."







  
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