



## VISITORS' PROFILE

CONSUMERS	PROFESSIONALS	BUYERS AND DECISION MAKERS
<ul style="list-style-type: none"> <li>• Women of all ages</li> <li>• Men of all ages</li> </ul>	<ul style="list-style-type: none"> <li>• Doctors</li> <li>• Pharmacists</li> <li>• Dentists</li> <li>• Dieticians</li> <li>• Opticians</li> <li>• Make-up artists</li> <li>• Hairdressers</li> <li>• Estheticians</li> <li>• Cosmetologists</li> <li>• Hair removal specialists</li> <li>• Trainers</li> <li>• Physiotherapists</li> </ul>	<ul style="list-style-type: none"> <li>• Trading Companies</li> <li>• Retailers</li> <li>• Distributors</li> <li>• Manufacturers</li> <li>• Department stores, drugstores, and supermarkets</li> <li>• Private clinics and hospitals</li> <li>• Hairdressing salons and nail bars</li> <li>• Resorts, hotels, restaurants and airlines</li> <li>• Spa, clubs and centers</li> </ul>

## RESERVATION INFORMATION

For more information or to be part of IN-SHAPE and book your space, please contact us on  
**Tel:** (+961) 3 449 439; **Email:** info@inshapefair.com  
**or you can fill and submit the registration form:**

- By fax to the following number: 00961 1 203258
- Via **E-mail** to: registration@inshapefair.com
- Online by visiting our **website:** www.inshapefair.com

## SPONSORSHIP OPPORTUNITIES

If you are interested to maximize the impact of your presence at IN-SHAPE 2009 and to keep your product or service top of mind long after the event has taken place, kindly consider the sponsorship packages. A range of options is available, and each can be customized to meet your aspirations.

## ORGANIZERS

E<sup>2</sup> for Events and Exhibitions is the new-born sister company of Careers Middle East; one of the leading companies in the field of Recruitment, Training, Human Resources Management Consultancy which is also the Organizer of FORWARD, the number one recruitment forum in the Middle East for nine consecutive years.

E<sup>2</sup> was established in 2009 as a new company specialized in the organization and management of events & exhibitions. The company will draw on Careers' successes and capitalize on its achievements to develop its own experience and expertise in the field. As such, E<sup>2</sup> will carry on and further expand trainings, conferences, seminars and exhibitions that Careers has been successfully handling for more than nine years as well as carry out new projects and widen business prospects.

The E<sup>2</sup> team of professionals will provide all the needed support to clients throughout the event from planning to execution and final closure.

- E<sup>2</sup> offers full or partial events' management services for small, medium or large scale events such as the following:
- Seminars
  - Conferences
  - Congresses
  - Trainings
  - Product launches
  - Corporate/private parties
  - Inaugurations
  - Press conferences
  - Exhibits
  - Concerts
  - Weddings



**E<sup>2</sup> - Events & Exhibitions s.a.l.:**  
 • 1st Floor, Yanni Bldg., Zahrat-El-Hsan Street, Ashrafieh, Beirut, Lebanon T: +961 1 339 020 F: +961 1 203 258  
 • 1st Floor, BLOM Bank Bldg., Damascus Road, Hazmieh, Lebanon T: +961 3 449 439 F: +961 1 203 258



## VENUE & SPACE

The IN-SHAPE Salon will be held at Beirut International Exhibition & Leisure Center (Biel), the largest and most sophisticated exhibition venue in Lebanon, strategically located on the waterfront of the Mediterranean Sea and in the heart of Beirut Central District (Solidere), fifteen minutes away from Beirut International Airport. The Exhibition space will exceed 10,000 sqm and comprise the following zones:

- Health
- Beauty
- Dietary
- Wellbeing & Spa
- Fitness
- Services & Equipment
- Banking
- Insurance
- Education Recruitment & Training

## ANIMATION



The Beauty Parlor is a live stage where the most talented professionals in the fields of Beauty, health and Fitness from all over the world will be performing in interactive and exciting surroundings all day long. It will host numerous presentations, workshops, seminars, competitions and shows, thus give professionals, artists and fitness trainers from all around the world the chance to compete and put on view their talents to a captive audience. The Beauty Parlor will guarantee incredible entertainment and excitement for all visitors to ensure that their experience at In-Shape is unforgettable.

www.inshapefair.com



**OCTOBER 15-18, 2009**  
 BIEL, Beirut International Exhibition & Leisure Center



Whether you are A MANUFACTURER OR AN AGENT, A DISTRIBUTOR OR A RETAILER, A CLINIC OR A HOSPITAL, A CLUB OR A SPA, A CENTER OR AN INSTITUTE, A BUSINESS SERVICES OR A RAW MATERIAL SUPPLIER, A BANK OR AN INSURANCE COMPANY, A UNIVERSITY OR A COLLEGE, and if your business is involved in any aspect of the Beauty, Health & Fitness markets, IN-SHAPE provides your Business the platform to position your latest brands, products and services face to face with the most influential audience.

## THE EVENT

## EXHIBITORS' PROFILE

variety of channels to promote the event including, but not limited to the following:

- Billboards
- Posters
- Advertisements in renowned newspapers and trade publications covering the health and wellness sectors including beauty and cosmetic publications as well as local and regional magazines.
- TV & radio interviews and announcements to promote the fair.
- More than 40,000 copies of the exhibition's catalogue distributed before and during the fair.
- Creation of an exclusive highly attractive and informative website for IN-SHAPE.
- Personal invitations to prominent distinguished public figures as well as to key decision makers and specialists in the fields of Health, Beauty and Fitness.
- Mass E-mailing
- Official opening ceremony and a press conference.

Moreover, IN-SHAPE will receive full TV, radio and press coverage during the four days of the exhibition.

## REASONS TO BE PART OF IN-SHAPE 2009

Whether you are a small company looking to grow or a multinational corporation seeking new prospects IN-SHAPE offers you the opportunity to:

- Establish a direct contact with over 40,000 female and male visitors of all ages
- Gain an unrivalled retail opportunity to sell your products and services
- Demonstrate or get visitors to sample your products
- Launch new products
- Encourage visitors to interact with your brand through sensory appeal; touch, taste and smell and thus to experience the benefits of your products firsthand
- Draw customers to your product, service, store, website...
- Gauge consumer response and build your customer data-base
- Optimize your company, brand or product awareness
- Benefit from an exceptional Tangible-ROI opportunity
- Monitor the activity of competitors and the industry in general
- Collect market research on existing or potential products and services
- Observe current market trends and developments both regionally and internationally
- Meet new and existing business partners
- Save time and money by maximizing simultaneously your BtoB and BtoC networks in a one-stop location