

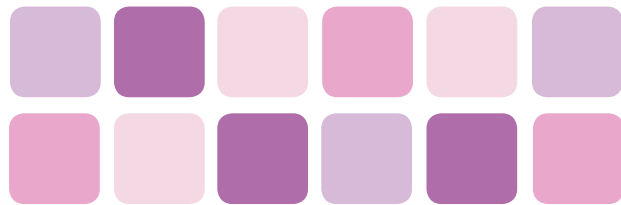
Style^{N'}Beauty Show

*For women who love to look good,
feel great and live well!*



Style^{N'}Beauty Show

OCTOBER 25 - 26, 2008



- Diet & Nutrition
- Holistic therapies
- Complimentary medicine
- Diagnostic medicine
- Fitness & Exercise



- Fashion
- Accessories
- Wardrobe experts
- Personal shoppers
- Jewellery



- Skin care
- Cosmetics
- Hair care
- Aesthetic Medicine
- Spas & Well-being



- Interior Design
- Home Improvement
- Landscape & Garden
- Books & Gifts
- Healthy Cooking

Overview

The Style N' Beauty Show is the ultimate event bringing together top fashion experts with beauty professionals and celebrity guest speakers to give everyone the best in fashion and beauty entertainment.

Specialists from the world of health and well being will be presenting the latest breakthroughs in anti ageing and preventative medicine.

Lifestyle experts from Interior designers to Culinary arts will be showing tips and techniques throughout.

Expected attendance to reach between 4000 -6000 (thousand). Marketed towards both English and Spanish speaking audience.

About the show

Two day event held at Palacio de Exposiciones Y Congresos of Estepona with over 100 professional exhibitors.

Centre Stage will have continuous entertainment throughout the show.

Privately catered food and beverages available. A VIP room for VIP ticket holders and sponsors with complimentary beverages and exclusive demonstrations.

Ample parking (over 300 spaces) plus coach parking facilities with easy access from all the main highways.

Centre Stage

Fashion Shows

Celebrity guest appearances from authors, actors and models

Head to toe make overs live on stage

Kids talent show finals

Fashion theatre shows

Live music entertainment

What to wear demonstrations

Makeup and hair demonstrations

Prize draws and competitions



Our Research Shows

There was an urgent need for a cosmopolitan, women's consumer show on the Costa del Sol due to the rapid growth of ex-pat women from all over Europe.

All women asked are the primary decision makers when it comes to health and wellbeing.

9/10 women surveyed who live on the Costa del Sol are interested in attending the Style N' Beauty Show.

These women are both married and single with an A.H.I. Of 150 K

Tourist boards and travel agencies are happy to organize coach trips for holiday makers from the U.K. & Ireland to this event.

Local city council offices and local politicians fully support the Style N' Beauty Show with growing support from local and foreign business interests.

Strategic Partnerships & Sponsorships

International Cosmetic Companies
International Hair care Companies
International Fashion Houses
Airlines and Travel Agencies
Financial Institutions
Insurance Companies
Web Based Companies
Luxury Vehicle Companies
Medical Organizations
Business Network Organizations
Publishing Houses
Luxury Hotels & Spas

Our Marketing Plan to promote the Style N' Beauty Show

Print media coverage in The Beauty Magazine will commence as of February 20, 2008 followed by consecutive issues, plus a special show issue on October 20, 2008.

The Launch of www.stylenbeautyshow.com March 01, 2008.

The Red Book of Style & Beauty featuring show sponsors and exhibitors will be released April 2008.

Internet marketing through various network partners and affiliates. March 2008.

Radio program sponsorship and talk show appearances.

Scheduled for August - October 2008.

Media campaigns with National Newspapers plus local magazines. August - October 2008.

Printed Brochures, posters and digital media. March 2008.

Highway Billboards and city bus stop signs. August 2008

Transit bus advertising in the Malaga province. September 2008

Networking through local organizations.

Platinum Program

Cost: €10,000

Benefits

Company exposure with all promotional materials and media coverage in primary location.

VIP access with Complimentary champagne and luxury goodie bags.

Exhibition stand (3m. X 4m.)

Centre Stage presentation

Gold Program

Cost: €7,500

Benefits

Company exposure with all promotional materials and media coverage.

VIP access with Complimentary champagne and luxury goodie bags.

Exhibition stand (3m. X 2m.)

Silver Program

Cost: €4,000

Benefits

Company exposure with all promotional materials and media coverage.

VIP access with Complimentary champagne and luxury goodie bags.



Stand Price is €150.00 per square metre

This price includes:

3 Partition walls

Carpeting

Light fixture

Electricity

Signage

Exhibitor break room facility

Additional Furniture or fixtures are available on request (catalogue available for viewing)

Stand Prices:

Option A	3m x 1m	€450.00 + Iva
Option B	3m x 2m	€900.00 + Iva
Option C	3m x 3m	€1350.00 + Iva
Option D	3m x 4m	€1800.00 + Iva

Space is limited, 50% deposit required on contract, balance due May 20th 2008.

Stand locations are assigned on a first come first served basis.

For further information on Exhibition space, availability and pricing request your Exhibitor pack today!

The Style N' Beauty Show organizers:

The Beauty Magazine S.L.

Dominion Beach Reception,

KM 161 , CN340 Estepona, 29680 Malaga , Spain

www.stylenbeautyshow.com

www.thebeautymagazine.com

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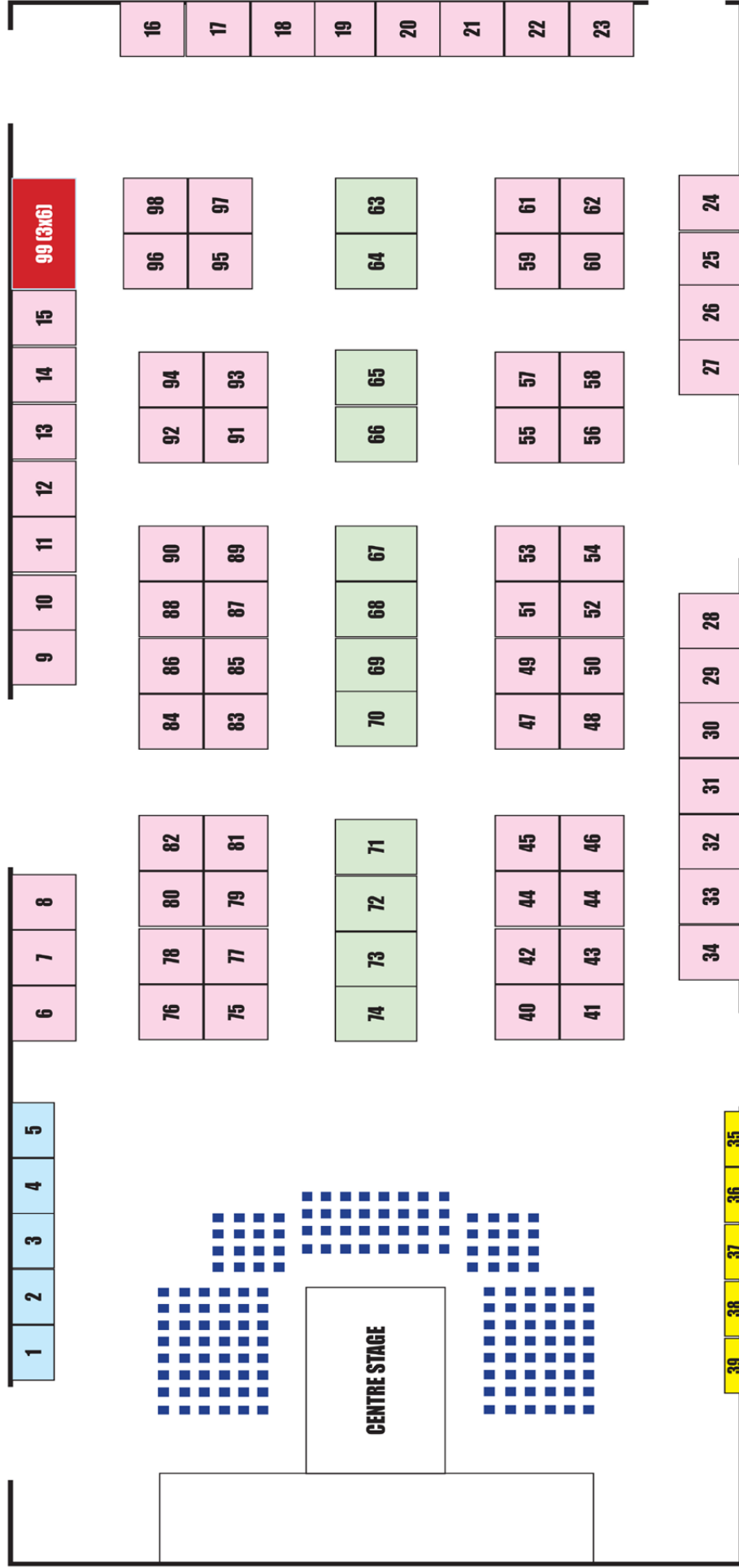
darius@thebeautymagazine.com

Alexandra M. Collard

Mobile: 65 999 888 0

alexandra@thebeautymagazine.com

StyleN^{Beauty} Show FLOOR PLAN



STAND PRICING + IVA

€ 450.00	3x1
€ 900.00	3x2
€ 1350.00	3x3
€ 1800.00	3x4



PALACIO DE EXPOSICIONES Y CONGRESOS
ESTEPONA



PALACIO DE EXPOSICIONES Y CONGRESOS
ESTEPONA

Stand Reservation Form

Company/Organization _____

CIF/NIE no. _____ Type of Business _____

Contact/Name/Position _____

Address _____

Address _____

City _____ Province _____ Postcode _____

Tel: _____ Mobile: _____ Fax: _____

Email: _____ Web Address: _____

First choice stand No(s) _____ Second choice: _____ Third Choice _____

Exact Company/Organization name to be placed above your stand:

Stand options

A. Shell Scheme: (Min 9 sqm)

€ 130.00/sqm Stand area : _____ sqm Total: € _____

Does not include: Partitions, Lighting or furniture.

B. Basic Scheme: (Min 3 sqm)

€ 150.00/sqm Stand area.: _____ sqm Total: € _____

Includes: 3 Partition walls, Light Fixture, Electricity, carpeting and Sign.

C. Sponsorship Program:

Platinum Program Cost: €10,000 Total: € _____

Gold Program Cost: €7,500 Total: € _____

Silver Program Cost: €4,000 Total: € _____

We the undersigned wish to reserve stand/space at The Style N' Beauty Show. I/We understand the total cost of the stand/space as specified to be € _____ (Plus 16% IVA where applicable)

I/We agree to pay 50% deposit on the full amount immediately. A stand/space cannot be reserved until a deposit has been received. I/We understand that the balance, with the full IVA payment must be paid not less than one month before the event. I/We have read and understand The Terms & Conditions.

Signed _____ Date _____

Standard Rules & Regulations

TERMS & CONDITIONS

1. TERMS OF REFERENCE

In these Terms and Conditions the following definitions shall apply henceforth: "Organizers" Shall mean and refer to The Beauty Magazine S.L. and/or its agents and authorized personnel. The "Exhibitor" shall mean and refer to the person described as such in the Application Form and all employees and agents of such person. The "Exhibition" shall mean the exhibition stated on the Application Form "The Style N' Beauty show"

2. APPLICATION FOR PARTICIPATION

All applications for participation shall be made on the Application Form which shall be submitted to the Organizers (The Beauty Magazine S.L.) for approval accompanied by a non-refundable/nontransferable deposit for the rental of the Exhibition Space as stated in the Application Form. The Organizers reserve the right to accept or refuse any application without giving any reason. If the Organizers accept an application for participation otherwise than on the Application Form, such acceptance shall nevertheless be upon and subject to these Terms and Conditions and the Exhibitor shall, if required by the Organizers, complete and submit an Application Form. The Exhibitor shall co-operate with the Organizers to provide them with any reasonable information which they require about it.

3. An Exhibitor cancelling or reducing his space reserved shall not receive any refund. Should such cancelling or reducing communication be given after 1st May 2008, the exhibitor must pay the full amount of participation fee. Acceptance of any payment made by an Exhibitor does not mean that the application is successful unless and until the booth location has been assigned.

4. LICENSING AND ALLOCATION OF EXHIBITION SPACE

The Exhibition Space is licensed to the Exhibitor only (in common with the Organizers and all others authorised by the Organizers) on a non-exclusive basis. The Exhibitor is not permitted to sub-license the Exhibition Space allocated to it, either wholly or in part, or otherwise part with or share possession of all or any part of the Exhibition Space without the prior written consent of the Organizers. The Exhibitor shall ensure that any such authorised sub-licensees comply with this Contract and shall be responsible for any default of such sub-licensees and shall indemnify the Organizers. The Organizers reserve the right to cancel the participation immediately if booth sub-letting occurs. Any Exhibitor who wishes to use a company name on its Exhibition stand which is different to that stated on its Application Form must submit notice of this change to the Organizers at least one month prior to the commencement of the Exhibition. The Organizers may allocate the Exhibition Space in any manner as they deem fit but may take into account such factors as the order of applications received and the nature of the Exhibitor's business. The Organizers reserve the right at their sole discretion to change the venue for the Exhibition, the opening hours of the Exhibition, the term of duration of the Exhibition, and/or the date or dates on which the Exhibition is to be held to any dates set out in the Application Form, to change the Exhibition Space allocated to the Exhibitor, to alter the size and dimensions of the Exhibition Space from that for which application is made in the Application Form, to change or close entrances and exits and access to the Exhibition Space and to undertake any kind of alterations to the Exhibition Space what so ever. In the event that the Organizers change the date or dates on which the Exhibition is to be held, the Organizers will provide the Exhibitor with notice of that change as soon as practicable.

Shell stands are all erected according to a standard pattern. No variation of the standard fascia and lettering will be permitted. Exhibits and displays should not exceed the height of the stand walls unless written permission has been received from the Organizers. It is recommended that all design proposals be submitted to the Organizers for approval. An Exhibitor who is allocated shell space will be provided with stand services on set up dates (1-2 days prior to the event). Plans, drawings and design proposals for non shell spaces must be submitted and approved according to these Rules and Regulations. These plans, must be submitted to the Organizers for approval not later than 30 days prior to the event. The Organizers reserve the right at any time to order the alteration or removal of any stand which differs from the approved specifications or which does not conform to the Rules and Regulations. The costs of such alteration and removal shall be entirely borne by the Exhibitor and any sums of money which may have been paid by the Exhibitors for rent and charges shall not be refunded. If any such alterations or removals are not made within the time required by the Organizers then the Organizers may undertake the same at the risk and cost of the Exhibitors, and the Exhibitors shall reimburse all costs and expenses incurred in relation thereto by the Exhibitors on demand.

5. EXHIBITS

No exhibit will be allowed into or out of the Exhibition Centre without an official delivery order or clearance document. The Exhibitor shall at its own cost make its own arrangements for transportation of exhibits to and from the Exhibition Centre (including, without limitation, arranging for all necessary customs clearances and

regulatory approvals and licences) and for storage of exhibits and packaging materials. Display of any working or moving exhibits must have the prior written approval of the Organizers. Precautionary measures such as the provision of guards or other means of protection must be taken by the Exhibitor to protect the public from such moving or working exhibits. Moving or working exhibits shall only be demonstrated or operated by persons authorised by the Exhibitor and shall not be left running in the absence of such persons. All exhibits and stand furnishings must be confined to the Exhibition Space. The Exhibitor shall not store or permit to be stored any hazardous goods (within the meaning of the Dangerous Goods Ordinance and any laws and regulations of Estepona, Malaga (Spain) from time to time applicable thereunder) in the Exhibition Space. Advertising literature should be distributed from the Exhibitor's own stand(s) only. No business activity shall be conducted by the Exhibitor and/or his staff outside the allocated booth area. No advertising or canvassing for business may take place anywhere else in the Exhibition Hall unless authorized by a senior member of the organizer's team. The Organizers reserve the right to remove at the Exhibitor's expense and risk any exhibits or publicity material not produced by the Exhibitor or its associated companies or which are not as specified on the Application Form. At such time after the close of the Exhibition as the Organizers may specify, or on sooner termination of this Contract, all exhibits shall be removed and cleared from the Exhibition Space and vacant possession of the Exhibition Space shall be delivered to the Organizers in as good and clean order and condition as it was when initially licensed to the Exhibitor. Any property remaining after the last day designated by the Organizers for material to be removed shall be considered abandoned and may be sold or otherwise disposed of by the Organizers at the Exhibitor's expense. No property may be removed from the Exhibition before the Exhibition ends.

6. TERMS OF PAYMENT

Payment of the Fees by the date(s) stipulated in this Contract is of the essence to participation by the Exhibitor in the Exhibition.

7. CONDUCT IN THE EXHIBITION CENTRE

During the term of the Exhibition and for so long as the Exhibitor or any of its Representatives or exhibits is in the Exhibition Centre in connection with the Exhibition the Exhibitor shall be responsible for the good conduct of its Representatives who shall be bound by and must observe these Terms and Conditions in all respects. Exhibitors and their Representatives shall not do, or permit anything to be done, which in the reasonable opinion of the Organizers shall cause or is likely to cause a disturbance, nuisance, annoyance, inconvenience, disruption, damage, danger or risk to any person or thing, or to the health or safety thereof, or which does not conform with the general standards of the Exhibition or amounts or may amount to a breach of these Terms and Conditions. The Exhibitor shall (and shall procure that its Representatives shall) at all times act so as to avoid putting the Organizers in breach of the licence (as amended from time to time) under which they hold the Exhibition Centre or the relevant part of it.

It is expressly prohibited for the Exhibitor or its Representatives to record images of any other exhibitor's exhibition space or exhibits in any form ("Images") without the prior written consent of the Organizers. Such prohibition includes, but is not limited to, the taking of photographs, video recording of any type and/or making any drawing or sketch. The Exhibitor and its Representatives agree to surrender to the Organizers on demand any material in whatever media on which the Images may be recorded in violation of this rule, including but not limited to film, video tapes, sketchbooks, camera phones and digital storage devices. The Exhibitor and its Representatives must wear the identification badges specified by the Organizers at all times in the Exhibition Centre. Persons under the age of 14 are not allowed to be booth attendants nor may they enter the Exhibition Hall during the Exhibition and the moving in periods without adult supervision. The Exhibitor may not alter or in any way affect the structure or fixtures of the Exhibition Centre. The Exhibitor will pay or reimburse on demand to the Organizers the costs of making good any damage caused to the Exhibition Centre or fixtures by it and/or its Representatives. The Organizers reserve the right to refuse admittance to the Exhibitor and/or any of the Exhibitor's Representatives or to require the Exhibitor and/or any such Representative to leave if in their opinion his or her behavior is in breach of these rules and regulations, any rules and regulations of the Exhibition Centre or local laws and regulations. The opinion of the Organizers is final in this regard.

8. OTHER OBLIGATIONS

Each of the Organizers and the Exhibitor undertakes to the other that it shall use all reasonable endeavours to ensure that all information, written or oral or in any other form, of whatever nature received by it relating to the other shall be treated as confidential and shall not be used or disclosed to any third party except in connection with the participation in the Exhibition of the Exhibitor under this Contract or as may be required by law, by any competent regulatory authority or by the Exhibition Centre Operator. Notwithstanding the above the Exhibitor agrees that the personal data provided by it in connection with its participation or proposed participation in the Exhibition may be included on the

Exhibition database, included in the Exhibition's Official Directory, used in communications with the Exhibitor and otherwise used by the Organizers and associated companies (or their successors or potential successors in business), whether located in Estepona, Spain or otherwise, or passed on to third parties for promotion purposes. In accordance with the Local Laws on treatment of personal data processing, the Exhibitors exercises the right of suppression, modification (data collection, registration, processing, modification, maintenance, deletion of personal information, use of files, interconnection, consultation or notices/news communication) and accessing to all data that concerns him. In order to exercise the said rights, the Exhibitor will contact The Beauty Magazine S.L. in writing.

9. POSTPONEMENT AND CANCELLATION

In addition to the Organizers' rights under clause 4, the Organizers may cancel the Exhibition, or at their election, postpone, change the venue of or otherwise make changes to the Exhibition, if in the reasonable opinion of the Organizers the holding of the Exhibition by the Organizers, the performance by the Organizers of their obligations or attendance at the Exhibition by exhibitors and/or visitors, is impossible, illegal or substantially or materially interfered with, due to any cause or causes beyond the control of the Organizers including, without limitation, any of the following: act of God, governmental act, war, fire, flood, explosion, civil commotion, armed hostilities, act of terrorism, revolution, blockade, embargo, strike, lock-out, sit-in, industrial or trade dispute, adverse weather, disease, risk to public health, accident to or breakdown of plant or machinery, shortage of any material, labour, transport, electricity or other supply, regulatory intervention, general advisory or recommendation of any government (including any government agency or department), regulatory authority or international agency, against travel, exhibitions and/or public gatherings, or the Exhibition Centre becomes unavailable and/or unfit for occupancy and/or use.

10. TERMINATION

This Contract may be terminated by the Organizers by notice to the Exhibitor upon the occurrence of any of the following events:-(1) the Exhibition is cancelled under clause 9 above; -(2) the Organizers are not satisfied that proper use is being made of the Exhibition Space during the installation period or at anytime during the term of the Exhibition or at any other time when the Exhibitor or any of its Representatives or exhibits is in the Exhibition Centre in connection with the Exhibition; -(3) payment of Fees is not made by the Exhibitor in accordance with Clause 6 ; -(4) the Exhibitor is, for any reason, unable to utilise the Exhibition Space allocated to it; -(5) the Exhibitor becomes insolvent or, in any jurisdiction, enters into or takes or is subject to any form of winding up, administration, receivership, liquidation, bankruptcy, arrangement with creditors generally or any other insolvency procedure in respect of it or any of its assets, or suffers the enforcement of security or legal process or repossession; -(6) the Exhibitor is convicted of any criminal offence or otherwise so conducts itself as to bring itself, the Exhibition or the Organiser into disrepute; -(7) the Exhibitor is in breach of any provision of this Contract; or -(8) the Exhibitor is in breach of any applicable local legislation, rules or regulations. Upon termination of this Contract for whatever reason, any allocation of the Exhibition Space shall automatically be cancelled forthwith. If this Contract is terminated under any of sub clauses 10(2) to 10(8) above the Organizers shall be entitled forthwith to re-license the Exhibition Space, all payments made in respect of the Exhibition Space shall be forfeited and the Organizers shall have the right to claim for the balance of the Fees and for any loss or damage suffered or additional expenses incurred by or on behalf of the Organizers as a consequence thereof. Upon termination of this Contract for whatever reason, all of the Exhibitor's property shall be removed by the Exhibitor from the Exhibition Space immediately, failing which such property shall be removed and the Exhibition Space cleared by the Organizers at the Exhibitor's expense. The Organizers reserve the right to exercise a general lien over any property of the Exhibitor in the Exhibition Centre in respect of all monies, of whatsoever nature, including in respect of claims for damages, which may at any time be due or payable by the Exhibitor to the Organizers in connection with the Exhibition. Obligations of the Exhibitor which are unperformed at termination of the Contract shall continue in force after termination.

11. LIABILITY AND REFUNDS

Participation by the Exhibitor in the Exhibition is solely at the Exhibitor's own risk. The Exhibitor agrees to indemnify and hold the Organizers harmless, on demand, against all claims, liabilities, losses, suits, proceedings, damages, judgments, expenses, costs (including legal fees) and charges of any kind whatsoever incurred by or on behalf of or made against the Organizers arising out of any breach of any of this Contract or any other default or negligence of, or any damage or loss caused by, the Exhibitor and/or any of its Representatives.

The Organizers shall refund the Fees paid to the Organizers by the Exhibitor after deducting an administrative fee to cover all costs reasonably incurred by the Organizers in relation to the Exhibition; and the Exhibitor shall have no claim whatsoever for compensation for loss or damage suffered or additional expenses incurred as a result of any such cancellation of the Exhibition.

Name & Signature _____

Date _____

Event Produced and Organized By

THE
Beauty
MAGAZINE

THE BEAUTY MAGAZINE S.L.

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www.stylenbeautyshow.com www.thebeautymagazine.com