



Style^{N'}Beauty Show

JUNE 21- 22, 2008

A consumer show for women who love to look good,
feel great and live well!

Everything you want to know about style, health and
beauty is coming to Estepona this summer!

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.

About the show

- A two day event held at the luxury Palacio de Exposiciones Y Congresos of Estepona with an exhibition space of 3000 sq.m.
- Over 100 professional exhibitors.
- Stands to include framework, carpeting, signage and lighting.
- Centre Stage with backstage dressing rooms, sound and lighting for 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.
- Easy access from all the main highways.

Centre Stage

- Fashion Shows
- Celebrity guest appearances from authors, actors and models
- Head to toe makeovers 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

Show categories

- Style

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

- Health

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

- ◎ Beauty

- > Skincare
- > Cosmetics
- > Hair care
- > Aesthetic Medicine
- > Spas & Well-being

- ◎ Lifestyle

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

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

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 June 20, 2008.
- The Launch of www.stylenbeautyshow.com March 01, 2008.
- The Little Red Book of Style & Beauty which features show sponsors and exhibitors will be released April 2008.
- Internet marketing through various network partners and affiliates. February 20, 2008.
- Radio program sponsorship and talk show appearances. Scheduled for April - June 2008.
- Media campaigns with The Daily Mail and The Sur in English plus local magazines. May - June 2008.
- Printed Brochures, posters and digital media. March 2008.
- Highway Billboards and city bus stop signage. April 2008
- Transit bus advertising in the Malaga province. May 2008
- Strategic marketing through other exhibitions.

Strategic Partnerships & Sponsorships

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

* Professional working relationships securely established through The Beauty Magazine S.L.

Sponsorship Programs

⊙ 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.

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

Darius R. Zelli
Tel. +34 952 79 17 01
Mobile: 636 31 64 57
darius@thebeautymagazine.com

Alexandra M. Collard
Tel. +34 952 79 17 01
Mobile: 659 99 88 80
alexandra@thebeautymagazine.com