

VISITORS' PROFILE

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

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

E² 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.

E² 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, E² 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.

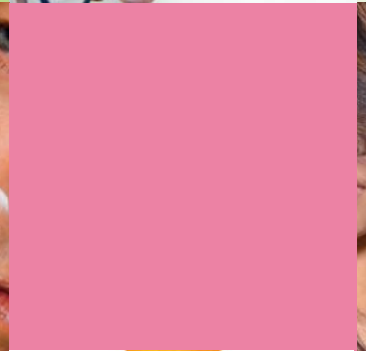
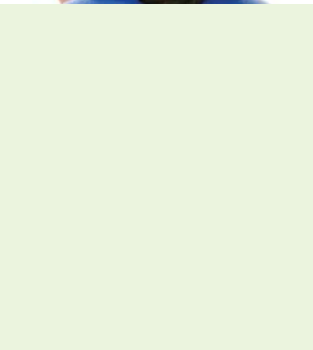
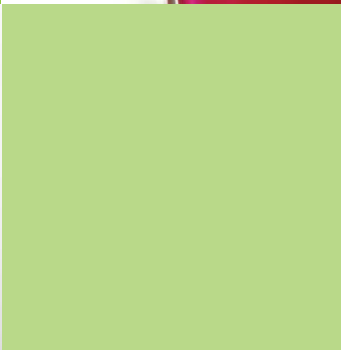
The E² team of professionals will provide all the needed support to clients throughout the event from planning to execution and final closure.

E² offers full or partial events' management services for small, medium or large scale events such as the following:

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| • Seminars | • Product launches | • Exhibits |
| • Conferences | • Corporate/private parties | • Concerts |
| • Congresses | • Inaugurations | • Weddings |
| • Trainings | • Press conferences | |



E² - 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:

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| • Health | • Wellbeing & Spa | • Banking |
| • Beauty | • Fitness | • Insurance |
| • Dietary | • Services & Equipment | • 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



THE EVENT

IN-SHAPE is the first event of its kind in the Middle East, covering all health, beauty and fitness related products and services. The event will be launched in 2009 with its first edition being held in Beirut, Lebanon at BIEL from October 15th till the 18th and from 4:00 pm. till 11:00 pm.



Lebanon is best placed to host such an event in light of the country's strong positioning in the fields of health and wellness. Lebanon indeed boasts a very notorious reputation for its experience and expertise in fashion, beauty, health and plastic as well as esthetic surgery, thus making the country the ideal venue for IN-SHAPE.

The event is set to be a meeting point for people of different backgrounds, ages and genders who are simply interested in health, fitness and beauty and seek to remain at the forefront of all new developments related to these sectors.

The primary mission of IN-SHAPE is to showcase the latest in Trends, Brands, Mass Market Products and Services, and all novelties in the Wellbeing industry, appealing both to the general public but also to key industry players.

IN-SHAPE is a cost-effective means for reaching and directly communicating with thousands of potential customers and business partners. It is a resourceful event where exhibitors get the opportunity to promote new products and services, introduce their company's profile and business, reinforce or reposition their brands as well as meet and bond with existing and new business partners and agents. IN-SHAPE provides a unique and ideal business platform for networking with likeminded individuals and key players in the related sectors.

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



SHOW PROMOTION



Throughout the past nine years, our group and primarily Careers ME, has developed a unique experience and expertise in the organization and planning of exhibitions and events. It has been known for its success to draw unprecedented visitors' numbers to **FORWARD**, the number one annual recruitment forum in the Middle East.

Moreover, CAREERS' impressive ever-growing database of contacts built through our recruitment partnerships with the most prominent companies in the region, our large list of candidates amassed and fine-tuned over the years as well as our long-established relationship with the media will allow us to effectively promote the event and carry out a targeted campaign reaching all different stakeholders and potential visitors to create strong equity and awareness of the event.

IN-SHAPE will use a 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.



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.

EXHIBITORS' PROFILE

General Health

- Medical Clinics
- Dental Clinics
- Drugstores
- Opticians
- Health Food, Supplements & Beverages
- Macrobiotic Food
- Organic Food and Beverages
- Herbal & Natural Health Remedies
- "Anti-Smoking" solutions

Beauty & Cosmetics

- Beauty and Hairdressing Salons, Institutes and Centers
- Skin Care, Body Care, Sun Care, Hair Care and Nail Care
- Make-up and Cosmetics
- Perfumes and Fragrances
- Beauty Hygiene Products
- Cosmeceuticals
- Depilation Centers
- Dental Care & Dental cosmetics
- Surgical Clinics / Non-Surgical Clinics
- Hair Implants
- Beauty and Slimming Clinics

Fitness

- Fitness Clubs
- Yoga and Meditation
- Personal Training
- Training Equipment
- Sports' Fashion & Accessories

Dietary

- Diet Centers
- Diet Food
- Dieticians and Nutritionists
- Diet Medical Supplements
- Herbal & Natural Dietary Supplements

Wellbeing & Spa

- Spa Resorts, Hotels and Clinics
- Thermal Baths Aromatherapy
- Foot Care
- Massage Services
- Massage Oils and Creams
- Saunas and Jacuzzis
- Anti-Aging
- Packages to International Renowned Cure Centers

Services & Equipment

- Business Services
- Raw Material
- Packaging and Packing Materials
- Fixtures, Fittings and Furniture
- Interior design / Shop Fitting
- Promotional Items
- Advertising & PR Agencies
- Media
- Public Institutions & Government Agencies

Banking

- Plastic Surgery loans
- Spa Destinations' Travelling Loans
- Small Personal Loans

Insurance

- Life and Health Insurance
- Critical and Disability Insurance

Education / Training Colleges & Institutes

- Health Colleges / Schools
- Beauty and Cosmetology Institutes
- Hair and Make-Up artists Institutes

Recruitment

- Recruitment Agencies
- Companies

