

# SIMPLY CLOSER!



## EXHIBITOR INFORMATION

**27<sup>th</sup> BEAUTY FORUM MUNICH**

**International Trade Fair**

**27<sup>th</sup> – 28<sup>th</sup> October, 2012**

Messe München International

The corporate platform for your  
business success!

27. International Congress & Trade Fair



Europe's No. 1 autumn Cosmetics Trade Fair

[www.beauty-fairs.com](http://www.beauty-fairs.com)

# 26<sup>TH</sup> BEAUTY FORUM MUNICH

A look back

## A hot event in autumn!

The 26<sup>th</sup> BEAUTY FORUM MUNICH once again offered 39,000 trade visitors a full programme. A brought variety of exhibitors practically oriented workshops, high caliber congresses, and exciting national and international championships as well as contests, offered a huge excitement.



### INTERNATIONAL TRADE FAIR

More than 850 international companies and brands presented to trade visitors from the cosmetics, nail care, wellness, fitness and health sectors the latest trends, concepts and sustainable innovations from all areas of professional beauty. Exhibitors especially compliment the excellent quality of trade visitors and the number of sales contracts that were made at the exhibition. All of this means that BEAUTY FORUM MUNICH has once again confirmed its position as Europe's leading cosmetics trade fair in autumn.

### TRAINING, EVENTS, CHAMPIONSHIPS

Professional on-going training was taken into account by the 26<sup>th</sup> BEAUTY FORUM MUNICH.

More than 120 workshops, congress sessions, company presentations and professional talks kept visitors up to date with current trends. In addition to the well-established meeting points topics of Medical Beauty and Natural Cosmetics get picked up for workshops and presentations.

Excitement and thrill were offered at the national and international championships in Nail-Design, NailArt, Make-up, Face and Body painting as well as the awarding of the beauty salon and nail studio of the year.



# CLOSE UP

## Views of the exhibitors

*Dr. Christian Rimpler,  
Dr. Rimpler GmbH*



"BEAUTY FORUM MUNICH was for us, after many years absence from this exhibition site, a very worthwhile event. In particular the quality of the discussions we held in the exclusive area were extremely pleasant and we were able to open up numerous new business contacts. To continue to follow the concept of the event, combining the exhibition and interesting professional possibilities is the right way for our industry. The exhibition in Munich offers an autumn counterbalance to Düsseldorf, and can certainly continue and grow alongside the latter. We wish you and your whole team all the best and much success!"

*Michael Kalow,  
WILDE COSMETICS  
GmbH*



"The professional presentation and quality of BEAUTY FORUM MUNICH, as well as the location and timing of the event, we find very positive aspects. For the future we would like to have more visitors, especially making use of Munich as a central location near to our neighbours Austria, Switzerland and Italy."

*Thomas Schrader,  
PINO Pharmazeuti-  
sche Präparate GmbH*



"Once again this year BEAUTY FORUM MUNICH was a total success for our company, with plenty of promising contacts with clients from Germany and Austria. We are looking forward to BEAUTY FORUM 2012 in Munich."

*Martina Gebhardt  
Naturkosmetik GmbH*



"The presentations and talks at BEAUTY FORUM MUNICH draw interested clients to the stands. We saw this again this year. Beauticians want to be given more detailed information which they can obtain in direct discussion."

*Wimpernwelle GmbH  
via Facebook*



"It was very nice at BEAUTY FORUM MUNICH. We very much enjoyed the great atmosphere. Particularly noteworthy was the large number of interested trade visitors who, despite the glorious Munich weather with a clear blue sky, flocked to the exhibition."

*Claudia Schlecht,  
Gustav Baehr GmbH*



"BEAUTY FORUM MUNICH was, as in previous years, a total success for us. The extended stand concept with 3 exhibition stands was very well accepted by the trade visitors and our team had their hands full on both days. Long may it continue!"

*Dominik Bauermeister,  
Reviderm AG  
via E-Mail*



"For us, REVIDERM AG, the 26<sup>th</sup> BEAUTY FORUM MUNICH was, as ever, a successful event. We were pleased with the super discussions, interested contacts and lots of new clients! For us the exhibition has now become a firm part of our recipe for success."

*Michael Schummert,  
Babor  
via telephone*



"At the 26<sup>th</sup> BEAUTY FORUM MUNICH the quality of the visitors for us was very good."

# THE EXHIBITION AREAS

Core focus on cosmetics



## TRADE EXHIBITION

The cosmetics exhibition area represents the heart of the trade fair. The whole world of skin care, apparative and decorative cosmetics is on show. The exhibiting companies present their latest products, treatments and innovations, as well as maintaining and establishing business contacts.

The exhibition area is located in halls C2 and C3. Hall C3 represents the cosmetic exclusive area. Here is where all of those companies that wish to talk to their clients in a peaceful location, presenting new information and closing new orders, can hold their discussions. Direct sales to exhibition visitors cannot be done in hall C3.

**COSMETIC**  
exclusiv

For all of those that wish to sell at the exhibition hall C2 and C4 are the right places to be. Here is where the cosmetics direct sales area can be found. Hall C2 and C4 are open for direct sales. A huge flow of people from different beauty sectors is normal.

**COSMETIC**  
direct



## PROFESSIONAL TRAINING AND EVENTS

The exhibition area is extended and perfectly completed by the training possibilities, on specific topics, offered at the IFC workshops or in expert and company presentations at the BEAUTY POINT and INNOVATION POINT. Pure excitement can be experienced at the 26th German Make-up championship and the 25th International Masters' Award Make-up. Body and Face Painting artists demonstrate at the 5th BEAUTY FORUM Bodypainting Trophy and the 3rd BEAUTY FORUM Facepainting Trophy how a human body becomes a artwork.

The colourful world of accessories

## TRADE EXHIBITION

The Salon Accessories area shows everything from the world of fashion jewellery and accessories. Companies offering fashion jewellery, gold and silver items, textiles, leather goods, perfumes and drugstore articles are in the right place here.



## Nail care – live it!

### TRADE EXHIBITION

Latest colours, coolest styles, nail and hand care items - the Nail exhibition area is waiting to show visitors the latest trends of the nail branch. In hall C1 nail care professionals will find the whole world of Nail-Design and NailArt. Moreover, the hall C1 is the location for the nail championships.



### PROFESSIONAL TRAINING AND EVENTS

In regard to further education for nail care professionals there is an exciting and challenging programme of workshops. The theory workshops bring the visitors up to date with the current creative and practical trends and the participants in the practical workshops, held by experienced speakers, will have the benefit of top tips for creative nail art. At the international Nail-Design and Nail-Art championships nail designer have the opportunity to measure their skills in competition with their colleagues from around the world.



## Foot care – up close!



### TRADE EXHIBITION

In Hall C4 are the companies of the areas podiatry, medical foot care, and foot treatment sectors. The range of products and service on show run from medical foot care products through foot care equipment and devices, to hygienic and disinfection preparations for the podiatry practice. Here exhibition visitors are able to pick up extensive information about well proven, as well as innovative, products and treatment methods.

### PROFESSIONAL TRAINING AND EVENTS

Expert presentations in collaboration with the ZFD (central association of podiatrists in Germany), practical demonstrations and treatments on the spot, IFC workshops and company presentations – this is the very varied training programme for foot care professionals at the "FUSS POINT" (foot care meeting point).



# THE TREND FORUMS

## Natural cosmetics



### TRADE EXHIBITION

Natural cosmetic is still a booming theme and is essential to the cosmetics industry. Beauticians are required for competent advice to their clients. In the natural cosmetics exhibition area you have the ideal platform to show your products and treatments for this sector. The Natural Cosmetics Trend Forum is established in hall C3.

There are strict guidelines for natural cosmetics that also cover certifications and seals of conformity. Certifications of your company and your brand with an official seal will be necessary in order to exhibit in this trend forum.



### PROFESSIONAL TRAINING AND EVENTS

In natural cosmetics, with its continuous ongoing development and strict regulations, the professional beautician cannot ignore the matter of additional professional training. For this reason BEAUTY FORUM MUNICH is offering, in the IFC workshop programme targeted training conducted by experienced speakers. Topics include ingredients and active substances, natural cosmetics treatment concepts, holistic approaches to client care, and natural cosmetics and wellness. The opportunity for further training will be extended by way of expert presentations at the INNOVATION POINT.

## medical BEAUTY FORUM

### TRADE EXHIBITION

Medical Beauty is the interface between cosmetics and medicine and is becoming an ever more important aspect for the professional cosmetics sector, and one which attracts new clients and the opportunity to gain new turnover. In the medical BEAUTY FORUM exhibitors from the fields of dermatology, anti-aging, apparative cosmetics, aesthetic plastic surgery, aesthetic dentistry and eye care will present their products and services. The exhibition will be completed off by some practical applications. This Trend Forum is also located in Hall C3.



### PROFESSIONAL TRAINING AND EVENTS

In cooperation with the medical BEAUTY FORUM trade magazine a new congress will be established: the anti-aging symposium. The main points will be medical aesthetics, dermatology and trends in holistic anti-aging. The presentations are held by experienced speakers and doctors. Further company presentations and expert discussion will take place at the INNOVATION POINT.



# THE TREND FORUMS

## Wellness & Spa



### TRADE EXHIBITION

In a world, spinning faster, people are seeking an oasis where they can switch off for a while, recharge their batteries, and be pampered. Holistic approaches to treatment are constantly growing, the wellness theme is becoming even more important.

The Wellness & Spa Trend Forum offers the opportunity to present holistic product lines and treatment concepts. This is also the ideal platform to present wellness installations, wellness, therapeutic and fitness equipment as well as the concepts of health and health foods. The Trend Forum is located in Hall C3.



### PROFESSIONAL TRAINING AND EVENTS

Wellness & Spa will also be promoted as part of the professional training programme. In the IFC workshops beauty professionals can benefit from presentations by experienced speakers on clearly targeted topics. Subjects such as energetic methods and holistic treatments as well as practical demonstrations of massage procedures are on the programme.

The professional training programme will be supplemented by the 3<sup>rd</sup> German Wellness Hotel Congress. This congress is aimed at operators of day spas, hoteliers, wellness hoteliers and beauty farms. The expert consultant at the congress is Dagmar Rizzato, who has the benefit of more than 20 years worldwide experience in the spa business. Other partners in the congress are Top hotel, Rizzato Spa Consulting, BEAUTY FORUM, and spa concept. Also at the Wellness & Spa Trend Forum the Wellness Aphrodite award will be presented as a cooperation partner of Top hotel.



## International Business Forum

The IBF programme has been developed in order to support the clients of the international Health and Beauty Group to establish new business contacts from various countries. The IBF offers exhibitors of BEAUTY FORUM MUNICH the ideal platform to be present, at a favourable cost, at foreign BEAUTY FORUM exhibitions and so to build up business contacts in the international cosmetics industry. As part of BEAUTY FORUM MUNICH companies from all around the world, seeking German distributors, will exhibit in the IBF area. The IBF area will be located in Hall C3.

# UNDIVIDED ATTENTION

**Be there 365 days  
per year with  
BEAUTY FORUM!**



## BEFORE THE SHOW

### Print

- Invite your customers with our guest card to the exhibition.
- Enhance your entry in the exhibition catalogue with your company logo.
- Inform your clients with the exhibition visitor leaflets.

### Online

- Take advantage of the different possibilities for banner promotion on the website of our trade magazine.



### TV

- Our TV team will create for you a company portrait – motion pictures for a comprehensive impression.

## DURING THE SHOW



### Sponsoring

- Be our partner and we will place your company logo in around the trade fair, the championships and the IFC programme.

### Company presentations

- Optimise your presence at the trade fair with a company or product presentation at one of the three meeting points.

### Online

- Take advantage of live streaming from the BEAUTY POINT. This way you will reach more beauty professionals.

### TV

- Come to our glass-fronted TV studio and transmit your trade fair message live on TV.
- You can also be in the post-exhibition review.

## AFTER THE SHOW

### Print

- Take advantage of our "Stroll around the show" feature! We will be pleased to visit your stand with our editorial team.



### Online

- Maintain the emotion and exhibition atmosphere in the minds of your clients well after the show has ended – use our "Stroll around the show" TV.

### TV

- Have your own PR film produced – a business card for your promotional activities.



# SPONSORING – CLOSE UP

Reinforce your presence at the trade fair before, during and after the event – become a sponsor. We will be pleased to advise you about this and other sponsoring opportunities

## CONGRESS SPONSORING

### BEFORE THE SHOW

- Your logo in the exhibition reviews
- Your logo on the front cover of the congress leaflets
- Your logo on the exhibition advertisements
- A button on the exhibition website
- Your logo on the congress tickets



### DURING THE SHOW

- Your logo on the congress tickets
- Your logo on the congress documentation
- A button on the exhibition website
- Your logo on banners
- Your logo on the congress badges
- Your logo on view in the congress hall

### AFTER THE SHOW

- Your logo in the exhibition review
- Your logo on the congress documentation
- A button on the exhibition website

## TRADE FAIR SPONSORING

### BEFORE THE SHOW

- Your logo in the exhibition reviews
- Your logo on the exhibition advertisements
- A button on the exhibition website
- Company portrait in the exhibition catalogue
- A "super banner" in the on-line exhibition shop
- Your logo on the admission tickets

### DURING THE SHOW

- Your logo in the exhibition reviews
- A button on the exhibition website
- Your logo on display at the three meeting points
- Your logo on a banner display at the entrance area
- Your logo on the admission tickets
- Pre-Roll ad at the BEAUTY POINT

### AFTER THE SHOW

- Your logo in the exhibition reviews
- A button on the exhibition website



## IFC-SPONSORING

### BEFORE THE SHOW

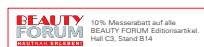
- Your logo in the exhibition reviews
- An advert in the visitor mail shots



TRENDS, NEUHEITEN, INNOVATIONEN

**Wellness & Spa / Ausstellung und Weiterbildung**

Ständig erweitert sich, um flexibel die jeweiligen Situationen reagieren, den Anforderungen entgegen – das sind normale Anforderungen an die heutige Geschäftswelt. Das Eventmanagement ist ein zentraler Aspekt des Managements nach Erfahrung und Engagement. Das Netz-Auswahl beim Beauty-Forum oder dem Besuch im Day Spa werden immer beliebter. Im Wellness-Forum und beim 2. Deutscher Wellness-Hotel-Kongress erhalten Sie mehr über Ihre Möglichkeiten im Bereich Wellness.



### DURING THE SHOW

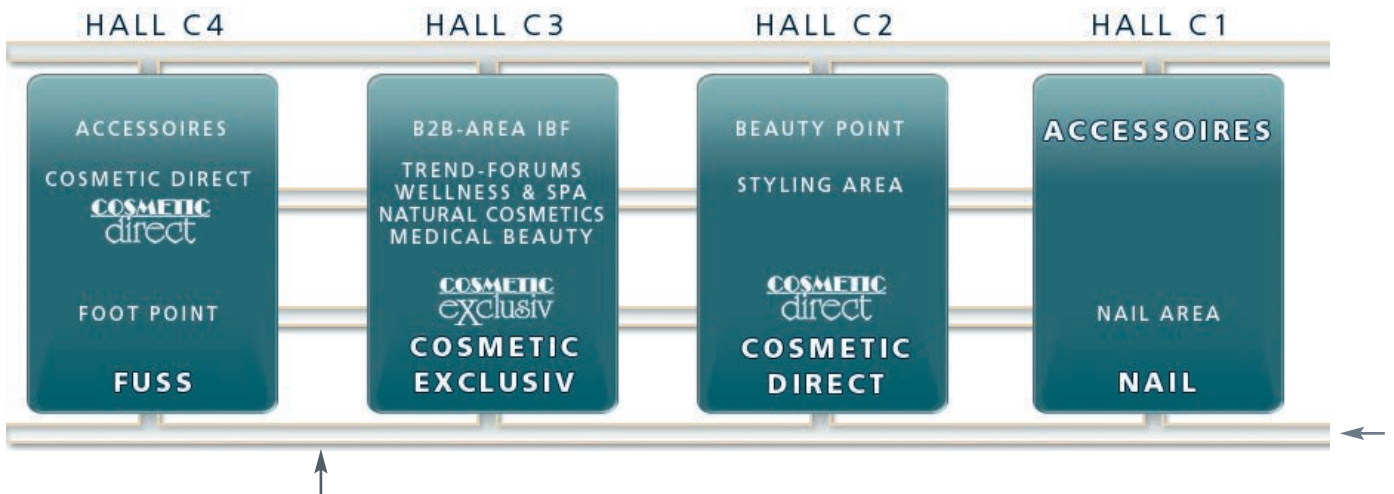
- Your logo in the exhibition reviews
- Your logo on display in the IFC workshop area
- Distribution of information and product samplers to the workshop participants

### AFTER THE SHOW

- Your logo in the exhibition reviews
- Your logo on the IFC workshop certificates
- Product sponsoring
- IFC reviews under the patronage of your company

# OVERVIEW

## Exhibition halls at the 27<sup>th</sup> BEAUTY FORUM MUNICH



Information about the Messe München International as well as an overview of the whole exhibition site can be found at [www.messe-muenchen.de](http://www.messe-muenchen.de)

## YOUR TEAM



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### Venue:

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