



IBF - International Business Forum at BEAUTY FORUM MUNICH 2014

The b2b platform for your business success in Germany and Europe!

BEAUTY FORUM MUNICH has been in the market for 28 years and is Europe's biggest autumn trade fair for the beauty business, with over 850 companies and brands on show and attracting over 39,000 trade visitors annually.

The **INTERNATIONAL BUSINESS FORUM (IBF)** is a special program designed to develop the business of the HEALTH and BEAUTY Group's international clients. The IBF offers you an ideal platform for making new business contacts in the German and European cosmetics industry.

Book your place now for participation and take advantage of a highly effective promotional package for marketing your products in Germany!

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**BEAUTY
FORUM
connect**

BEAUTY FORUM connect – the new B2B-matching-tool!!

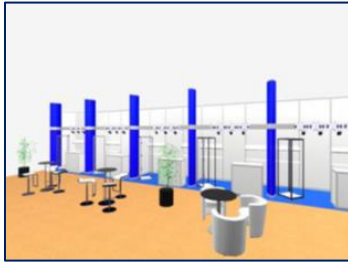
This will be the most efficient way to prepare your IBF presentation in Munich and to find German and European distributors for your products and services. How does it work?

1. **We provide** the online-based matching tool at www.connect.beauty-forum.com.
2. **You create** your company profile. Show your services and brands, your personality and what drives your business. Include picture galleries, videos and statements to receive profound contacts. Your profile offers insights into who you are and how others perceive you – as well as what your needs are in a business partner. Search for potential trade partners or get recommendations.
3. **We care for** the intense international marketing of **BEAUTY FORUM connect** through our international media network. Potential trade partners and distributors looking for new products will register with their profile. Then – **BEAUTY FORUM connect** will match your profiles!
4. **Get in touch!** Break the ice between you and your likely business partner. Get in touch with each other before the trade fair and discuss possible options of doing business, and find a date to meet at **BEAUTY FORUM MUNICH**.
5. **Perfect Match!** Meet your possible new business partner at BEAUTY FORUM MUNICH at 25th, and 26th October 2014. In a relaxed matching area in-depth contacts can be launched.

* Important points to note with regard to participation:

The IBF programme has been established to help participants find a German business partner or distributor. Participation in the IBF MUNICH is open only to companies and brands that currently have no sales operation in Germany and who have not previously exhibited at the BEAUTY FORUM MUNICH. The IBF exhibition stands are provided for the participants to present their goods and services - the direct sale of products is not permitted. Participation is subject to the general terms and conditions of the organiser. The organiser reserves the ultimate right to decide whether an application for participation in the IBF MUNICH will be accepted or rejected.

1. All-Inclusive stand package



- 4 sqm of exhibition space with complete stand construction
- fascia sign writing (your company name)
- electrical plug
- lighting
- Presentation counter with high stool, presentation showcase for your exhibition goods and shelf units for other items
- Storage room
- Free of charge advertising in trade fair media online and print
- Exhibitor passes
- Special guidance and service by our team

2. B2B matching through BEAUTY FORUM connect

A free-of-charge listing of your company profile in the new online database and matching tool from 1st of April 2014 to 30th of October 2014.

3. Additional benefits:

Prominent advertising of your participation before, during and after the exhibition through the BEAUTY FORUM MUNICH list of participants in various promotional media (e.g. Internet, visitor mailings, exhibition catalogue, exhibition reviews)

4. Free-of-charge advertising online and print:

IBF MUNICH has its own section on the BEAUTY FORUM MUNICH 2014 web site with a short PR summary of your company. Listing in the "b2b Exchange" section of COSSMA online (www.cossma.com) for 3 months (7 lines). Free-of-charge listing for 3 months in the "b2b Exchange" section in our trade magazine COSSMA.

PACKAGE PRICE	999,- EUR
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We will be pleased to supply further details and discuss your participation! Your contact:



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