



The Vibrant BEAUTY SHOW

love your body

The Vibrant Beauty Show 2011, Sunday 30th January

IronButterfly Events, an events management and marketing company, are delighted to present: **The Vibrant Beauty Show**, coming to the **Park Inn Hotel, North Stifford, Thurrock**. The aim of the event is to bring the latest health and beauty secrets to the ladies and gentlemen of Essex.

The exhibition will offer skincare treatments, high end beauty products and procedures, relaxation therapies, nutritional advice, healthy lifestyle options, beautiful accessories and many more 'feel good' and 'wellness' services and products.

Would you like to participate and gain direct access to your target market? The Vibrant Beauty Show is designed to attract a multitude of visitors from Essex and the surrounding areas. Extensive marketing and promotion is well underway. The Show will feature in local papers and on local radio stations. This will be in partnership with your own extensive advertising, with the sole aim to reach as many people as possible.

The Show has the benefit of a relaxed hotel environment with convenient parking on-site, public transportation within easy reach and excellent facilities. To add further interest and value to **The Vibrant Beauty Show** we are setting a wintery scene with background music, attractive goodie bags, competitions, and more.

Our shell scheme stands range in three sizes 1.5x2m 2x2m to 3x2m. They come complete, with lighting, electrical socket, name flag, a clothed table and a chair. The panels are polyweave which allows you to fully dress your stand and present an attractive wall display. As an exhibitor you will also gain exclusive access to a separate suite where you may enjoy refreshments privately.

Love your body, beautify, pamper, rejuvenate, and feel good.

Another event by  **Ironbutterfly**
your vision our creation



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In addition, a donation of the visitor entry fee will be donated to Breast Cancer Research. We hope to raise awareness of the importance of screenings by passing on essential information.

We would be delighted to welcome you as one of our **Vibrant Exhibitors!**

Stands are limited so please do contact us as soon as possible to reserve your space. For further information, news and updates of this event please register your details at www.thevibrantbeautyshow.com or for further information about us or news of other events please register your details at www.ironbutterflyevents.com

If you have questions about this event please contact either:

Karen Walton, Business Development Director; Karen@ironbutterflyevents.com or call **07977019090**

Sarah Hopkins, Head of event management; Sarah@ironbutterflyevents.com or call **07905 920092**

Derek Malcolm Head of Sales and Marketing: Derek@ironbutterflyevents.com or call **07846788591**

We look forward to hearing from you.

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Why exhibit?

Exhibitions are the only dynamic forum where a full marketing mix is in play. If you choose the right exhibition for your company you have a very unique and highly valuable business opportunity to look forward to!

Take a look at why this is...

Physical It's simple. To a buyer, nothing compares to the experience of being able to see, hear, touch, taste and feel a product or service – and that's a fact!

Quality Exhibitions and trade shows provide a mass of immediate quality footfall – the visitors won't pay an entry fee unless they are interested in the offering.

Face to Face If you want immediate direct spend then promoting your business face to face is the best way. It's the most powerful and persuasive way to sell!

Relationships During exhibitions you have the chance to capture the data of your key audience! You can use the event to build on those relationships and gain additional business.

Cost Effective Exhibitions and trade shows can offer immediate return on investment and generate prime leads that would otherwise have taken up precious resources.

Watch Tower Exhibitions and trade fairs are a great platform from which to measure the competition, evaluate the market and identify new areas of potential growth.

Network Exhibitions provide neutral territory on which to build rapport with others in your industry. You can explore potential partnerships that may help to develop your business.

Feedback You get the opportunity to communicate directly with your target audience and gain essential feedback on your products or services.

Brand Image An attentive audience ensures that your brand will be seen and your message will be heard. Consider the pre and post event coverage too!

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Booking Form

Sunday 30th January, 2011

Iron Butterfly Events, 51 Stratton Road, Sunbury on Thames, Middlesex, TW16 6PG

Address 1

Company Name:

Contact Name: **Position:**

Address:

Post Code:

Telephone:

Fax:

Mobile:

Email 1: **Email 2:**

Send Exhibitor kit and badges to this address Yes No **How many?**

Address 2 - Accounts department details for invoicing (if different from above)

Company Name:

Contact Name: **Position:**

Address:

Post Code:

Telephone:

Fax:

Mobile:

Email 1: **Email 2:**

Send Exhibitor kit and badges to this address Yes No **How many?**

Shell scheme stands include:

Name Board, Lighting, Electricity, Trestle Table and 1 Chair

Stand size required:

Preferred Stand Number: **Second Choice:** **Third Choice:**

Name Board:

Additional Requirements or comments:

FREE Web entry: *On receipt of payment, your company name, telephone number and description, will be uploaded onto our event website www.thevibrantbeautyshow.com Please provide a product or service description here (150 characters)*

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1.5 x 2m Stand @ Cost £150	x.....	£.....
2 x 2m Stand @ Cost £175	x.....	£.....
2.5x1.5m Stand @ Cost £200	x.....	£.....
2.5 x 2m Stand @ Cost £225	x.....	£.....
1.5 x 3m Stand @ Cost £250	x.....	£.....
2 x 3m Stand @ Cost £275	x.....	£.....

Add VAT at 17.5% before January 2011 and 20% after January, 2011

We require a 25% deposit to secure your booking and confirm your stand. Please make cheques payable to:
IronButterfly events and send with your booking form to:

The Vibrant Beauty Show (EX), 51 Stratton Road, Sunbury on Thames, Middlesex, TW16 6PG

Alternatively a bank transfer can be made to this account:

Account: Mrs KJ Walton
B/C no: 12157897
Sort Code: 07 02 46

Please make sure you make reference to your invoice number or company name.

Outstanding payment is due 2 weeks prior to the event. An invoice will accompany your confirmation letter and stand detail which will remind you of final payment details.

Payment Terms and Conditions:

25% of the total cost is required as deposit at time of booking or 4 weeks prior to event. The final balance must be settled 2 weeks prior to the start date of the event. Deposits are NON REFUNDABLE. Failure to comply with IronButterfly Events payment conditions will result in cancellation of stand bookings without notice. Stand listing details will not be included within programmes or websites until payment has been received in full. Full payment is required immediately for any bookings made less than 1 week prior to the event. All late payments will be subjected to a surcharge of 2%. Cancellation must be made in writing. Full payment is required if a cancellation is made within 3 weeks prior to the first date of the exhibition, however should IronButterfly Events manage to sell the stand, the exhibitor will not be liable for this charge.

I/we have read and understood all the terms and conditions set out:

Signature of exhibitor: **Date:**

Signature of TVBS representative: **Date:**



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General Terms and Conditions:

Ironbutterfly Events reserves the right to alter the exhibition floor plan where it decides changes would be in the best interest of the overall event. Parties will be notified of any such changes.

The exhibitor shall take out adequate liability insurance (minimum, £1 million pounds public liability). Ironbutterfly Events shall not be liable for any claims arising from death or personal injury, damage or loss of property caused by the exhibitor or any person or company acting on their behalf before, during or after the event.

The Exhibitor shall also adequately insure all property on a full 'All Risks' basis for the sum insured equivalent to the full value of all property and exhibits brought to the Exhibition. Ironbutterfly Events shall be under no liability whatsoever for any loss or damage.

In signing this booking contract, the Exhibitor will indemnify Ironbutterfly Events in respect of each and every such claim and all actions, claims, costs, proceedings, and demands in respect thereof. Should the event be cancelled, postponed or abandoned for any cause, not within the control of the organisers, Ironbutterfly Events will be under no liability to the Exhibitor in respect to any actions, claims, losses (including consequential losses), costs or expenses.

Ironbutterfly Events, the Local Authority and Venue Managers reserve the right to examine and exclude any exhibit or install display material or exhibits which contravene security, fire or safety regulations.

Ironbutterfly Events reserves the right to exclude any exhibitor from the exhibition without explanation.

No Exhibitor will be permitted to install a display or exhibits in such a way that in the opinion of Ironbutterfly Events, restricts access to neighbouring stands, obstructs the light or impedes the view along open spaces and/or gangways.

Heavy and bulky exhibits are restricted by floor loading and restricted access. Individual requirements must be advised in writing to Ironbutterfly Events.

All movement of and fixtures to the shell scheme or screening hired from Ironbutterfly Events must be carried out by the appointed contractors.

All electrical installations and connections must be carried out by the contractors appointed by Ironbutterfly Events.

All exhibitors shall arrive at least one hour prior to the exhibition to set up their stand and will not leave or dismantle their stand before the closing time of the exhibition.

All exhibitors agree to promote the event within their own industry and within their own capabilities using any promotional material approved by Ironbutterfly Events.