



***BIEL, 27 TILL 30 OCTOBER 2016***

## **SPONSORSHIP OPPORTUNITIES**

**E Square** for Events and Exhibitions has the pleasure to invite you to **IN SHAPE**, the Health, Beauty and Fitness Fair. The event's sixth edition will be held in Beirut, at BIEL from 27 to 30 October 2016, from 3:00 till 10:00 PM.

If you are looking to obtain brand awareness & media exposure and interested to keep your brand, products or services top of mind before, during and long after the event has taken place, take advantage from a wide-ranging designed sponsorship programs. There are different sponsorship packages options that can be customized to meet your objectives; however, there are some benefits that are unique to all:

- **An opportunity to maximize your organization's presence** before, during, and after the exhibition with targeted marketing opportunities.
- **An opportunity to obtain brand awareness & media exposure, improved credibility and image transfer** - Build awareness throughout the industry by raising the eyebrows of media, high-level executives, and consultants.
- **New customer acquisition and client retention** - Sponsoring a prestigious event is an opportunity to network and seek new clients while increasing your business partnerships. Rise your networking opportunities.
- **An opportunity to adjust company positioning** - A direct cost effective route to your target market. By taking a decision to be a sponsor, a business separates itself from its competitors and stands apart from the crowd, identifying itself immediately as one which values its customers, both existing and new, and which is accessible and approachable.

From event sponsorship to custom packages, you can be assured that our expertise can help you find the right solution to meet your needs and your budget, including:

### ***I - Sponsorship Categories***

- **Platinum Sponsor, US\$ 40,000 + VAT – Only one sponsor**
- **Gold Sponsor, US\$ 33,000 + VAT – Only two sponsors**
- **Silver Sponsor, US\$ 25,000 + VAT – Only three sponsors**
- **Events Sponsor, US\$ 10,000 up to US\$ 15,000 + VAT**
- **Branding, US\$ 6,000 up to US\$ 10,000 + VAT**

## ***II - Sponsorship Benefits***

### **A. Platinum, Gold & Silver Sponsors**

Beside the fact that being a sponsor is a unique opportunity to adjust your company's positioning, it is a great chance to benefit from massive media exposure through the acknowledgement the sponsor gets in the massive marketing and advertising campaign of IN SHAPE Fair.

All sponsors will benefit from having their logo and name featured (position and size depending on the sponsorship category) in the overall IN SHAPE massive advertising campaign which includes:

- Billboards, Unipoles and LED Screens.
- Advertisements in renowned newspapers and trade publications covering the health and wellness sector including, beauty and cosmetic publications as well as local and regional magazines.
- More than 40,000 copies of the salon's guide distributed before and during the fair
- More than 40,000 visitor cards
- An exclusive highly attractive and informative website for IN SHAPE 2015.
- 5000+ Personal opening invitations to prominent distinguished public figures, VIPs, as well as to key decision makers and specialists in the fields of Health, Beauty and Fitness.
- Mass E-mailing campaign
- 1000+ Posters
- 50,000 + Leaflet
- Official opening ceremony and press conference
- Entrance banners

*In addition to the above benefits, the following are included according to your sponsorship category:*

**Platinum Sponsor:** 24 sqm free space in the exhibition + 18 sqm banner + Inside cover of the catalogue of the fair + promo girl at the entrance of IN SHAPE to advertise your brand for the 4 days.

**Gold Sponsor:** 18 sqm free space in the exhibition + 12 sqm banner + Advertisement page in the catalogue of the fair.

**Silver Sponsor:** 15 sqm free space in the exhibition + 8 sqm banner + Advertisement page in the catalogue of the fair.

### **B. Events Sponsors**

1. **Sponsor's Endeavor:** the sponsor is given the opportunity to take advantage from IN SHAPE's attractive setting and wide ranging targeted audience to set up his own special event and thus maximize his exposure to the fullest. E Square provides the location/stage and the full coverage of the event through all of the IN SHAPE massive printed advertising campaign as well as inside the exhibition premises.
2. **E Square's Events:** the sponsor supports totally or partially one or more of the various events that E Square will carry out at IN SHAPE. These events include live talk shows, competitions, cooking workshops, latest workouts, conferences, seminars,... Depending on the level of sponsorship, the position and size of the sponsor's logo and name will be decided in the overall IN SHAPE massive printed advertising campaign as well as inside the exhibition premises.

**The events will be hosted at one of the four animation stages.**

### **C. Branding Opportunities**

Multiple Branding opportunities can also be found in strategic locations throughout the exhibition halls. Including but not limited to:

Signage • Counter signage • Carrier bags • Your live mascotte in the exhibition aisles • etc

***A range of options is available, and each can be customized to meet your aspirations.***

# APPLICATION FORM AND CONTRACT



# E SQUARE S.A.L.

C.R. No. 2016163 Baabda - Capital: LBP 30 Millions Fully Paid  
BLOM Bank Bldg, Damascus Road, Baabda, Beirut, Lebanon  
Tel: + 961 5 45 67 45 - Fax: + 961 5 45 67 46 E-mail: info@esquareme.com

Please fill the following information and send it to E SQUARE S.A.L. - Events & Exhibitions  
Tel: +961 5 45 67 45 - Fax: +961 5 45 67 46 E-mail: registration@esquareme.com

Organization Name .....

Registration Number In Ministry Of Finance .....

Contact Person .....

Title .....

Address .....

Country .....

Telephone .....

Fax .....

Email .....

Sponsorship Option Selected .....

Total Amount In US\$ .....

Below we agree to abide by and be subject to the rules and regulations set below, receipt of which we hereby acknowledge any amendments which may be made by the organizers or relevant authorities. We agree to pay 50% of the above total cost with this Application Form. We also agree to pay the remaining balance 45 days prior to the exhibition's opening date.

*\*Check the below General Terms & Conditions.*

Place .....

Date .....

Client Signature

Organizer Signature

Client Stamp

Organizer Stamp

# General Terms & Conditions

1- Registration for space in the Exhibition and for advertising shall be made on the registration form overleaf and shall be duly signed by the Exhibitor or a person authorized by him. Following receipt of the registration form which is final and binding for the Exhibitor upon signature, the organizers reserve the right to refuse or to accept any Application at their absolute discretion without giving reasons for such refusal.

2- The payment schedule for space only, shell stand, walk-on stand, sponsorship or advertising is as follows:

(i) 50% with submission of registration form + related VAT

(ii) 50% balance by maximum the date specified on the sponsorship registration form above/overleaf.

Where the application is made after the final payment date specified on the registration form overleaf, the total cost shall be payable with return of the registration form. The total Cost represents only the payment for the site, details of which are set out overleaf. All other goods and services required by the Exhibitor shall be paid by the Exhibitor in addition thereto. Exhibitors will not be allowed to take over their space or stands if the payment terms specified on the Registration form are not honored.

3- In addition to the space cost (and Organizers stand fitting service if applicable), Exhibitors will be billed for optional services such as hired furniture, telephone lines, directory advertisements and other.

4- In the event of the Organizers agreeing to any request for release from the Application, the Exhibitor will be liable for all, or part of the cost stated in the Application Form in accordance with the following scale:

If the request for release is filled more than 181 days prior to the Exhibition's opening date: 25% of the TOTAL COST

If the request for release is filled 91 days to 180 days prior to the Exhibition's opening date: 50% of the TOTAL COST

If the request for release is filled 31 days to 90 days prior to the Exhibition's opening date: 75% of the TOTAL COST

If the request for release is filled within the last 30 days prior to the Exhibition's opening date: 100% of the TOTAL COST

This scale of charges will apply only from the date the Organizers receive written notice by letter or fax. In addition to this scale, the Exhibitor will be liable for any specific cost incurred on his behalf by the Organizers. These terms cannot be varied under any circumstances.

5- Any organization which, having signed a Registration for the exhibition space fails to exhibit for any reason and has not been released from the Agreement by the Organizers shall be liable for the full amount stated in the Registration form plus any additional costs incurred by the Organizers as a result of such failure to exhibit.

6- In the event of any Exhibitor declaring bankruptcy or if a limited company being wound up the agreement terms with him shall be cancelled and all the moneys already paid shall be retained by the Organizers.

7- The Organizers, their servants or agents shall not be liable for the safety of Exhibitors, their servants, agents, contractors or invitees during the Exhibition, and for any exhibits articles or other property of whatever kind brought into the Exhibition by Exhibitors, their servants, agents, contractors or invitees or member of the public.

8- All booking and additional services provided by the organizers are bound by these Terms and Regulations irrespective of any reservations which may be made by Exhibitors. The Organizers reserve the right to alter, add to, or amend any of these conditions and the decision of the Organizers is binding if any disagreement on the interpretation of these regulations should arise.

9- Exhibitors shall make sure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles or any kind of public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause. The Exhibitor shall insure against, indemnify and hold the Organizers harmless in respect of all costs, claims, demands and expenses to which the Organizers may in any way be subject as a result of loss or injury arising to any person (including members of the public or the Organizers' staff, agents or contractors) or property howsoever caused as a result of any act or default of the Exhibitor, his servant agents or contractors or invitees. If the Organizers so demand, the Exhibitor shall provide proof to the Organizers that the Exhibitor has adequate insurance cover. Exhibitors must ensure that their temporary staff of their servants agents or contractors are insured against claims for workman's Compensation. The period for which such insurance shall be maintained shall run from the time the Exhibitor and/or any of his servants, agents or contractors first enter the Exhibition grounds, and until the Exhibitor and/or any of his servants, agents or contractors leave the grounds at the end of the event period and all his exhibits and property have been removed.

10- The Organizers shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alternation or dismantling of stands or the entry, placement or removal of exhibits or for the failure of any service or amenities provided by the hall landlords or other third parties.

11- The contracted party for a group stand is responsible for ensuring that all Exhibitors within their group are fully aware of and agree to abide by these Terms and Conditions and by the Rules and Regulations of the exhibition as laid down in the Exhibition Manual.

12- The Exhibitor must not transfer, dispose of, part with or otherwise sublet the whole or any part of his exhibition space, whether for financial consideration or otherwise. The Exhibitor must, if he is an agent, distributor or licensee, state at the time of Application the names of the principals to be represented. This does not prohibit an Exhibitor displaying the products of a principal for whom he becomes a distributor or licensee after the time of Registration, with the prior written permission of the Organizers.

13- The Organizers shall not be liable to the Exhibitor by reason of any cancellation or part-time opening of the Exhibition, either in whole or in part, for any non-performance of their obligations under this Registration form or any amendments or alterations to all or any of the Rules and Regulations of the Exhibition in each case to the extent that such occurrence is due to any circumstances not within their control.

14- The Organizers have full power to reschedule and/or postpone the Exhibition for all and any reason(s) in order to insure the Exhibition's success. The decision of the Organizers is binding for Exhibitors.

15- The Organizers have full power to allocate the exhibition area and position exhibition spaces at the Exhibition for any reason which, in their sole opinion, is in the general interest of the exhibition and to alter the general layout or any particular stand even if already allotted and contracted, and the exhibitor shall accept such new allotment of space.

Place..... Date ..... Client Approval Signature.....