



healthbeautyfitness



2009 Post Show Report

BIEL - October 15-18, 2009

Organized by:



www.inshapefair.com

Health, Beauty, Fitness & Spa In Shape 2009



Dear In Shape 2009 Exhibitors,

First, please allow us to thank you for your contribution to making this year's In Shape a great success. It was a great pleasure to have you among us, and we are certain that you share our enthusiasm in the way the event unfolded. We hope that you found In Shape 2009 to be an experience that was fruitful and that surpassed your expectations.

As participants in the first edition of In Shape, your presence made this a truly exceptional health, beauty, and fitness fair, mostly as a result of the high-quality information and offers you shared with the thousands of people that visited the fair.

Now, after four exciting days, In Shape 2009 has closed its doors to great acclaim, from both exhibitors and visitors. We have met our target of being a leading event with the health, beauty, and wellness industries in the region. This is truly amazing, given that it was the event's first year.

Having attracted over 148 participating companies and more than 35,000 visitors eager to learn about cutting-edge technologies and breakthroughs in the related fields, In Shape exceeded even its own ambitious expectations, and highlighted Lebanon's ever-growing reputation as a destination for the beauty, health, and fitness fields.

Through this document, we share with you details of the event's success, aiming to provide you with an extensive overview of all facts and figures pertaining to In Shape 2009.

We hope you find the report informative and satisfactory. Should you require any further assistance or clarifications, please do not hesitate to contact us.

We would also like to take this opportunity to inform you that the next edition of In Shape will take place in Beirut, Lebanon at BIEL, from **November 18 to the 21**, from **4 to 10 PM**. We anticipate that In Shape 2010 will be even larger and more successful than this year's event, and we hope that you will be joining us again for another four great days of health, beauty and fitness.

Sincerely,

E² - Events & Exhibitions

The Official Inauguration

Under the patronage of His Excellency the Minister of Tourism, Elie Marouni, and in the presence of Miss Lebanon 2009, Martine Andraous, and the representative of His Excellency the Minister of Lebanese Public Health, Dr. Assaad Khoury, health, beauty, and fitness enthusiasts gathered for the first ever In Shape Fair held in the Middle East, at BIEL, in Beirut, Lebanon. All attendees were eager to learn more about new products and services in the fields of health, dieting, beauty, wellness, fitness and spa.



The media's coverage of In Shape 2009 proved to differentiate the event from any other; In Shape had overwhelming press coverage from television, radio and print outlets alike. Below, you will find a list of some of the TV stations, newspapers, radio stations and magazines that were among the many present and active in this year's edition of In Shape:

LBCI	FUTURE TV	OTV	NEWTV
ANB	ORBIT TV	AL JAZEERA	MBC
AL AAN TV	HEYA TV	FASHION TV ARABIA	AL SUMARIA TV
AN NAHAR	L'ORIENT-LE-JOUR	ANWAR	AL DYAR
AL HAYAT	AL BALAD	AL AKHBAR	AL SAFIR
AL MOUSTAQBAL	NISA'	SNOB EL HASNAA	FIT N' STYLE
ELLITE ARABIA	DAILY STAR	MAGAZINE	JARAS



In addition to the regular coverage, major news stations including OTV and Al Aan TV, had widespread coverage of the event, including 90-minute daily reports discussing the current happenings at In Shape. Newsprint magazines and newspapers such as Santé Beauté, the supplement of L'Orient-Le Jour, published a special issue that covered all four days of the fair.

(You can find some of the press releases on the fair website at: www.inshapefair.com)

Exhibitors

86%

of the exhibitors confirmed their participation in the next edition of In Shape.



Exhibitors' Assessment

94% of the participants confirmed that the event met their objectives.

97% of the participants expressed extreme satisfaction with the organization.

90% of the exhibitors stated that they believe In Shape will generate business for them.

Some exhibitors suggested imposing a reasonable entrance fee on visitors, in order to filter and attract serious ones.

Outstanding demand was expressed by a majority of exhibitors to have more than one edition per year, especially during the holiday seasons (December and August), in order to attract visiting Lebanese expatriates and tourists.

What distinguished In Shape 2009 is the overwhelming participation of Lebanon's leading companies, despite it being the first edition of a novel fair. Moreover, all sectors and fields exhibited in the fair were presented in a manner that made it a pleasant experience for those visiting, assuring participants that visitors were able to find what they were looking for.

Requests for participation came in even after the opening ceremony, with 5 companies joining the exhibition on Opening Day, after bookings had officially closed.

This shows the strong belief and interest in the essence, goals, and success of In Shape.

The fair brought together **148** exhibitors spread over an area of **7,000 m²**, broken down as follows:

- ▶ **35** exhibitors in the Dietary Zone
- ▶ **94** exhibitors in the Health and Beauty Zone
- ▶ **19** exhibitors in the Fitness and Spa Zone

Participation in the next Fair

- ▶ **86%** of exhibitors confirmed their participation in the next edition.
- ▶ **9%** of exhibitors expressed their intention to participate in the next edition.
- ▶ **5%** of exhibitors were unresolved.



In Shape in Numbers



Visitors

85%

of visitors stated that they found what they were looking for.

Visitors' Assessment

82% of the visitors stated that they found what they were looking for and **78%** of them confirmed that they directly bought items from the fair or decided to buy items showcased at the fair in the near future.

All visitors clearly stated that they would advise their relatives and friends to visit In Shape.

Outstanding demand was expressed by a majority of visitors to have more than one edition per year, especially during the holiday seasons (December and August), in order to attract visiting Lebanese expatriates and tourists

This year's number of In Shape's visitors was a key indicator of its success, with more than **35,300** individuals attending the event. A breakdown of the visitor demographics is as follows:

- ▶ **4,000** were under 21 years of age; **15,500** were between the ages of 22 and 35; **10,700** were between the ages of 36 and 45, and **5,100** were above the age of 45.
- ▶ **65%** were females and **35%** were males.
- ▶ **27%** were professionals and **73%** were consumers.
- ▶ **78%** expressed interest in almost all of the areas and services offered at In Shape.

The figures above clearly show how diversified the attendance was in age, gender, professional occupation and interest. With more than **35,000** visitors attending, the exhibitors were able to target a broad range of consumers, while simultaneously reaching targeted professionals, resulting in one of Lebanon's top 3 fairs in number of visitors.



Show Attractions

64

events took place on three different stages attracting thousands of spectators.



One of the major factors that contributed to an enjoyable experience for those who visited In Shape was the on-going entertainment, workshops, performances and live TV shows taking place throughout the fair's duration.

For four days, more than 64 events took place on three different stages dedicated to Health & Beauty, Food & Diet, and Fitness & Wellness. From healthy cooking to make-up and skin care demonstrations, from hair shows to dance, fitness and exercise performances, hundreds of professionals and visitors were attracted by In Shape's entertainment, put on by the fair's exhibitors. Many of the visitors were even given a chance to participate in the beauty demonstrations and exercise performances, stimulating consumer interest in the available products and services.



Additionally, more than 10 presentations, as well as new product and brand launches, were held in the conference rooms aimed specifically at interested professionals. These conferences were conducted in the presence of major media representatives and provided significant exposure for the participating exhibitors.

Surely among the greatest attractions enjoyed by the visitors were the special free trial invitations and product samplings offered by many exhibitors, including complimentary make-up, nail care, massages, laser treatments and other relaxation and pampering services. This enabled visitors to experience first-hand the benefits of available products and services, undoubtedly contributing to the overwhelming turnout and efficiency of the event.

This rare opportunity for participants to showcase new products, techniques and services available to such a broad audience of professionals and consumers positioned In Shape as an event not to be missed.

In Shape's success demonstrated to the world that Lebanon is still the region's leader in fashion, beauty, health and all creative endeavors.



InShape

Testimonials



94% of the exhibitors of In Shape 2009 confirmed that the event met their objectives.



First let me congratulate you and your team on a job well done. To be honest I didn't see it coming since it was the fair's first year.

Nizar El-Ahmar / **KFF Food and Beverage**

It was a pleasure to collaborate with you, thanks for everything and I want to say a special thanks for Sophia for her patience and her help. Hope to participate in another event with you.

Elyse Ghorayeb / **Raymond Georges Abou Adal & Cie**

Very good experience. The Lebanese market was in deep need of such an event. As Lebanese, we are proud to have this event done by a local company.

Amine Dib / **The Spa Phoenicia**



Thank you for this e-mail, we also sincerely enjoyed our participation with you. The organization and support were very good and we are really happy to have participated with you. We would like to thank every person involved for their help, and especially Mrs. Sophia Farghal for her outstanding support and assistance. Hopefully we will be participating with you next year - until then in case we could be of any help, please do not hesitate to let us know.

Nancy Touma / **Le Royal Hotel Beirut**



It is the perfect fair to be in. We met lots of families who are health oriented which we consider potential customers. I advise all companies with good products in Beauty, Health and Dietary to participate next year. Amazing effort!

Roger Chalhoub / **CuisineSanté Internationale**

I think the event was very successful and should be held more than once per year.

Charbel Abou Khatter / **BIOPRO**

The experience was definitely worthwhile, it was a perfect opportunity for our center as well as others to display their products and services to people who are not aware. Also, such awareness is essential to mass crowd since it involves the essence of well-being and good health, thus enhancing the general quality of life, making the audience, the country and even the world simply a better place.

Dunia El Bistani / **Hazmieh International Medical Center**



In Shape

Testimonials



In Shape was a successful event, especially because it is the first edition. I am confident that the next one will be more and more successful. As a media, we found all the visitors and exhibitors impressed by the exhibition.

Nabil Kara / **OTV**



It was a great pleasure participating in In Shape fair. We succeeded to market our products as we benefit from the whole exhibition. A lot of potential customers visited the fair.

Murielle Abou Malek / **SLID**



It is a great time for Lebanon to have a beauty fair going on. We should show the Arabic world how advanced we are when it comes to beauty...BRAVO!!

Owner - Managing Director / **ME Long Time Liner**

Very well organized. High standard products targeting high end customers.

Nabil Bakhos / **Roche**



Thank you In Shape. It was fantastic launch to an incredible fair. Many people learned about our brands and our products were very hot selling. It was an extremely successful experience and I advise every one to participate in this event next year. You won't know until you try it!

Traboulsi Abed El Rahman / **Prolife**

In Shape was the perfect event for us to launch our new products. Furthermore we were able to increase awareness for our already existing brands. Virginias was a huge hit amongst visitors for 100% flavor with 0% sugar.

Jocelyne Aouad / **Target Food Co.**

Let me start by saying thanks for your hard work. It was a unique and fresh exhibition which I believe holds a promising future. I would like to congratulate you.

Hala Karout Melkonian / **Nestlé - Lebanon**

In Shape Fair was one of the best Exhibitions I have seen and visited - it was interesting, beneficial, lively, very well organized and very well followed and coordinated. I would like to thank the entire team, person by person.

Claire Saade / **Al-Aan TV**



This was a very unique one of a kind fair. It was very well organized and well prepared. I hope the same exhibition will be held next year - always with the same organizer, E Square.

Fatima Nassif / **Apilus - Dectro Team**



In Shape

Final Note



In Shape 2009 was the result of a collaborative effort between all the participants. Therefore, we will make sure that your input will also be part of In Shape 2010, taking all your suggestions into consideration.

Finally, we are proud that through the success of In Shape, we have created a platform of confidence and hope in Lebanon and for Lebanon, in addition to providing a space for every person looking for wellbeing.

Until we meet again at In Shape 2010, we hope that you have fruitfully benefitted from your experience at this year's event, meeting, if not exceeding, your expectations. The E² team is working hard to make sure that next year's fair is even more of a success, counting on your continued help and participation.

For more details on the In Shape 2009 edition, kindly visit the forum website at www.inshapefair.com.

We would also like to take this opportunity to invite you to FORWARD, the Forum for Recruitment, held annually at BIEL. The upcoming 2010 edition will mark the 10th anniversary of the exhibition and will be held from March 25th until the 28th, and is organized by CAREERS and E² - Events & Exhibitions.

More information can be found at www.forwardforum.com.

Once again, we thank you for helping us in this endeavor and hope that In Shape was all that you imagined it to be and more.

Sincerely,

The In Shape Team

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