

TANNAILS

Bozen/Bolzano

07. – 08.10.2007

**BEAUTY
FORUM**

1. Internationale Fachmesse & Kongress
1ª Fiera-convegno internazionale

**The first trade fair dedicated to
the tanning and nail care sectors,
and with an exclusive
“Cosmetics Trends” section**



In October 2007 a new trade fair will be starting up in Italy

The first ever TAN & NAILS event is a trade fair and congress for the whole of the tanning and nail care sectors! The cosmetics sector too will discover a new communications platform in the shape of a special, exclusive section devoted to showcasing the latest trends in cosmetics.

TAN & NAILS in Bolzano - the new place for tanning, nail care and beauty professionals to meet in Italy!



Focus of the exhibition

TAN & NAILS is an exhibition for manufacturers and distributors of products for use in the tanning and nail care sectors. Within this trade exhibition there is also an exclusive cosmetics section where the latest trends and new products in personal care, colour cosmetics and apparatus for beauty salon use will be presented to professional beauticians. The exhibits will cover three basic aspects of the beauty business: **TANNING • NAIL CARE • EXCLUSIVE COSMETICS TRENDS**

The visitors

During the two days of the exhibition TAN & NAILS will be open exclusively to trade visitors. The following visitor profile is expected:

- Managers and employees of beauty salons, tanning studios and nail studios
- Managers of wellness hotels with beautician services
- Private service providers in the beauty sector
- Nail care and cosmetics colleges and training institutes

What we offer you

- Two professional exhibition companies who will support you and make available to you their many years of experience in this sector
- Full support in promoting your exhibition stand by way of a range of promotional media
- Full support and assistance with technical and organisational matters with regard to your exhibition stand
- Clear, fast and efficient communication

The programme of supporting events

TAN & NAILS and BEAUTY FORUM are accompanied by an attractive, professionally presented programme of supporting events and technical showcases. In addition to the traditional exhibition stands there will be a technical congress with a number of workshop forums giving professional visitors from beauty business the opportunity to advance their skills and to hear papers presented by well-known speakers.

In addition the following highlights are planned:

A **Meeting Point** in the exhibition hall where you will have the opportunity to present your products and services to interested trade visitors

Nail Design Championships, where Italian nail design professionals will compete with each other in a battle of skill and artistry. The 1st Italian Nail Design Champion 2007 will be chosen.

Promotional activities

The programme that will be undertaken to promote the 1st TAN & NAILS:

- An advertising campaign in the relevant trade press in Italy and other European countries
- Full reports and articles in the BEAUTY FORUM trade magazines
- A direct mail campaign, in both print and electronic format, targeting relevant potential trade visitors in Italy and neighbouring countries
- Internet presentation with all of the essential information about the new trade exhibition

Organisers:

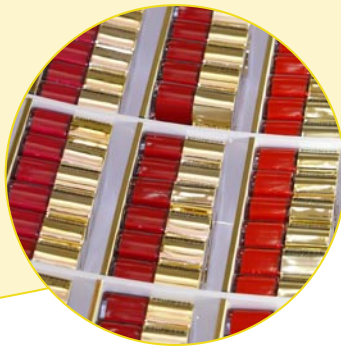
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- the first ever TAN & NAILS! Be there!

Your place at TAN & NAILS 2007

Make sure that you don't miss your industry's new autumn highlight in Italy. Take full advantage of this trade fair to make new contacts and open up new markets for your business.

Send us your completed application form today and take advantage of our special early booking discount of 10% for all space reserved before January 30th 2007!



The organisers and the venue

Behind the 1st TAN & NAILS there are two very powerful and experienced partners:

The Bolzano exhibition centre (Messe Bozen AG) | Messe Bozen is the exhibition centre for the central alpine region. It has become the major centre for making business contacts in the German and Italian speaking areas, and can look back on 60 years of experience in developing, organising and running exhibitions and congresses. Exhibitors in Bolzano have some attractive incentives: Messe Bozen runs a new exhibition centre with competitive stand rental and stand construction prices, plus there are over 800 rooftop parking places and 500 underground parking places. The hospitality of the Southern Tyrol is legendary, and during the period of the exhibition there will be attractive prices offered by the hotels that cooperate with the Messe Bozen.

Health and Beauty Trade Fairs GmbH | The Health and Beauty Group is an international media group bringing to its readers, exhibitors and customers over 30 trade magazines and trade fairs in 14 countries. The Health and Beauty Group is already closely involved in the Italian market with both the Nailpro and the TanBiz trade magazines.

Health and Beauty Trade Fairs GmbH, a part of the Health and Beauty Group, has, for more than 20 years, organised the BEAUTY FORUM MUNICH event, Europe's biggest autumn event for the beauty business, as well as BEAUTY FORUM AUSTRIA, Austria's Number 1 cosmetics trade fair. In addition the Health and Beauty Trade Fairs GmbH is the holder of the rights to BEAUTY FORUM trade fairs for which it grants licences in several other European countries.

TAN & NAILS im Internet:
www.tanandnails.it

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