

NEW PRODUCT INNOVATION SHOWCASE **entry form**

PROFESSIONAL
BEAUTY
MANCHESTER

**Please complete the form below
and return for the attention of
Amanda Botha by 28th September**

Post: Greater London House
Hampstead Road
London NW1 7EJ, UK
Fax: 020 7728 3636
Email: amanda.botha@emap.com

This is your opportunity to take part in the free New Product Innovation Showcase at Professional Beauty Manchester. Launching due to demand from salons and spas all eager to discover the newest products on the market, the showcase will provide the perfect opportunity for you to display your products in a dedicated area within the show. Entry is free (criteria apply) and the New Product Innovation Showcase will be promoted in all marketing material in the lead up to the show.

Participating exhibitors will each get the opportunity to display a visual of their product and its benefits for free in a custom built, high traffic location within Manchester Central. The location of all new products will also be marked on nameboards, on participating exhibitors' stands, the show preview and showguide.

Tip: why not conduct demonstrations using your new product on your stand?

Key Information

- The New Product Innovation Showcase is only open to products launched to the UK trade in the last 12 months
- The deadline for entries is 28th September 2009
- Entry must be a new product; not new packaging, colour or size, for example.
- All entries subject to vetting procedure.

PLEASE PROVIDE US WITH THE FOLLOWING INFORMATION BY 28TH SEPTEMBER 2009

Exhibitor:

Stand Name/No:

Company address:

Town: County:

Contact Name:

Telephone: Email:

Contact for press/publicity (if different)

Contact Name:

Telephone: Email:

Name of product/service being entered:

When was the product/service launched?

Please provide a description of the product/service and its unique selling points (in no more than 200 words)

Product description:

Please list 3 USPs of the product:

1.
2.
3.

Recommended Retail Price:

Please supply a high quality image (it must be 300 dpi or above to be included in the feature) in Jpeg or Tiff format either by email to amanda.botha@emap.com or by post on CD to the address below.

For any enquiries please contact:

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