

# The Beauty Show™

News for Living a Beautiful Lifestyle

**EXCLUSIVE  
LIVE BROADCAST  
at  
The Beauty Show  
PREMIERE**  
FRIDAY, SEPT. 29, 2006  
PACIFIC DESIGN CENTER  
HOLLYWOOD, CA

*Hollywood Red Carpet Premiere!*

**Strategically Designed for Maximizing  
“Entertainment-as-Media” PR**

**For more information please contact**

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**DATE:**

Friday, September 29, 2006

**THEME: “RED CARPET READY”**

The Beauty Show Hollywood Premiere is a one-day branded entertainment event providing the best platform available on an annually recurring basis where participating sponsors can leverage their brands and come face-to-face with select Media, VIP Guests and Entertainment Insiders.

**PROGRAM OVERVIEW:**

We believe most people would like to experience the pampering a celebrity receives in getting ready for a “Red Carpet” event. The Beauty Show’s Media and VIP guests are given this opportunity with a day of fabulous pampering treatments at our Spa Pavilion, relaxation in the Green Room Retreat Lounge with delicious food and beverages, along with hair, make-up and fashion stylists delivering the final touches.

Following the day of pampering, our media guests and sponsors walk the “Red Carpet” while a “live” TV shoot is taking place. Select Hollywood celebrities and our own celebrities will conduct interviews with our guests on their recount of the day’s experience of getting “Red Carpet Ready.”

After the Red Carpet walk, guests enter the Silver Screen Theater for a lavish reception party followed by the Premiere of The Beauty Show along with the “live” shoot taped just minutes before on the Red Carpet.

**S**elect Hollywood celebrities will conduct interviews with our guests on their recount of the day’s experience of getting “Red Carpet Ready.”



## LOCATION:

The beautiful Silver Screen Theater within the Pacific Design Center centrally located within the heart of Hollywood.

The Pacific Design Center is a stunning piece of architecture built by world-renowned architect Cesar Pelli. The Center is a cultural landmark in Hollywood with 1.2 million square feet of building and surrounding landscape with outdoor plaza and roof-top decks.

The Silver Screen Theater within the Pacific Design Center is ideal for the “Red Carpet” Premiere of The Beauty Show. The Theater comfortably seats 380 people with high-backed rocker chairs and padded arms, with an adjoining lobby overlooking the landscaped plaza, equipped with wet-bar to accommodate the elaborate reception.



## ACTIVITIES AND HOSPITALITY OPPORTUNITIES INCLUDE:

- ★ **Branded Spa Pavilion**
- ★ **Hair - Fashion - Make-up - Jewelry Stylists**
- ★ **Green Room Celebrity & VIP Guest Retreat Lounge**
- ★ **Reception Party before the Premiere**
- ★ **Food & Beverage**
- ★ **Brand & Product presence - gift bags**

**S**trategic activations and media promotion within the program provide opportunities to build increased national media exposure while engaging sought-after celebrities and influences with consumers.

## SPONSORSHIP OVERVIEW:

The Red Carpet Premiere promotional event is built around the convergence of multiple media platforms to give our sponsors the best “Entertainment-as-Media” marketing that no other media company provides.



## Spa Pavilion

Sponsors are provided a turnkey solution to showcase products and spa treatment services to invited media and VIP guests. Your company will receive a designated area (approximately 20' x 20') to set up your spa rooms. Each “spa” is asked to offer two treatments that would be apropos to getting “Red Carpet Ready.” Name, logo and treatment description will be included in the souvenir spa menu.

**Spa treatments start at 10:00 a.m. and finish at 3:00 p.m.**

## Hair Stylists & Make-up Artists

Each hair stylist and make-up artist will have a location with up to three chairs set for you and your stylists.

**Hair Stylists and Make-up Artists start at 3:30 p.m. and finish at 6:30 p.m.**

## Fashion & Jewelry Stylists

Each fashion and jewelry brand will have one area to showcase their fashions and jewelry for the media and VIP guests to either borrow or buy for wearing on the Red Carpet. Each area will include a set-up area and changing space.

**Fashion and Jewelry stylists start at 1:00 p.m. and finish at 6:30 p.m.**

## Green Room Media & Celebrity Retreat

The Retreat Lounge will feature a multi-tier retreat zone for media, VIP guests and Celebrities with sponsors providing food, beverages and the ultimate in “spa-at-home” lounge furniture and design.

**The Retreat Lounge opens at 10:00 p.m. and closes at 6:30 p.m.**





### Reception and Premiere at Silver Screen Theater

Sponsorships include healthy snacks and afternoon tea/lunch for the Green Room Retreat Lounge, along with hors d'oeuvres, liquors and beverages for the reception at the Silver Screen Theater.

**The Green Room Retreat Lounge is open from 10:00 a.m. - 6:30 p.m.  
Reception and Premiere is from 7:00 p.m. - 9:30 p.m.**

### Gift Bag Sponsorship

Gift bags will be placed on the theater seats for Media and VIP Guests upon their arrival at the Silver Screen Theater.

**A**ll venues will feature extensive indoor and outdoor décor elements, transforming the venue into a truly Premiere-branded environment with outdoor projections and special effects lighting along with sponsor installations and brand extensions (determined on a case-by-case basis).

## CURRENT MEDIA ACTIVATION ELEMENTS:

### Event sponsors are given extensive media promotion and coverage through the following:

- Brand/product photo and edit inclusion in **The Beauty Show's Magazine's** dedicated two-page **"We Were There" spread** for post-event coverage. Occurs both in-book and online promotional with a **"click-through" to your web site.**
- Coverage on cable and satellite TV through **The Turner Groups - Beauty Fashion channel** reaching **20 million homes.**
- One person from your company joins the Media and VIP guests to walk the Red Carpet and give interviews.
- Everyone working within each company's venue will be invited to watch the Red Carpet walk and attend the Reception and Premiere.
- **Name and logo inclusion** in other Beauty Show **targeted on-line/electronic promotion** yielding over **100,000 monthly impressions.** On-line/electronic media promotion mediums include web-site coverage, and email campaigns, etc.
- Approximately **100 media and VIP guests to interact** with and receive further media attention and write-ups.
- Sponsor logo inclusion in **The Beauty Show's consumer email blasts** promoting the Red Carpet Premiere 4 times over 1 month prior to the Red Carpet date.
- Coverage of the event seen on **The Beauty Show's Broadcast Web TV with 100,000 impressions per month.**
- Sponsor inclusion in The Beauty Show's **publicity and PR campaign** with inclusion in all media alerts, press releases and media rooms.
- Sponsor inclusion in **all collateral & promotional materials** for the program including The Beauty Show's industry & promoter based e-vite campaign.

## SPONSORSHIP PACKAGES



### Title Sponsorship Opportunity: \$25,000

- **Category and only exclusive** presenting sponsor to program which offers dominant placement and exposure for the program.
- An exclusive spa area within the Spa Pavilion.
- Presenting sponsor recognition in all program titling, logos and acknowledgments, e.g., **“The Beauty Show’s Red Carpet Premiere presented by <SPONSOR>”** inclusive of all media, invitations and collateral materials.
- **Special Television coverage of up to five minutes** for your products and brand with distribution on The Beauty Fashion Channel (reaching 20 million homes) and The Beauty Show’s Web TV (reaching 100,000 per month).
- Presenting sponsor **photo and logo placements** visibility and **top-of-page banner logo placement** in *The Beauty Show’s Magazine’s* **“WE WERE THERE” post-event spread article.** Amounts to double photo shots vs. Associate level.
- Primary step-and-repeat logo placement on Green Room Retreat Lounge and individual press walls.
- Full Sponsor **brand immersion in the Green Room Retreat Lounge** through custom creative elements, installations and special experiences.
- Integrated Sponsor brand placement throughout the Green Room Retreat Lounge through gobo lighting, select signage and custom installations.
- **6 Official Premiere VIP invitations** for joining the media & celebrity guests to get “Red Carpet Ready” – including Red Carpet Walk and live interviews.



### Title Sponsorship Opportunity: \$25,000 cont'd

- 4 additional tickets to opening night celebrity-hosted private cocktail reception and Premiere.
- Custom activations and first look ownership for all event activations.
- Opportunity to headline sponsor any scheduled venue at the Red Carpet Premiere and Lounge.
- Brand & name on all gift bags.

### Associate Sponsorship Opportunities: \$3,500

**Spa Pavilion**

**Hair Stylists**

**Jewelry Stylists**

**Make-up Artists**

**Fashion Stylists & Clothes**

**Green Room Media Retreat Lounge**

**Reception - Drinks - Food - Water**

- **1 Official VIP invitation to Spa Pavilion to get “Red Carpet Ready” including the walk on the Red Carpet and interviews from celebrities.**
- Prominent logo placement and brand acknowledgment in all media, invitations and collateral materials.
- **Prominent photos and logo** in two page spread in **The Beauty Show Magazine “WE WERE THERE” article.**
- **Television coverage** of your company with distribution on **The Beauty Fashion Channel (reaching 20 million homes) and The Beauty Show’s Web TV (reaching 100,000 per month).**





### Associate Sponsorship Opportunities: \$3,500 cont'd

- Step-and-repeat **logo placement** on Red Carpet **photo wall**.
- Integrated Sponsor brand placement throughout the Green Room Retreat Lounge through gobo lighting, select signage and custom installations.
- **3 Official laminate badges** for attendance at **Red Carpet walk, Reception and Premiere at the Silver Screen Theater**.

### Gift Bag Sponsorship Opportunity: \$800 plus product (50 gift bags)

- **Prominent logo placement** and brand acknowledgment in all media, invitations and collateral materials.
- **Photo's in two page spread** in The Beauty Show Magazine "We Were There" article.
- **Television coverage** of your company with distribution on **The Beauty Fashion Channel (reaching 20 million homes) and The Beauty Show's Web TV (reaching 100,000 per month)**.
- Step-and-repeat logo placement on Red Carpet photo wall.
- **Two invitations** to watch the **Red Carpet walk and join the Reception and Premiere at the Silver Screen Theater**.

### VIP Guest Pass: Red Carpet—Reception—Premiere \$50

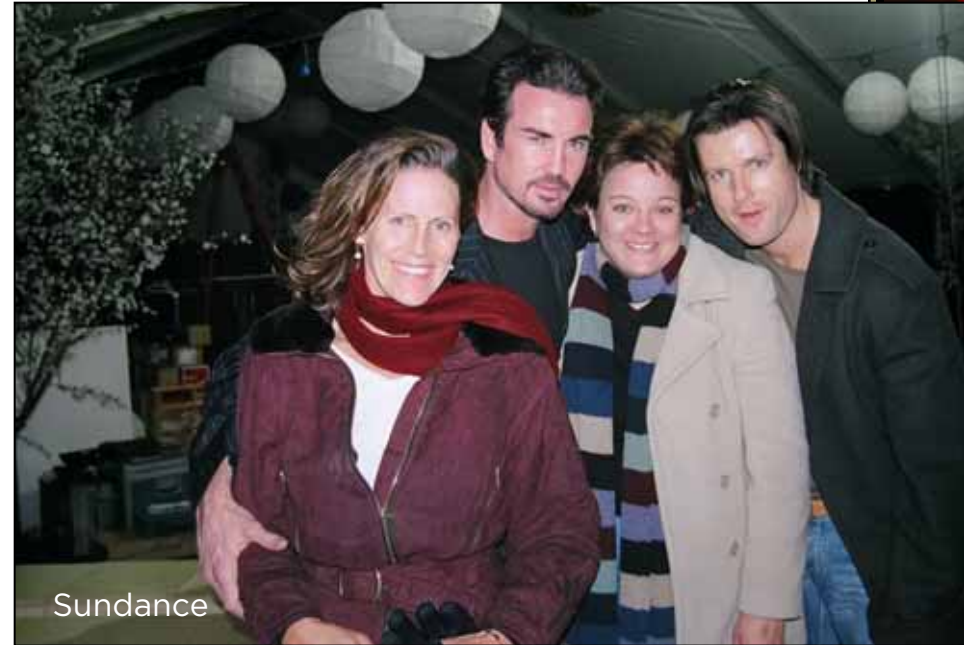
- VIP Guest Pass entitles the holder to join and watch the Red Carpet activities, the Reception Party and Premiere of The Beauty Show event.

**THE BEAUTY SHOW—PRIOR EVENTS**

**New York Fashion Week • W Magazine Lawn Party • SoBe Food Festival in Miami • Spa Pavilion for Evian  
The House of Blues • Miami Fitness Festival • Sundance Film Festivals**



Jerry Penacoli - Genevieve Chappell



Sundance



Sandra Rose  
Essie Morales



Scalar DJ



Sabra



Fashion Week  
Evian Event

## **A BIG Production Company - The Beauty Show Television - Magazine - Web TV**

A BIG Production Company is a leader in “new media” branding and entertainment marketing and production for the beauty industry lifestyle markets. Having organized many successful spa events and programs for large ticket events such as Premiere Movie Magazine at Sundance Film Festival, Fashion Week New York for Elle Magazine, Evian and more, A BIG Production Company has proven its ability to deliver high-impact brand programs for clients and consumers alike.

A BIG Production Company’s in-house team and resources include seasoned TV producers, magazine publishers, event producers, promoters, and staffers - all connoisseurs of beauty style and design, who cater to the elite of corporate and celebrity productions. **We emphasize style and design in order to create exciting environments and entertainment while making sure our clients are seen and remembered as the event hosts, and not just sponsors.**

**T**he Beauty Show promises to reinvent the way the beauty industry is experienced by consumers. By seamlessly uniting media, entertainment and retailing under one magnificent media experience. Space is limited call today to ensure your participation. Call Valerie Rodriguez at 805-962-0908.

### **“The Beauty Show”**

Focusing on “LIVING A BEAUTIFUL LIFESTYLE,” The Beauty Show covers current information in the beauty product, anti-aging, health, spa, resort, fitness, fashion industries as well as the behind the scenes personalities and innovators.

The Show has successfully piloted in targeted test markets throughout the country and In-flight on airlines. The Beauty Show is now geared to be viewed as one-hour specials airing on cable and satellite in addition to full-time broadcast on our WEB TV. The Beauty Show magazine launches in Summer 2006 and will be printed quarterly.