

HAMBURG . MUNICH

# DISCOVERIES LIVE

showcase for exclusive beauty-brands

**PENTACOM**  
gesellschaft für Public Relations und Marketing mbH

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## THE CONCEPT

SINCE 2007 THE FIRST SHOWROOM FOR INTERNATIONAL UPCOMING BRANDS IN GERMANY - EXCLUSIVELY FOR MEDIA AND TRADE PARTNERS

### IDEA

- . Meeting point for the media and business partners
- . Offering new and exclusive products to trading partners
- . Presenting real innovations to the press

### AIM

- . Buildup and extension of a distribution network
- . Increasing the visibility. Publications in selected media
- . Becoming a part of the network of beauty specialists

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## CONNECTING TO POTENTIAL PARTNERS

### DISTRIBUTORS +TRADE PARTNERS

#### **before the show:**

- . Analysis of the presentation of your brand in terms of distribution
- . Hand-picked invitation of potential purchasers

#### **during the show:**

- . Meet the market players, distributors and trading partners
- . Providing support of focussed conversations

#### **after the show:**

- . Subsequent consultation with additional national contacts upon request

### MEDIA + BLOGGER

#### **before the show:**

- . Analysis of the presentation of your brand
- . Recommendations for a professional look

#### **during the show:**

- . Meet the 'top of beauty and lifestyle' media representatives and blogger
- . Coordination and support for individual interviews

#### **after the show:**

- . Newsletter to 300 media representatives

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## IMPRESSIONS



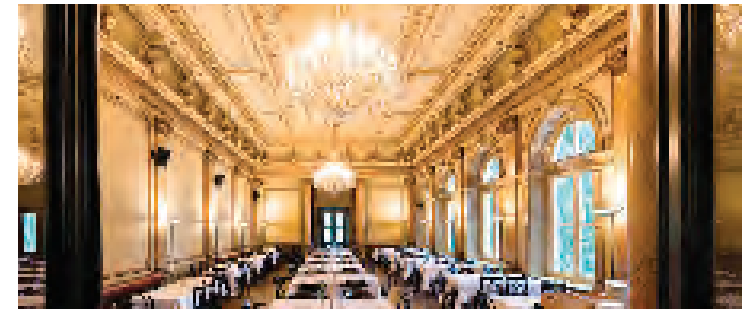
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## LOCATIONS . HAMBURG . MUNICH



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**MORE THAN 150 EXHIBITORS IN TEN YEARS**  
FRAGRANCES, HAIR AND BODY CARE, MAKE UP AND ACCESSORIES

**THALION**  
La beauté née au cœur des algues  
Beauty from the heart of seaweeds

PARFUMERS DEPUIS  
1795  
**RANCÉ**  
Maison fondée à Grasse  
France

**pañpuri**

**omnisens**  
Paris

**ILIA**

**ROBERT  
PIGUET**  
PARIS-FRANCE

**ncla**  
LOS ANGELES

**Kjær Weis**

patricia kaas  
le parfum

**LM**  
PARFUMS  
FRANCE

**DR. KITZINGER®**  
BIOMIMETIC SKIN SOLUTIONS

Aux Pays  
de la fleur d'Oranger  
**HAUTE PARFUMERIE**  
Maison Fondée

**PRITY**  
**PEAUSHUN**  
SKIN LIGHT EGYPTIAN

**KAHINA™**  
GIVING BEAUTY  
MOROCCO - NEW YORK

**Abel**

**MÁDARA**  
organic skincare

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## TRADE PARTNERS

PERFUMERIES, DEPARTMENT STORES, SPAS, HOTELS, CONCEPT-STORES,  
DISTRIBUTORS UND AGENTS

### **Hamburg**

Albrecht & Dill . Alsterhaus . Bronnley . Budnikowsky . Cossana . Departmentstore Quartier 206 . DocMorris . Douglas . Französische Handelsmission . Harald Lubner . Interco Cosmetics . ISIS Parfums Diffision GmbH . Kings & Queens . Meister Parfümerie Riekhof . Parfümerie Top Parfümerie . Perle Shop ...

### **München**

Autrepart nature . Calm . CK Naturkosmetik . Horst Kirchberger . Kleine Theatiner Parfümerie . Kosmetikvertrieb Oelsner . Ludwig Beck . Make-Up Box . Marais . Müller . Nicolai Parfümerie . Oberpollinger . Organic Luxury . Pool . Styling and More ...

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## **MEDIA**

WOMEN AND MEN MAGAZINES, LIFE & STYLE, SPECIALIZED MEDIA  
AND NEWSPAPERS. E.G.:

### **Hamburg / Berlin**

Bild der Frau . Brigitte . Frau von heute . Für Sie . Gala . Grazia . Hamburger Abendblatt . Healthy Living  
ICON . Inside beauty . InTouch . KIYA TV Production . Life & Style . Living at Home . Lufthansa Magazin  
Maxi . Men's Health . OK! Magazin . Parfümerie aktuell . Petra . Schöner Wohnen . SPA inside . Stern . Tush  
Women's Health...

### **München**

Donna . Biouty . Bunte . Burda Style Group . Celebrity . Cosmopolitan . DWZ . Elle . Elle Decoration  
Emotion . Freundin . Glamour . GQ . Instyle . Jolie . Joy . KeySale . Madame Myself . Shape . Süddeutsche  
Zeitung . Vogue...

### **Blogs**

Beautydelicious , Modepilot . Olfactorialist . Scentury...

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## **ALSO INCLUDED: DISCOVERIES BLOGGER EVENT**

### BLOGGER RELATIONS: HOW TO REACH INFLUENCERS

Sooner or later every company reaches this tricky point: The own social media channels are established and maybe even the own blog pursues a sustainable content strategy . But that's of little use, if you cannot increase your network, the readership and finally the engagement with your target audience. And this is where bloggers step in. They can be important brand ambassadors and multipliers.

This is why - together with you - we'll take the first step to build up blogger relations

## **DISCOVERIES BLOGGER EVENT**

MARCH 22ND, 7-9PM

SPEETDATING & NETWORKING

IN A RELAXED ATMOSPHERE, AT A JOINT DINNER

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## YOUR PRESENCE

1.500,- EUR 1 BRAND, 2 CUBES

2.500,- EUR 2 BRANDS, 4 CUBES

That includes

- . Analysis of the presentation of your brand for creating business networks
- . Inviting relevant trade partners, beauty and lifestyle journalists and blogger
- . Providing finger food and drinks to participants and visitors
- . Providing names and companies / editorial offices of all visitors
- . Creation of common presskit, incl. one factsheet (1 page) for each brand
- . Dispatch of a newsletter to 300 media contacts who were unable to participate
- . Support for targeted appointments
- . Coordination of general requests
- . Blogger Event of 2 - 3 Hours



Cube dimensions:  
ca 110 x 55 x 56 cm

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## VOICES

### HEIDI BÖTTCHER-DIERKS . B FNKY!

„For the brand BFKY, discoveries live in Hamburg and Munich was the perfect platform to establish contact with trade partners. Furthermore, it is worth stressing that all editorial offices from Munich and Hamburg visited us both. We highly recommend this event to everyone with a new brand.“

### JENNIFER PIQUET . ar457

„We had the pleasure of participating in discoveries live Munich with ur luxury skincare brand ar457, and have been totally impressed by this event. The experience of the Pentacom team, their commitment to high quality and prestige service as well as to all the guests attending the event have enabled us to initiate very good connections in the German market“

### BEATRIX ISABEL LIED . BEAUTY IS LIFE

„Discoveries live in the Kai 10 was a great success for me, This luxurious setting matches exactly with my products. I really appreciate that I had the chance to get in contact with very interesting people and customers.“

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**WE'RE GLAD TO SEE YOU AT**

## **DISCOVERIES LIVE + DISCOVERIES BLOGGER EVENT HAMBURG . MARCH 22. + 23. 2017**

for further information:

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