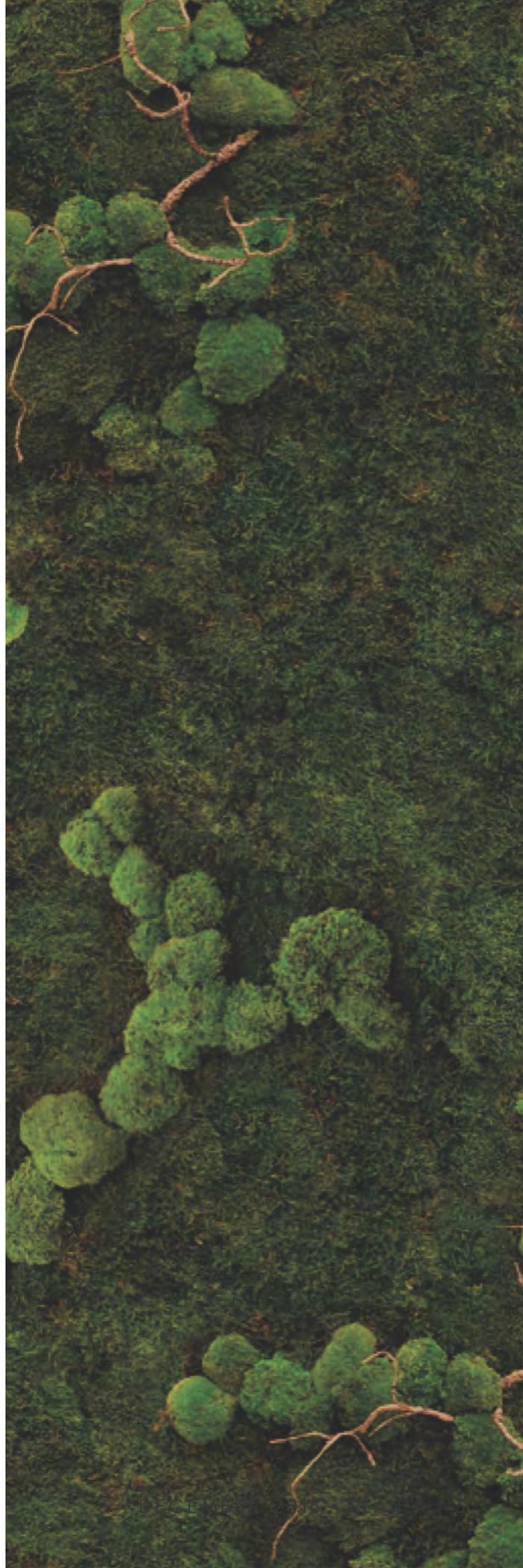


Everyone Loves A Good Story. Let Us Tell Yours.

PROPOSAL PREPARED FOR BEAUTYCOUNTER
MDM & LEADERSHIP SUMMIT
MAY 1-7, 2017

The proposal presented here is based upon our current knowledge of the client's event objectives and requirements. These concepts are offered to provide a suggested direction and can be changed as a result of collaboration with the client and or the wishes of the event leadership. Fees represented here are subject to change should the scope of the event or the projected attendance change. The concepts, ideas and descriptions contained within this proposal are the property of plan A events, LLC. This proprietary information was created expressly for the purpose of this proposal and may not be copied, distributed or used in any way without the full, written approval of plan A.

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Vendor Profile

plan A is an extremely well-regarded Los Angeles-based special events company dedicated to delivering highly personalized service to a wide range of clients, including corporate, non-profit and celebrity clientele. We produce memorable events of all sizes, for 250 to 25,000 supported by solid management with an emphasis on detail, quality and an improved bottom line.

- Meetings & Conferences
- Corporate Events & Parties
- Tradeshows
- Awards Shows
- Fundraisers
- Consumer Events
- Branding events
- Retail Events

CLIENT LIST

A Soolip Wedding
Art Directors Guild
Assouline Publishing
Beverly Center
Beverly Hills CVB
California State Parks Foundation
California Women's Law Center
Children's Burn Foundation
Children's Defense Fund
Consumer Attorneys Association of Los Angeles
DIFFA's Dining By Design
Education First!
EnCorps
Family of Tiger Woods
FireEye
Hallmark
Homeboy Industries
IKEA
International Documentary Association
International Women's Media Foundation

Johnson & Johnson
Jon Platt
MLK Jr National Memorial Foundation
Mazon
Mervyn's
Michael Ovitz
Milk+Bookies
NFL Players Association
Ogilvy & Mather PR
rl public relations
Target
The Hawn Foundation
The Stoli elit Collection
The Wonder of Reading
The Yucaipa Companies
Tourette Syndrome Association
Women's Sports Foundation
YPO

COMPANY OWNED EVENTS

Unveiled



Tarin Wilson

MY STORY

Tarin Wilson, owner and founder of plan A, has more than twenty five years of experience in event production and is known for her detailed execution, budget wizardry and ability to produce flawless events. Since opening plan A in 2000, she has built a boutique company that maintains a high client retention rate with an impressive roster of corporate, non-profit and celebrity clients. Tarin's longevity in the business is attributed to flexibility to market changes, high touch client servicing, on or under budgets, strategic vision and a partnership approach with clients.

Recently, plan A has been working extensively with YPO and has served in key management roles for 2014 Global Leadership Conference (3000+), 2015 Mergers & Acquisitions Seminars (LA & London), 3 Regional Conferences (Miami, Sedona and UCLA in 2016 for 1700 members.)

After licensing, financing and producing another company's wedding show for 5 years, Tarin created and launched Unveiled in 2010 in Los Angeles, followed by San Francisco in 2011 and Orange County in 2013. This high caliber consumer bridal event, boasting designer participation from Vera Wang, Monique Lhuillier, Amsale and Carolina Herrera, was the only West Coast show Martha Stewart Weddings sponsored.

Tarin began her career in New York as the Special Event Coordinator for Louis Vuitton USA and later joined Gucci America as Manager Public Relations and Special Events. At Gucci, Tarin organized and managed events for 25 stores nationwide.

Born in New York City, Tarin is a West Coaster with an East Coast sensibility. She is a mother to two girls who loves exercise, baking, travel and speaking French whenever possible. Tarin supports international hosting organizations by raising money, volunteering her time, hosting children and visiting orphanages in Eastern Europe and the Ukraine.



Tarin was wonderful to work with, kind, generous and passionate about our mission.

Goldie Hawn
The Hawn Foundation



We have worked with plan A for over seven years and can say, without hesitation, that she has overdelivered consistently and offers a vision and reliability that is rarely seen in the industry.

Alan Klein
President and Publisher, Angeleno Magazine

YPO conducts more than 6,000 events annually across 130 countries with our largest, signature event being the Global Leadership Conference. We were fortunate to have Tarin work on our flagship event in Los Angeles this year. The demands of more than 3,000 chief executives attending were very high and with Tarin's skills we delivered. Tarin's creativity in providing remarkable event opportunities combined with the reliability in high quality execution make her a top tier resource for us.

Scott Mordell
CEO, Young Presidents Organization



Executive Overview

Beautycounter's goal of "getting safe products in the hands of everyone" is primarily achieved by a fearsome, fabulous contingent of consultants who sell the product, shepherd the brand and interface directly with the consumer. The 15,000 independent consultants are not only Beautycounter's brand ambassadors but they are your storytellers. Ongoing education and communication ensures that they are telling **YOUR** story in a way that's up-to-date, informed and authentic.

The Managing Directors Meeting and Leadership Summit should reinforce Gregg Renfrew's words "that we have a really great company which is financially rewarding, solid and sound while simultaneously having significant social impact." This opportunity to share the company's unwavering commitment to chemical-free products with safe ingredients along with new innovations and future plans will ignite your salesforce to tell your story personally and passionately.

Our proposed design and format for the Leadership Summit and the Managing Directors Meeting envisions an inspiring story unfolding over 3 days to inform, unify and empower your attendees. From opening ceremony, to breakouts and afterparties, the design elements reinforce Beautycounter's mission and brand vision.

Since you are poised to reach more than 25% of your consultancy, these events offer an important and valuable platform to continue to tell the Beautycounter story. With our support and vision, this event will do the following:

- Educate
- Engage
- Energize
- Share
- Recognize
- Include
- Connect
- Motivate
- Inspire

plan A understands the importance of the MDM and Leadership summit to Beautycounter and realizes that our level of service and attention will reflect directly upon the company and the experience that your consultants have in Dallas. To that end, we are committed to delivering an event that is seamlessly managed and flawlessly executed. plan A is pleased to present the attached proposal which has been guided by the idea of storytelling to achieve the action verbs above.

Here's the plan...as a boutique agency with many strategic partners across the country, we have taken a curatorial approach bringing together the best and most appropriate experts for a team that is custom built for Beautycounter's success.

Set Design & Staging, Swag Shop, Signage

Designed in partnership with Iconic Event Studios, the creative concepts presented bring the Beautycounter palette and aesthetic to life and offers a strong AV platform

Graphics & Presentations

Graphics that dovetail with proposed design so that presentations are consistent

Video

Visually tells your story and represents the energy of the brand to motivate and inspire the consultants

Livestream

A way to tell your story to an even larger audience

Evening Events & Entertainment

A high energy opening ceremony that sets the tone tightly managed evening events that offer fun, networking and connection

Additional Event Elements

The Commons, Registration, Entry Gates

Opening Ceremony

Opening Ceremony suggestions



Creative Overview

Our design seeks to convey the core attributes of Beautycounter's brand which is stylish, clean, chic, healthy and natural. Our chosen palette is neutral and natural in color and textures. With massive projection or LED screens in each space, dynamic content will set the atmosphere of each room while the base unifying elements maintain a consistent design. With warm wood tones, natural moss elements, and sleek white surfaces, Beautycounter's brand and message are highlighted with every detail.

UNIFYING ELEMENTS

3 unifying elements will be used consistently in the design to create a cohesive look and feel for the event.

- The Lean - move towards organic, healthy
- Wood Tones & Organic Materials
- Modern White Surfaces

THE LEAN

Stage décor, signage, and entry design incorporate a slant or "lean" to symbolize Beautycounter's progressive "lean" or movement towards healthy, safer products. Beautycounter doesn't take the traditional straight line approach and instead forges their own way forward with energy and momentum.

WOOD TONES & ORGANIC MATERIALS

Wood tones and natural, living accents woven into our design visually represent Beautycounter's healthy, grounded and fresh philosophy.

MODERN WHITE SURFACES

Clean white surfaces give a modern and sleek flare to the design while also allowing for the company's story to be told and retold in a straightforward way.



MAIN STAGE

A dynamic, authoritative, and yet, approachable platform for the key sessions of the conference. The angular stage shape creates areas for keynote presentations as well as more inviting “living room chat” spaces.

Directly upstage of the presentation areas, there are two massive high-res LED screens. These screens will display keynote presentations, videos, and still store content. Incorporated with the “lean,” wood tones, and clean white surfaces, the LED screens boldly present Beautycounter’s videos and messages.

Framing the background of the stage, three massive LED walls will display background imagery to set the mood for each individual moment of the summit. This dynamic screen element gives the stage the freedom to transform with individualized imagery for each moment.

The stage front, of reclaimed wood, features a living, natural facade of moss, which adds color and ground the stage design in the space.

Additional screens could be inside and outside the room displaying the same content. These entrance gates would remind guests of upcoming sessions and social events.





BREAKOUTS & MANAGING DIRECTORS MEETING

Breakout and Managing Directors Meeting design offers a scaled back version of the main stage. Rear screen projection is used where possible with a ground supported screen surround structure. Depending on final guest count and room size, one to two screens could be utilized in each space. The simplified stage design includes a branded hard-panel backdrop and stage fronts matching the main session space.



SWAG SHOP

The Swag Shop concept envisions an open and vibrant space to display and sell products while maintaining easy access and flow for your thousands of attendees.

The dominant element is an 18' "tiled" wall with shelving and branded descriptor words in addition to the B logo. Interspersed with moss panels and vertical product imagery, this eye-catching wall draws you into the space.

Products are displayed on high branded tables with risers and feature lighting from above. Framed by tall wood and moss arches, areas could be separated by product line or other defining features. In addition, areas could be designated for product demos or more interactive displays.

To maintain flow, a half wall encompasses the space with one entry point and one exit point. Wide aisles are maintained for guests to browse and purchase product. Access points within the feature wall could be created for secure storage of stock.





BRANDED SIGNAGE

Signage incorporates the lean, wood texture, and 3d extruded text. Spaced throughout the hotel these signs increase brand presence at the event and set the design tone for the other elements and spaces.

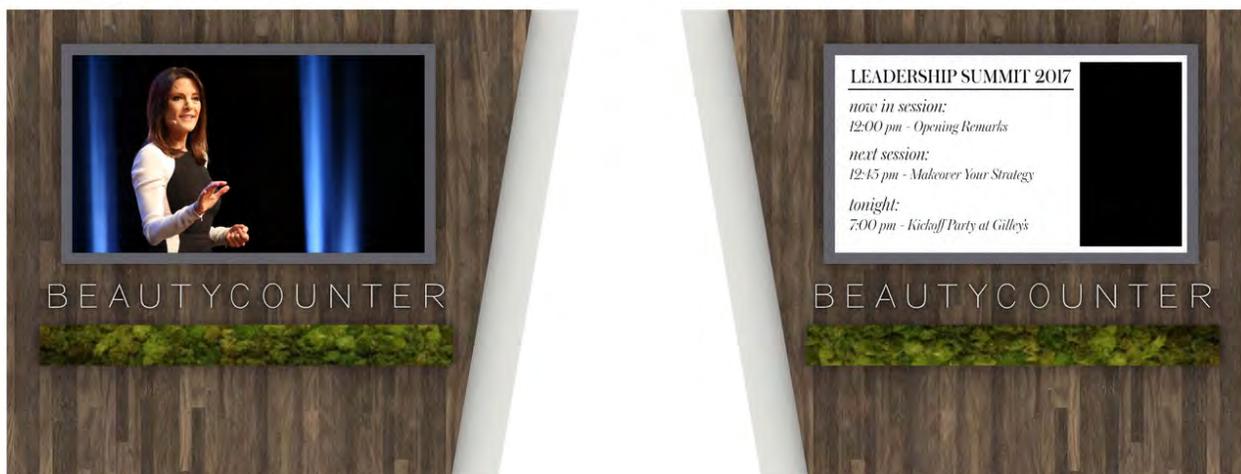
ADDITIONAL PROPOSED DESIGN ELEMENTS

REGISTRATION



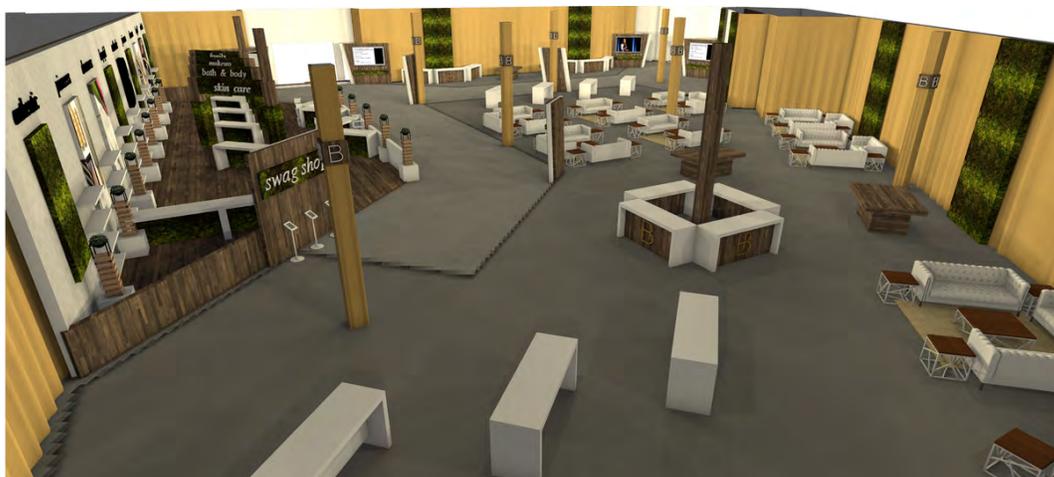
First impressions matter. With an impressive 60'x18' wall structure that highlights core identity keywords across its surfaces, the registration space boldly establishes the look, caliber and culture of Beautycounter. On day 2 of the event, Registration could be repurposed for general information, shipping center (for guests shipping "swag" home), and general concierge type services.

GATEWAY ELEMENTS



The gateway elements provide an additional branded entry point for varying spaces throughout the event. Flanking entries to ballrooms, breakout sessions, the swag shop, and other areas, these "gateways" into the Beautycounter rooms could incorporate static content (i.e. logo and room title) or screens could be utilized to allow for dynamic / changing information.

THE COMMONS



The Commons is a design suggestion which would be a communal open space containing key elements of the Leadership Summit such as the Swag Shop, Giveaway Areas, Lounges, and Casual / Grazing Dining areas. This space would sit directly off the Main Session space. The Trinity I Exhibit Hall would provide a central hub for the event and would set the mood for guests from first arrival.



Opening Ceremony

The first words of any story can often be the most important. They set the tone and create the foundation for what's to come. With unexpected moments, reveals, and breathtaking visuals we suggest kicking off the event with an awe-inspiring story told through performance.

Our vision for the opening session starts with the entire stage hidden behind a 24' tall kabuki drape.* The lights dim and suddenly we see dancers in silhouette moving behind the drape. More performers appear from the rear of the room moving in unison to the beat.

The song comes to a climax as the Beautycounter logo is emblazoned on the drape and suddenly the drape falls from the ceiling revealing the stage behind and out walks the Emcee.

He welcomes guests, talks about Beautycounter for a bit and introduces company leaders for opening remarks.

Instead of the dance performance, an alternative suggestion could be a Dallas-based contestant from "The Voice."

Examples of Dance Performance Styles:

Qatar Airways Corporate: <https://youtu.be/JdvPE3NnvX8?list=PLcDxNM7Eb0JGXpR1pD1lLx8817hh89f7->

Qatar Airways Corporate: <https://youtu.be/6rf0SleWgpo>

Men's Dance: <https://www.youtube.com/watch?v=dowbP8I7s3U>

* plan A is happy to provide this dramatic effect as a complimentary enhancement to your program.

Video

We have shared this project with two different vendors whose work is represented below.

THE EQUINOX GROUP

The Equinox Group is a marketing agency and creative shop that specializes in creative storytelling for clients including Disney, Dole, Warner Bros., Coca Cola, and Hasbro. They develop big ideas and compelling ways to present them. They bring the perfect balance of strategic marketers and wildly creative folks together to be your secret weapon.



MARC FRIEDLAND COMMUNICATIONS

Live more richly through the communications you share and the connections you make. From the exquisite invitation to the visually-integrated event experience, Marc Friedland creates luxury social communications that bring intelligence, style and specialness to life's shared experiences and great occasions. His clients include the visionaries and celebrities who define our time and those who simply care about the impression they make



Livestream



2017 Annual Meeting

OPENING SESSION

May 2, 2017

10 am CDT

CLOSING SESSION

May 3, 2017

3:30 pm CDT

2017 ANNUAL REPORT

MEMBER SURVEY

The above mockup will be aligned to event-marketing as we set up live stream options for event. Features can be added like Twitter feeds, buttons for document downloads or surveys, etc. Responsive for tablet and mobile users.

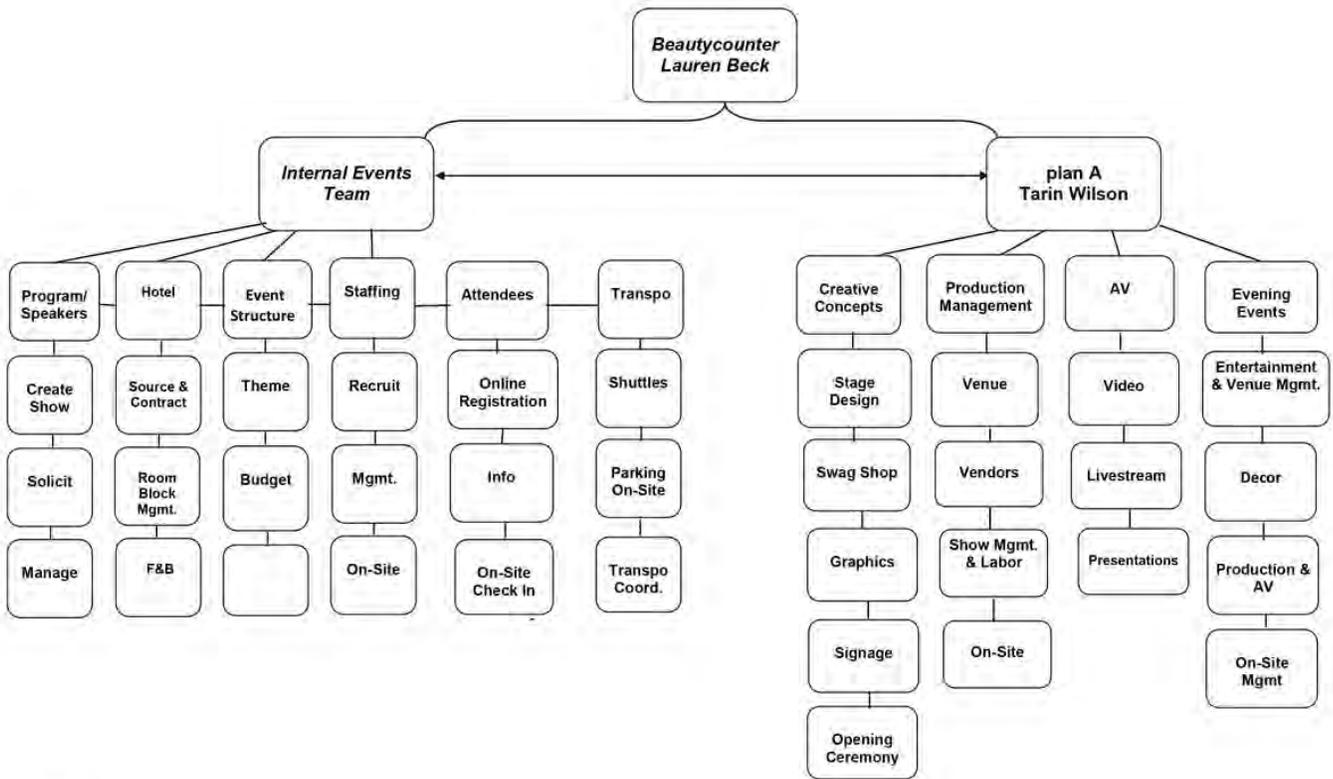
Clever Guys has worked with major concert tours and festivals, conferences, speaker series, sports events, universities, churches, corporate events, and even coffee shop shows. They bring a wealth of experience - not only in streaming technology..

Clever Guys partners with the best in online cloud services and global networks in developing our streaming service options. Our technology partners are industry leaders in cloud-based delivery and reliability, carefully selected based on a long track record of successful delivery of major live events.

Clever Guys just spent 3 weeks in Rio in September running video for wheelchair tennis for the 2016 Paralympics and it delivered a 3-stage live concert from Disney World to more than 80,000 online viewers (more than they had in the park).

Beautycounter

2017 Managing Director Meeting and Leadership Summit
Event Organizational Chart



Team



Michael Gapinski
President, Iconic Event Studios
As a frequent collaborator with plan A, Michael brings an unequalled creative vision and style to private social events, galas and corporate functions around the world. His distinctive insights drive Iconic Event Studios.



David Ryan Speer
Vice President, Iconic Event Studios
Designer of stylish and original concepts & experiences for corporate, luxury, and celebrity clients including scenic, branding, renderings, and creative layouts. On-site maestro of execution, entertainment & staff.



Eric Hagström
Technical Director, Alford Media
Eric is a seasoned corporate meeting specialist with over 37 years of experience in the industry and has been with Alford Media since 1996, winning the company's "Above and Beyond Award" multiple times.



Lionel Pasamonte
Show Director
With over 20 years in production, Lionel is always in demand. He has directed a dazzling array of shows - Grammy Celebration, ASCAP Awards, MTV shows, 21st Century Fox's Shareholder Meeting and PopFest for Entertainment Weekly to name just a few.



Beth Norber
Event Producer
Beth is known for her ability to successfully manage projects that are on-schedule and always on budget. An adaptable and focused leader, she can create and execute work plans and motivate teams of people to achieve extraordinary results.



Madeline Sagorski
Graphic Designer
Madeline is a communications wizard who brings an event to life through printed and online materials. We count on Madeline to create eye-catching, beautifully curated and designed pieces and presentations.

References

CINDY CANTU
Director of Education
213.487.1212x12
cindy@caala.org

AMY JELENKO
Program & Events Mgr
213.232-1660x208
amy.j@documentary.org

SARAH MCNEELY
Regional Event Manager, YPO
419.466.6873
smcneely@ypo.org

JEFFREY ROSENTHAL
Member & Host Chair for
2014 YPO Global Leadership
Conference
310.246.1790
jrosenthal@roseinvestmentsllc.com

Competitors

CARAVENTS

LEVY, PAZANTI & ASSOCIATES

YIFAT OREN



Budget

Prices reflected in this budget are based on our best understanding of this RFP, and it provides a starting point for discussion. Prices can be adjusted based on client discussions and further understanding of this project.

Production RFP Budget Template

Plenary Management :

<i>All Inclusive: Opening Ceremony, Leadership Summit</i>	
Main Stage Set & Revisions, Production, Labor, Back of House	\$ 168,500.00
Design Fee - (includes drawings, renderings, CAD)	\$ 15,000.00
Media for Scenic	\$ -
Projection, Video & Switching	\$ 39,872.00
Multiple Camera Coverage	\$ -
Equipment Vendor Selection	\$ -
Lighting Equipment	\$ 23,254.00
Audio Equipment	\$ 22,786.00
TelePrompter including projection	\$ 3,000.00
Rigging, Truss & Motors (Hilton required to supply)	\$ -
Power Distribution (doesn't include hotel power charges)	\$ 2,405.00
Additional Production Expenses	\$ 9,000.00

MDM Management :

Scenic/Stage Design, Production, Labor	\$ 38,250.00
Equipment Vendor Selection - Alford Media	\$ -
Audio Visual Equipment	\$ 8,712.00
Technical Labor	\$ 17,950.00

Breakout Management :

Scenic/Stage Design, Production, Labor @ 36K/each	\$ 108,000.00
Equipment Vendor Selection-Alford Media	\$ -
Audio Visual Equipment	\$ 32,065.00
Technical Labor	\$ 39,700.00

Production Team :

Producer	\$ 20,000.00
Creative Director	\$ 15,000.00
Show Director	\$ 5,000.00
Stage Manager	\$ 2,000.00
Production Assistant	\$ -
AV Manager (to manage MDM & LS breakouts)	\$ 3,250.00
Technical Labor (Stagehands, Camera Operators, etc)	\$ 71,450.00

Enhancements :

Leadership Summit 2018 Teaser Video	Gratis
Graphics Production (creating presentations , on site edits)	\$ 7,500.00
Video Production	\$ 60,000.00
Livestream	\$ 6,000.00
Signage (some included in above costs)	\$ 4,000.00

Production Team Travel Costs :

<i>All Inclusive: Airfare, hotel, ground transportation, meals, per diems</i>	
Site Inspection	\$ 5,600.00
Onsite	\$ 28,420.00

Trucking/Shipping

Included in vendor costs above	\$ -
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Project Management Fee

13%	\$ 95,000.00
-----	--------------

Taxes (VAT, GST, etc)

	\$ -
--	------

Gratuities

	\$ -
--	------

GRAND TOTAL PROPOSAL (ALL INCLUSIVE)

\$ 851,714.00

Additional Elements Requested in RFP But Not Included Above

Swag Shop	\$ 135,000.00
Opening Ceremony Performance (dancers)	\$ 30,000.00
Kabuki Drape Reveal	Gratis
Registration/Cash Register Portal for Livestream Paid Access	

Additional Elements Not Requested in RFP and Not Included Above

LED Walls
Registration
The Commons
Entrance Gateways

Travel Costs

Beautycounter Leadership Summit
plan A Estimated Travel Budget

Site Visit		Flights	Hotel	Transpo	Per Diem	
2 days/nights	Tarin	400	700	100	\$200	
	Beth	400	700	100	\$200	
	Michael	400	700	100	\$200	
	David	400	700	100	\$200	
		1600	2800	400	800	5600
Event		Flights	Hotel	Transpo	Per Diem	
7 days/6 nights	Tarin	350	1740	200	500	
	Beth	350	1740	200	500	
	Michael	350	1740	200	500	
	David	350	1740	200	500	
	Rachel	350	1740	200	500	
	3 Staff	1050	5220	200	500	
	Lionel	350	1450	200	500	
	Kelly	350	1450	200	500	
	Madeline	350	1450	200	500	
		3850	18270	1800	4500	28420
TOTAL TRAVEL						34020

Terms & Conditions

- All costs are based on the availability at the time plan A receives a signed contract and deposit.
- All labor is based on a (10) hour day. Overtime will be billed for all elements that surpass (10) hours.
- All changes or additions made within 10 business days of the event will incur a 5% rush charge.
- A finance charge of 1.5% per month will be charge on all past due accounts.
- All costs are based on current knowledge of the program and desired elements. Final budgets may be adjusted pending client additions or deletions.
- All labor costs are estimated based on current understanding of project. Any adjustments will be accounted for in final billing immediately following event.
- Dressing rooms to be supplied by venue.
- Client to provide 24 hour security from the beginning of load in until event strike is complete.
- Client to provide venue and related fees.
- Unless stated, all items are rental items only and a fee will be charged for any missing or damaged items.
- Costs include tax where applicable.
- Client shall assume full responsibility and liability in the event of any incident or accident involving a guest while partaking in any activities.
- No guarantees of entertainment availability until after a signed contract has been received by plan A.
- Client to provide all food and beverage as well as the related kitchen and catering rentals.
- Change fees may apply for unreasonable number of ch a

Appendix

Videos from past plan A events



plan A Deck



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WWW.PLANAEVENTS.COM