

EXHIBIT HALL  
ENTRANCE

IBS Las Vegas  
INTERNATIONAL BEAUTY SHOW

EXHIBIT HALL HOURS

SUNDAY  
10:00 AM - 6:00 PM

MONDAY  
10:00 AM - 4:00 PM

AMERICAN SALON

IBS international  
beauty shows

# Connecting buyers and sellers in the beauty business.

October 2021

Questex Wellness

CLUB INDUSTRY

Sibec

AMERICAN SALON

IBS international  
beauty shows



american spa

INTERNATIONAL  
ESTHETICS, COSMETICS & SPA  
CONFERENCES

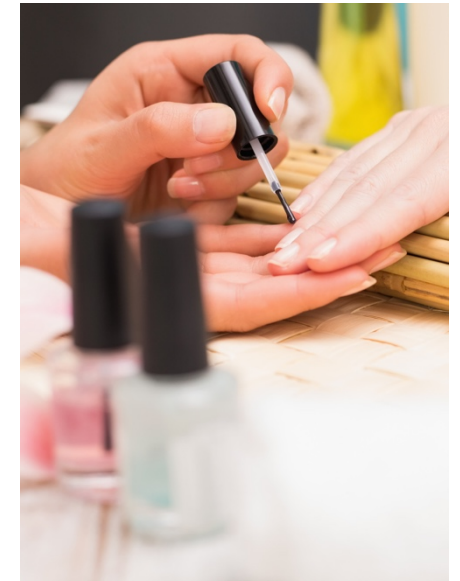
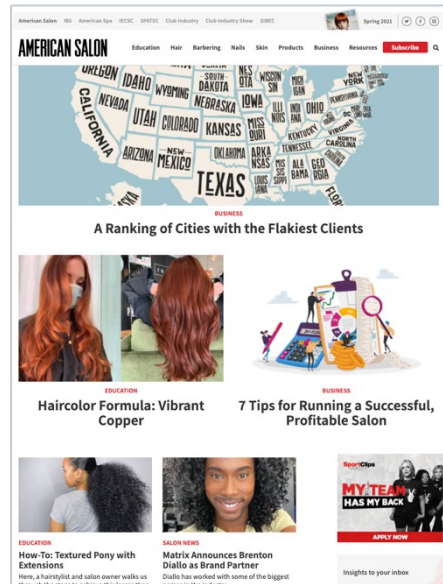
Spatec

“ We have been participating in IBS New York for over a decade. Each year IBS continues to set the bar in the industry by bringing in top brands, stylists, and beauty influencers from all around the world. ”

—TATIANA MIKULE, BRAND MANAGER, DONNA BELLA HAIR

# AMERICAN SALON

Year-round access to beauty buyers.



# IBS international beauty shows

Where beauty professionals come to discover and purchase products.

# We have the customers you need.

In fact, we know them by name.



**Aaron**  
Owner  
Large Chain

- Attends IBS New York
- Subscribes to 2 newsletters
- Visits American Salon website 3x - 10x per month
- Clicked 10 email links in 30 days



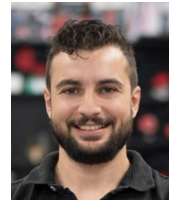
**Shelley**  
Manager  
Boutique Hair Studio

- Attends IBS Las Vegas
- Subscribes to 1 newsletter
- Clicked 5 email links in 30 days
- Subscribes to American Salon digital edition



**Linda**  
Master Stylist  
Salon

- Educates at IBS New York
- Subscribes to 1 newsletter
- Clicked 4 email links in 30 days
- Attended 2 virtual events
- Subscribes to American Salon digital edition



**Robert**  
Education Director  
Nail Salon

- Attends IBS Las Vegas
- Subscribes to 1 newsletter
- Visits American Salon site 8x - 10x per month
- Clicked 10 email links in 30 days



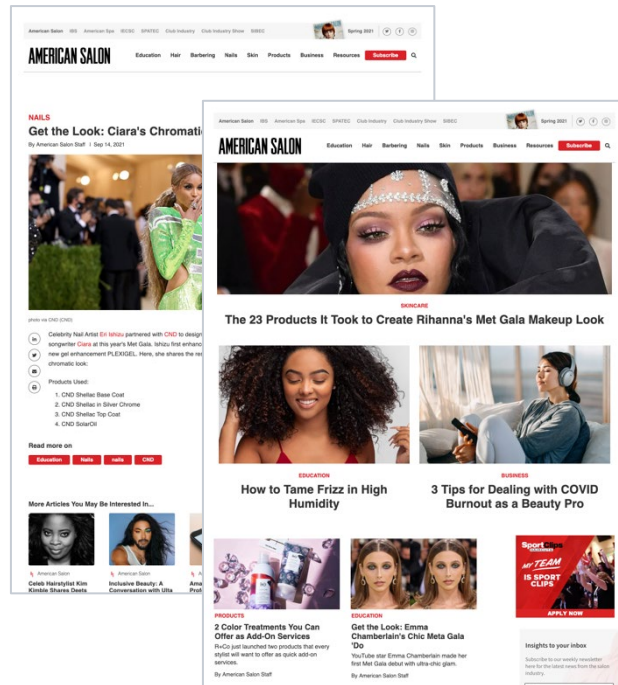
**Charlene**  
Celebrity Make-up Artist  
Sole Proprietor

- Attends IBS New York
- Subscribes to American Salon digital edition
- Visits websites 2x - 9x per month
- Clicked 3 email links in 30 days
- Taught a class at IBS New York



# And engage with them every day.

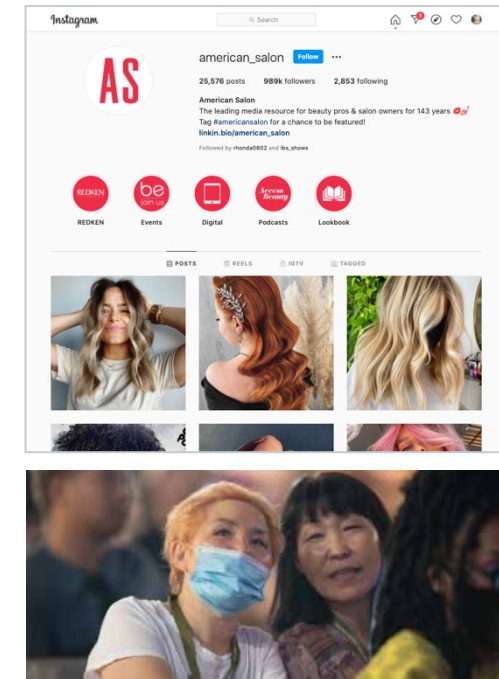
## EDITORIAL



## EDUCATION & PRODUCT-RICH EVENTS

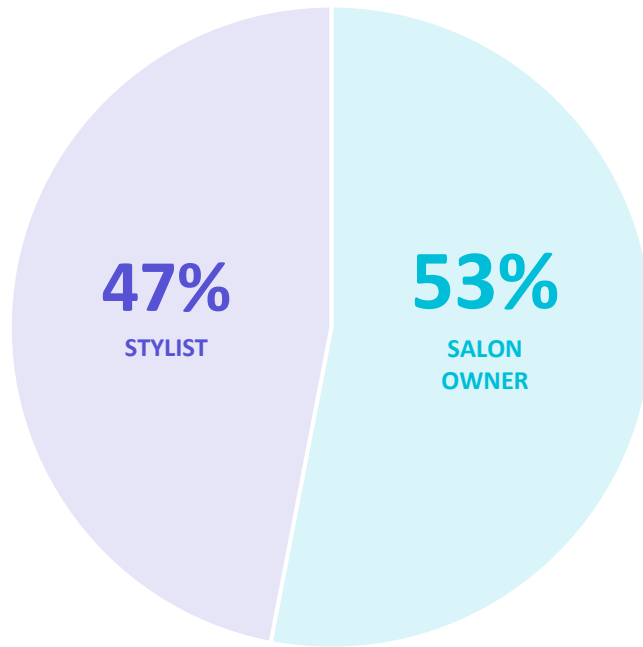


## COMMUNITY



# Unparalleled access to beauty buyers.

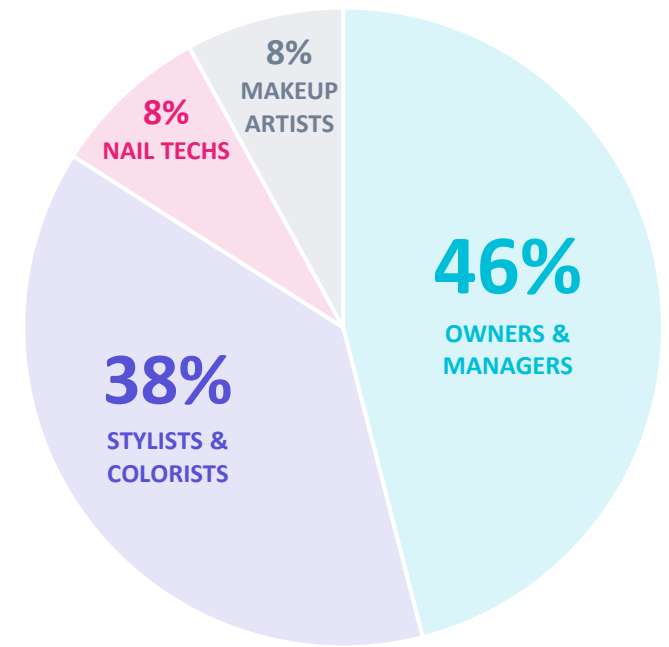
## BUYING POWER



## BUSINESSES REPRESENTED

- Beauty Salons
- Nail Salons
- Day Spas
- Men's Grooming Shops
- Cosmetology Schools

## JOB FUNCTION





# Targeted reach to your customers.



**1,700,000**

**SOCIAL REACH**



**440,440**

**UNIQUE EMAIL SUBSCRIBERS**



**218,406**

**MONTHLY PAGE VIEWS OVER 3-MONTH PERIOD**



**35,000**

**ANNUAL EVENT ATTENDANTS**



Targeted reach to unique audience interests:  
**HAIR – NAILS – COSMETICS – LASHES – BROWS – HAIRCOLOR**

Sources: November 2021: Omeda Audience Dashboard. Convention Data Services 2019 attendee data.

# Increase sales with these opportunities

BRAND AWARENESS

TRAFFIC DRIVERS

PRODUCT OFFERS

# Your Brand Presence at IBS

Sell to beauty professionals actively looking to discover, test and purchase products and tools.

Draw new clientele, strengthen your existing customer relationships and extend your reach into the professional market. Every year, tens of thousands of hair stylists, colorists, barbers, nail technicians, makeup artists, lash technicians and estheticians, who are eager to enhance their techniques, attend the event.

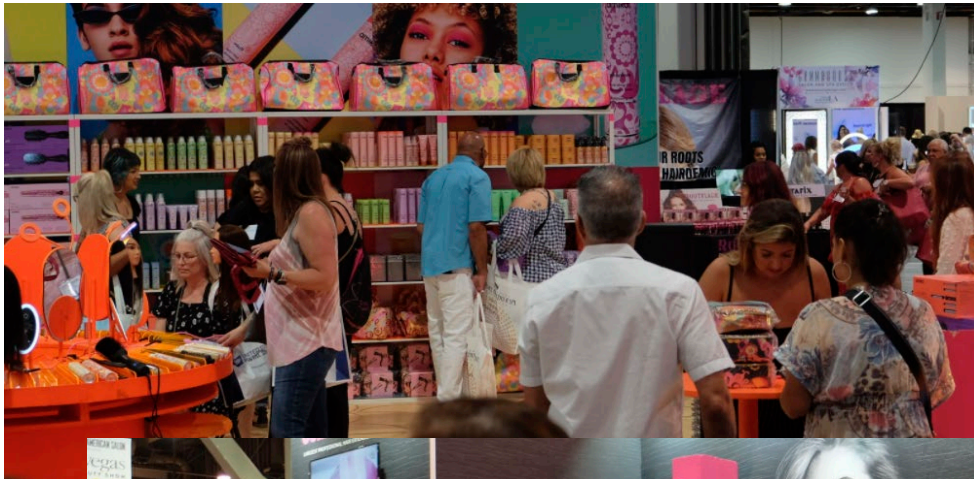
#### Booth Types:

- Linear (100 sq ft. minimum)
- Island (400 sq ft. minimum)
- Peninsula (200 sq ft. minimum)
  
- \$43 per sq ft for NY. \$27 per sq ft for LV.
- Corner Fee: \$200 per corner

#### Add-on options to increase traffic to your booth

- Advertising
- Enhanced listing
- Floorplan button ad
- Email sponsorship
- Banners, and more!

Book early to get your favorite location!





# Sponsorship Opportunities

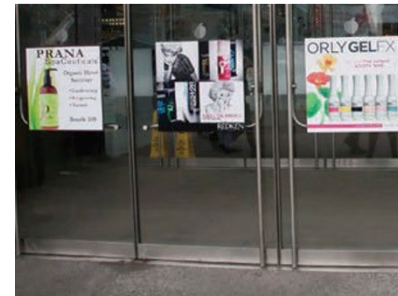
## Show banners and signage



### PLUS:

- Pre-show attendee mailings, including the official Show Preview
- Monthly ads in extensive advertising campaign
- Onsite Directory Guide
- Official show website
- E-communication - email blasts to targeted database
- Slide show on Main Stage
- Marketing materials in Press Room

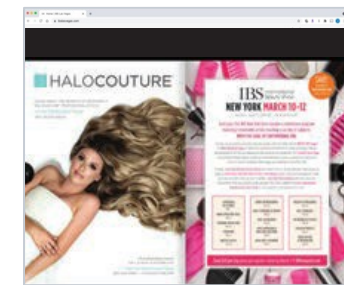
## Entrance graphics



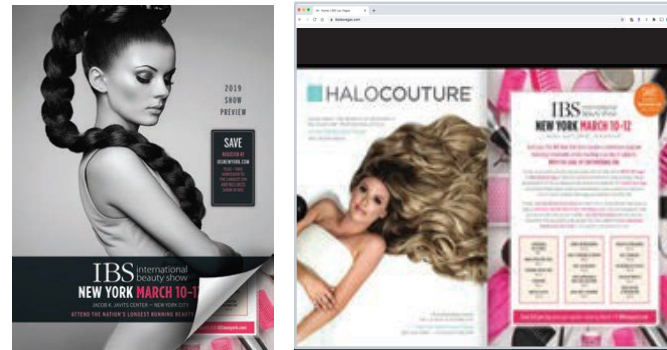
## Registration sponsorships



## Print ads & materials



# Advertising Opportunities



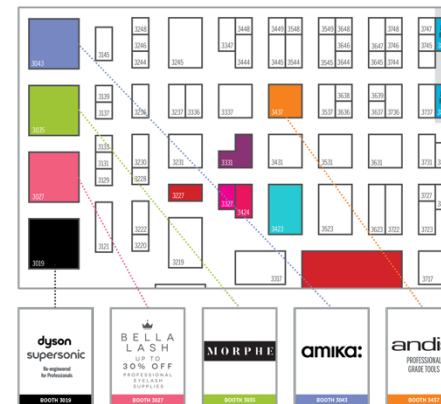
## SHOW PREVIEW ADVERTISING

Advertising options include:

- Full Page
- Spread
- Half Page
- Inside Cover Spread
- Inside Back Cover Spread

## OFFICIAL SHOW DIRECTORY AD

The IBS New York Show Directory, combined with the International Esthetics, Cosmetics and Spa Conference Directory, is used by IBS attendees year-round as a reference guide to the latest trends and hottest names in the industry. These beauty professionals seek out the Show Directory, making it a valuable advertising tool for exhibitors. Advertising options: Full Page, Half Page, Spread  
*Available for New York show only.*

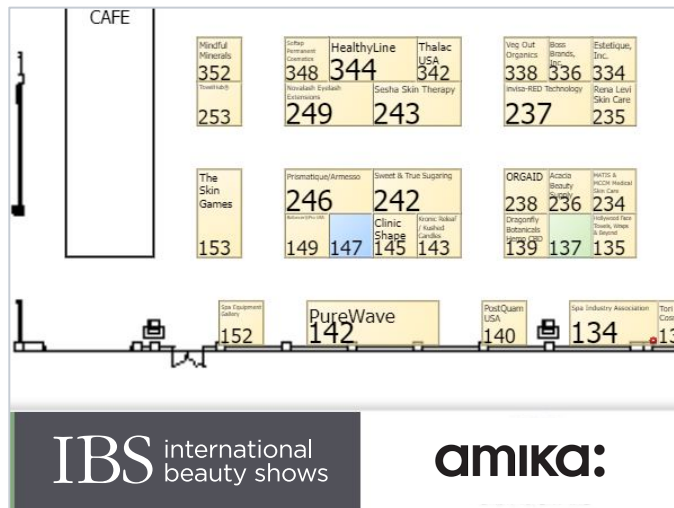


## PLAN OF THE DAY ENHANCED FLOORPLAN LISTING

Every attendee at IBS Las Vegas will utilize the onsite map to navigate their way around the exhibit hall. Limited to only 18 participants, an enhanced exhibit map listing is surefire way to stand out from the crowd and push traffic to your booth. Simply provide us with your logo and show special and we'll do the rest.

*Available at IBS Las Vegas only.*

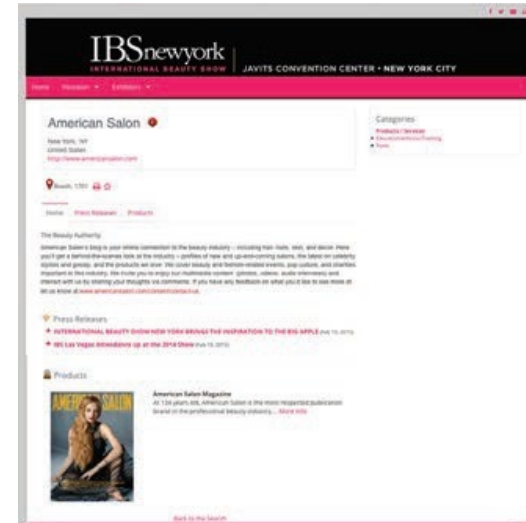
# Advertising Opportunities



Brand Highlight

## FLOORPLAN BUTTON AD

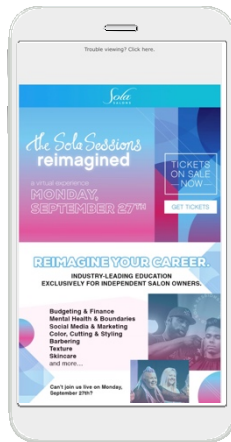
Advertise on the online floorplan and get maximum exposure! About 7 out of 10 attendees review the IBS website to see who's exhibiting. Let them know you'll be there! Limit to 7 sponsors.



## ENHANCED LISTING (Online Floor Plan)

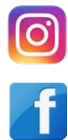
An enhanced listing is a very economical and effective way to extend your message onsite and online! An enhanced listing includes your company name, address, links to your website and the opportunity to upload press releases and images. Please contact your sales representative for more details.

# Advertising Opportunities



## TARGETED EMAIL

Reach thousands of beauty professionals with an email blast that promotes your brand and products. We send your email to a targeted list of beauty professionals that you specify.

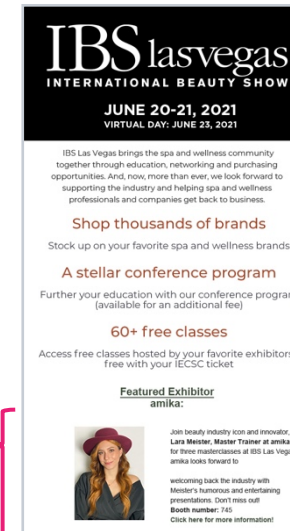


## DEDICATED SOCIAL MEDIA POST

One social media post on the International Beauty Shows official Facebook and Instagram page to an audience of 100,000 (and growing!) beauty professionals.

The post will link back to your social media accounts, driving traffic to your pages!

Contact Ellen Evers at 646.979.4544 or [eevers@questex.com](mailto:eevers@questex.com)



Your Company

## ATTENDEE EMAIL SPONSORSHIP

Reach thousands of attendees who have registered for the event and are interested in your products and services. Your company name, logo, booth number and website will be highlighted in this email, pushing traffic to your booth and brand.



Your Company

## FEATURED EXHIBITORS EMAIL SPONSORSHIP

IBS Featured Exhibitor News! 7-10 exhibitors pay to have 50 word copy and logo or image with link to website that goes to attendee database. Three email limit before event.

# Registration Sponsorships



## REGISTRATION HAND-OUTS

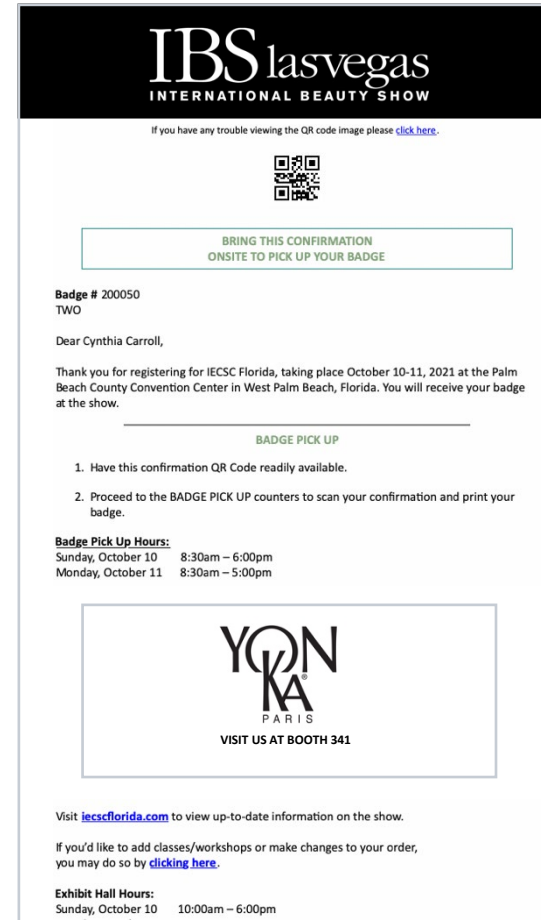
Reach thousands of prospects and push attendees to your booth by handing out flyers or postcards in the registration area. Limited to five companies (one hand-out each) to promote high visibility, your company's hand-out will garner attention, pique interest and help boost your onsite sales. Your staff, models or IBS staff can distribute the hand-out. You choose and customize the sponsorship!



## REGISTRATION SPONSORSHIP

Sponsor the registration area and grab the attention of thousands of attendees! Your logo will exclusively be featured on signage, banners and panels within the registration area and if you choose, registration team members can hand out flyers and wear t-shirts and/or hats featuring your brand. The Registration Area Sponsorship opportunities are endless as are the benefits to your brand!

Contact Ellen Evers at 646.979.4544 or [eevers@questex.Com](mailto:eevers@questex.Com)



## REGISTRATION CONFIRMATION E-MAIL

Gain tremendous reach by adding your logo and booth number to e-mails that are sent to thousands of attendee who register for our event online.

Your Company

# Signage & Other Onsite Opportunities



## PRODUCT FOCUSED CLASSROOM

Demonstrate and educate attendees on why your products and services need to be a part of their salon menus. You'll have the opportunity to share your knowledge, while promoting your brand, with beauty professionals who are eager to learn from the best in the industry - YOU!

Your 75-minute class will also be promoted in all marketing materials where the Conference Program is presented.



## BADGE LANYARD &/OR HOLDER INSERT

Gain high visibility by providing badge lanyards and having your company's name hanging around every attendee's neck! Be the exclusive provider of the lanyards which are distributed in the registration area and given to attendees. Badge insert also available a branding opportunity.



## PRESS ROOM SPONSORSHIP

Reserved exclusively for members of the press, the press room is a major hub for reporters and editors. Use this opportunity to pamper the press with special treatments, giveaways or a bite to eat. The press room sponsor will have prominent placement of their own press materials and the opportunity to hang a banner and/or signage within the room itself. The sponsor will be credited as host in show signage and website (where appropriate).



## SHOW BAGS

Attendees pick up so much product at the show – why not provide them with a customized shopping bag with your company logo. Bags are distributed to all attendees during registration and seen by everyone throughout the day. Sponsor is responsible for production and shipping and bag must be approved by Show Management.

# Signage & Other On-site Opportunities



## FLOOR GRAPHICS

Create attention and excitement for your properties when attendees enter and exit the Convention Center with colorful, custom floor graphics. Your company identity will be a “step ahead” of your competitors and in the forefront of attendees’ minds.

## HANGING BANNERS/AISLE SIGNS

Showcase your company and highlight your brand in some of the most tracked areas in the convention hall. Banners and signs allow attendees to easily identify your brand and your location on the show floor and hence, flock to your booth!



## DOOR/WINDOW GRAPHICS

Garner attention for your properties as attendees enter the show. Greet them at the door! Make sure your eye-catching graphics are on both sides of the glass doors along the entrances. Exposure in these densely tracked areas is the perfect way to spread awareness about your company and hot properties.

# Signage & Other On-site Opportunities



## STAIR GRAPHICS

One of the most powerful and creative vehicles at the Javits Center - your product imagery and design will be decal on the stairs leading up to the Crystal palace and the stairs leading down to the Conference Session rooms (Hall 1E). Whether they're coming or going, your brand will grab their attention. Let attendees know you'll be at the show and lead them straight into the exhibit hall and right into your booth.



## STANDING BILLBOARD

Greet your customers while they walk through registration, enter the show floor or take a class! Free standing signage is a phenomenal way to reach your customers and drive traffic to your booth.



# New York Preview & Directory



## STAND OUT FROM THE CROWD! ADVERTISE IN THE DIGITAL SHOW PREVIEW

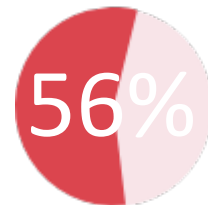
Thousands of beauty professionals rely on the Digital Show Preview to get the inside scoop on the latest trends, styles, techniques and products to be showcased at the hottest beauty event in the nation.

### BE IN THE SPOTLIGHT

Gain exposure by being highlighted alongside the show's most exciting features including, the exhibitor list, stage performances and educational classes. PLUS, advertising in the digital show preview gives you the phenomenal opportunity to reach your customers before they hit the show floor!

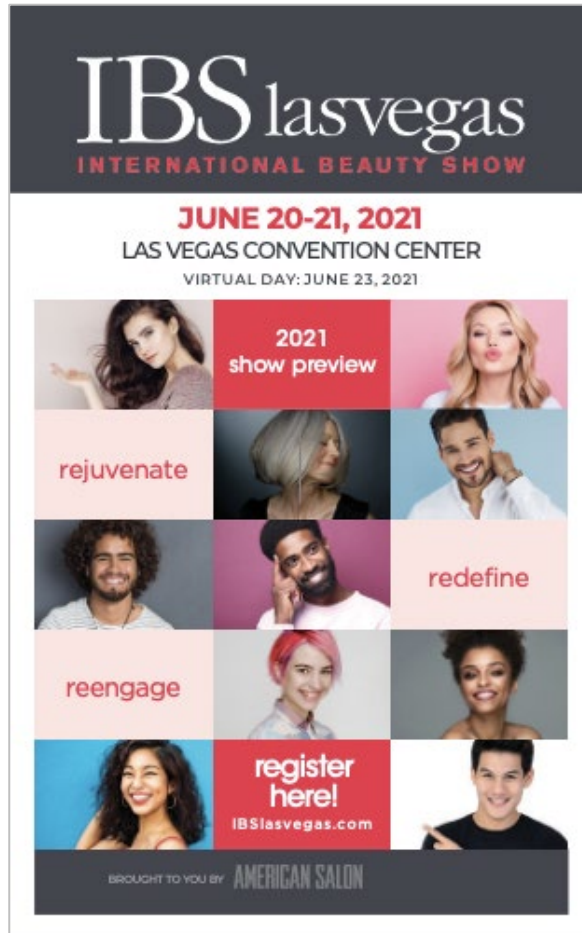
### UNBEATABLE DISTRIBUTION & REACH

The Beauty Experience New York Digital Show Preview will be emailed to all our current and past attendees, prospects and American Salon's audience! Your ad will also be featured on our website, Facebook and Instagram for thousands to see! The Show Preview gives you tons of pre-show exposure and opportunity to achieve your sales and marketing goals. Premium placement still available!



56% of attendees use the Show Preview to determine what to see and buy at the show.

# Las Vegas Preview & Plan of Day



## A Show Preview ad can help you reach your sales goals.

Stand out from the crowd.

Push traffic to your booth

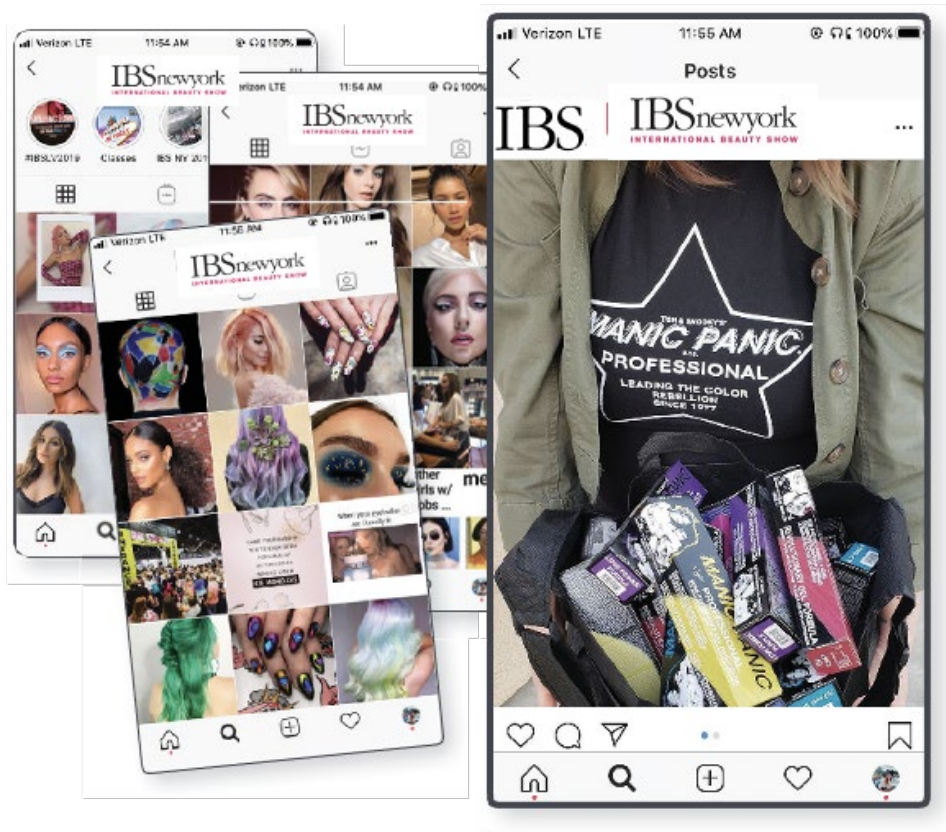
Promote show specials

**TRIM SIZE:** 5.25" x 8.5" INCHES

### AD SIZES

	WIDTH	HEIGHT
Half page (no bleed)	4.75"	4"
Full page (no bleed)	4.75"	8"
Full page (with bleed)	5.5"	8.75"

# Social Media



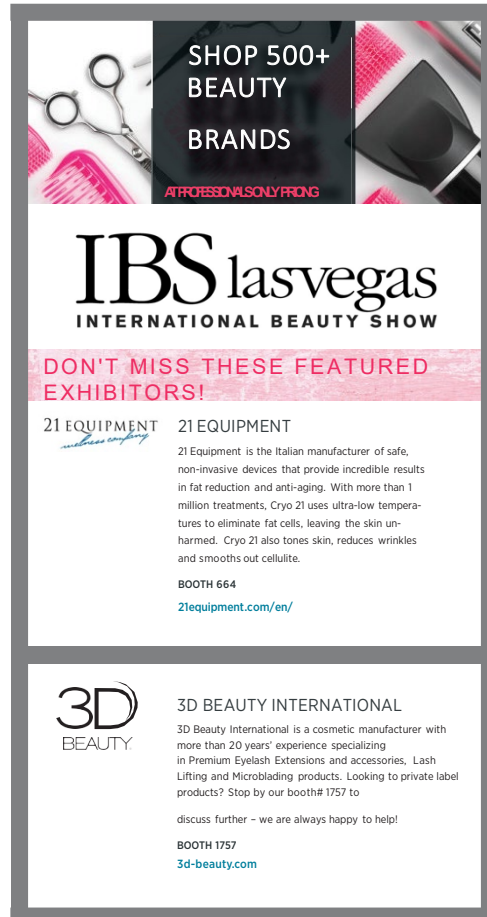
With a following of 100,000+ beauty professionals, your social posts will be seen by the right audience!

Promote your booth, new product launch, education and more via IBS social media. Create a buzz surrounding your presence at the show. Connect with the virtual beauty community in new and exciting ways. Acquire new followers, clients, and potential customers. Grow your social media audience with an endorsement from the longest running beauty show.

- 1 Dedicated Facebook and Instagram Post
- Exhibitor must supply a high resolution square photo (1080px by 1080px) and caption at least 3 days prior to their reserved date.
- IBS reserves the right to edit photo and copy as needed.



# Attendee Newsletter



The image shows a preview of an attendee newsletter. At the top, there is a banner with the text "SHOP 500+ BEAUTY BRANDS" and "A PROFESSIONAL ONLY EVENT" in red. Below this is the "IBS lasvegas INTERNATIONAL BEAUTY SHOW" logo. A pink banner reads "DON'T MISS THESE FEATURED EXHIBITORS!". Two featured exhibitors are listed: 21 EQUIPMENT and 3D BEAUTY INTERNATIONAL. Each entry includes a brief description of their products and services, their booth number, and their website URL.

**SHOP 500+ BEAUTY BRANDS**  
A PROFESSIONAL ONLY EVENT

**IBS lasvegas**  
INTERNATIONAL BEAUTY SHOW

**DON'T MISS THESE FEATURED EXHIBITORS!**

**21 EQUIPMENT**  
*21 Equipment*  
21 Equipment is the Italian manufacturer of safe, non-invasive devices that provide incredible results in fat reduction and anti-aging. With more than 1 million treatments, Cryo 21 uses ultra-low temperatures to eliminate fat cells, leaving the skin unharmed. Cryo 21 also tones skin, reduces wrinkles and smooths out cellulite.  
BOOTH 664  
[21equipment.com/en/](http://21equipment.com/en/)

**3D BEAUTY INTERNATIONAL**  
3D Beauty International is a cosmetic manufacturer with more than 20 years' experience specializing in Premium Eyelash Extensions and accessories, Lash Lifting and Microblading products. Looking to private label products? Stop by our booth# 1757 to discuss further - we are always happy to help!  
BOOTH 1757  
[3d-beauty.com](http://3d-beauty.com)

## Get extra attention on your show presence!

Reach the inboxes of beauty professionals with this email opportunity. Leading up to the event, attendees will receive emails from IBS featuring your company. This email goes to our full attendee prospect list (112,000 prospective and registered attendees).

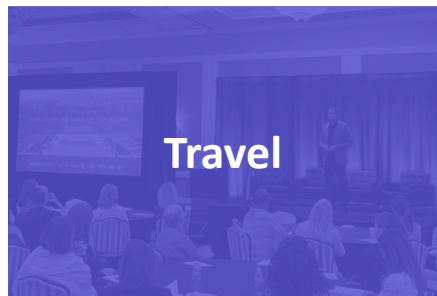
Space goes fast & is limited, so reserve your spot today!

### INCLUDES:

- 50-word product description
- Booth number
- Website link
- Logo or product image
- \$600 PER EMAIL

# Questex: Global reach and scale to **drive results**

← COMMUNITIES IN HIGH GROWTH MARKETS →



**10+**

MILLION BUYERS

**100+**

COMMUNITY WEBSITES

**130+**

TRADESHOWS, CONFERENCES  
& BUYER EVENTS

**90+**

VIRTUAL EVENTS

**400+**

WEBINARS



It happens here.