



2018  
EXHIBITOR PROSPECTUS

INTERNATIONAL  
**ESTHETICS, COSMETICS & SPA**  
CONFERENCES

the spa and  
wellness shows

[iecsc.com](http://iecsc.com)

TRANSFORMING YOUR BUSINESS

NEW YORK CHICAGO LAS VEGAS FLORIDA

# INDUSTRY PARTNERS

YOUR ACCESS TO A  
POWERFUL AUDIENCE



The International Esthetics, Cosmetics and Spa Conferences are presented by *American Spa* and are part of the Questex Beauty, Spa & Wellness group, which has sister publications and trade events that cover every sector of the beauty, spa and wellness industry. IECS partners with the International Beauty Show in New York and Las Vegas, and also partners with America's Beauty Show in Chicago. Our many marketing channels and strong industry partnerships offer exhibitors the best opportunity to reach a powerful audience.

## UNPARALLELED MARKET SHARE

The International Esthetics, Cosmetics and Spa Conferences (IECSC) provide the perfect meeting ground for the world's most elite and qualified professionals looking to meet top spa, beauty and wellness companies. With dynamic exhibit halls and in-depth conference programs, IECSC events have everything you need to better your business.

IECSC had record-breaking success in 2017— don't miss your chance to grow your business with IECSC in 2018!

CHICAGO  
APRIL 28-30  
2018

LAS VEGAS  
JUNE 23-25  
2018

FLORIDA  
OCTOBER 21-22  
2018

NEW YORK  
MARCH 10-12  
2019

[iecsc.com](http://iecsc.com)

AMERICAN SALON *american spa*

IBS international  
beauty shows

SPATEC

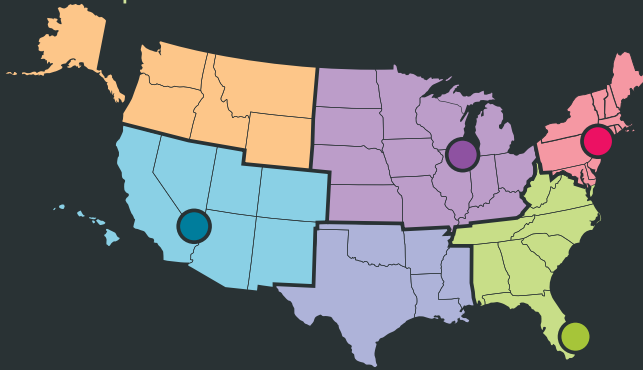
AMERICA'S  
BEAUTY SHOW

# SNAPSHOT OF OUR POWERFUL BUYERS

INDUSTRY PROFESSIONALS LOOKING TO CONDUCT SERIOUS BUSINESS WITH YOU

ATTENDEES REPRESENT THE GROWING

**\$16.3 BILLION SPA INDUSTRY**



Don't miss your chance to do business with these influential buyers.  
With conferences in New York, Chicago, Las Vegas and Florida  
we have the country covered!

**The US Spa Market Includes 21,100+ Spas**

- Northeast 25% — 5,300 spas
- Southwest 22% — 4,700 spas
- North Central 18% — 3,900 spas
- Southeast 18% — 3,800 spas
- South Central 10% — 2,200 spas
- Northwest 6% — 1,200 spas

\*ISPA 2016 U.S. Spa Industry Study

## JOB FUNCTIONS

- Spa or Salon Owner/Director/Manager
- Cosmetologist
- Esthetician/Skin Care Professional
- Medical Esthetician/Doctor
- Massage Therapist
- Student/Teacher
- Office Manager/Sales, Marketing and Consulting

## BUSINESS TYPES

- Day Spa
- Skin Care Center
- Medical Spa/Dermatology/Plastic Surgery
- Full Service Salon
- Distributor/Retailer/Manufacturer
- Wellness Center
- Destination/Resort/Hotel Spa

## PRODUCT INTERESTS

- Anti-Aging
- Facial Treatments
- Skin Care
- Body Care Lines
- Retail Products
- Spa Equipment/Furniture
- Microdermabrasion Equipment
- Spa Decor
- Aromatherapy
- Aromatherapy
- Cosmetics
- Hair Removal
- Cellulite Treatment
- Laser Therapy & Equipment
- Eyelash Extensions
- Apparel & Uniforms
- Massage
- Linens/Robes



# CHICAGO

CO-LOCATED WITH  
**AMERICA'S  
BEAUTY SHOW**

"We are thrilled that IECSC is now in Chicago. Revitalash had a very good first show. Our sales were up by 20% from the previous year in Chicago and this is the best show we've had in the nine years I've been doing a show in this area."

LEILANI VALANTY – EVENT MANAGER  
ATHENA COSMETICS

**91%** of IECSC attendees make purchases on the show floor



# APRIL 28-30, 2018

## MCCORMICK PLACE

### THE CHICAGO DEBUT WAS A HUGE SUCCESS

International Esthetics Cosmetics and Spa Conference has continued success with the addition of IECSC Chicago to its portfolio of events! Presented by *American Spa* magazine and co-located with America's Beauty Show (ABS), IECSC Chicago attracts more than 6,000 of the top spa owners, managers, estheticians, makeup artists and medical spa professionals from the Midwestern region.

In addition to the tradeshow floor, IECSC Chicago offers quality education that sets IECSC events apart from the rest.

### BONUS ATTENDANCE

IECSC Chicago co-locates with America's Beauty Show, which attracts more than 65,000 beauty professionals who have free access to the IECSC Chicago show floor!

The Midwest  
represents 18% of  
the US Spa Market  
with more than  
3,900 spas!\*

\*ISPA 2016 US Spa Industry Study

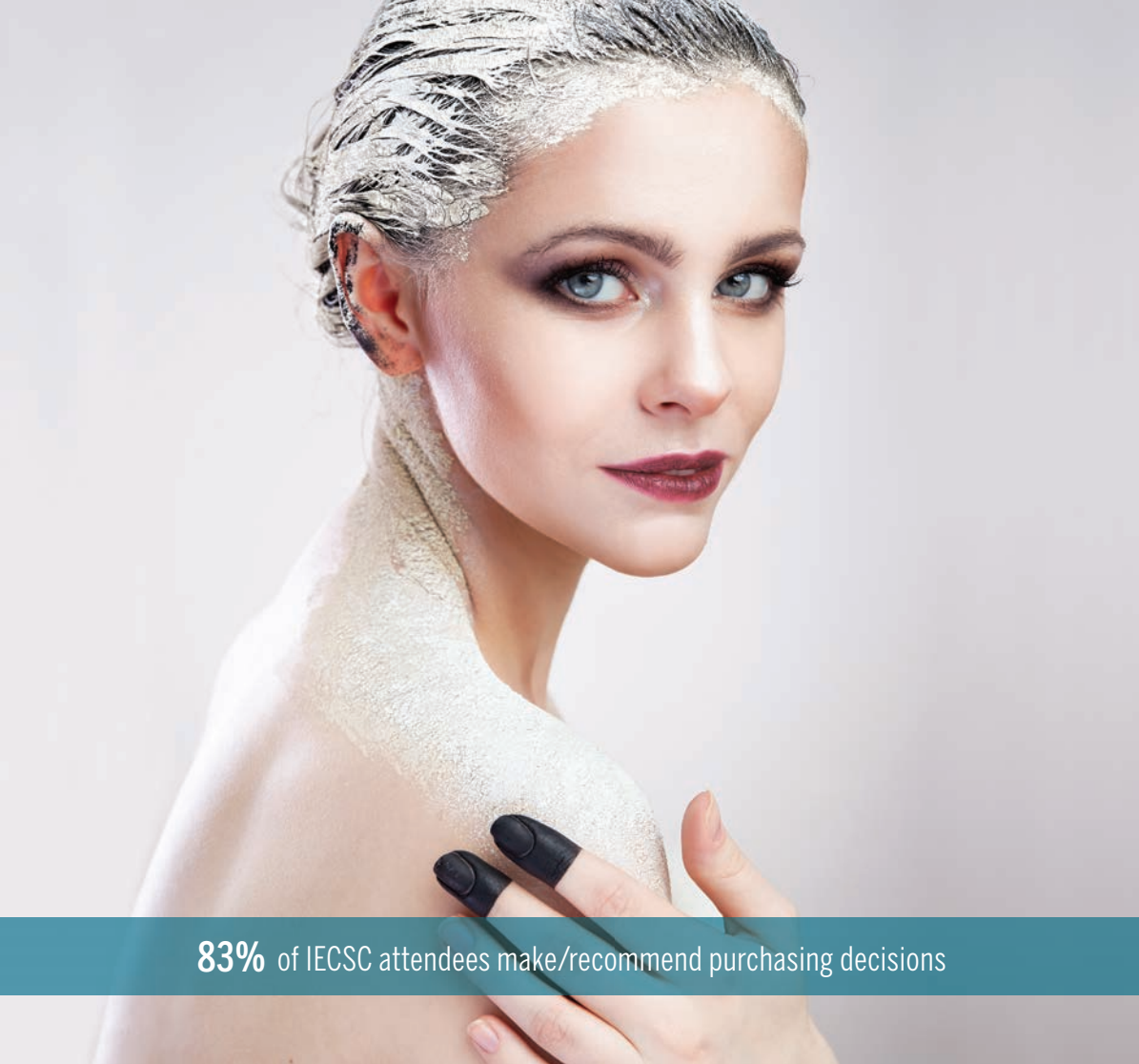


### STANDARD EXHIBITOR PACKAGE INCLUDES:

- 10' x 10' booth space (please inquire about larger spaces)
- Standard company sign
- Two (2) chairs and one (1) 8' table
- 8' draped backwall and 3' draped sidewall
- Company listing in all show marketing that features an exhibitor list
- Listing on [iecsc.com/chicago](http://iecsc.com/chicago)

[iecsc.com](http://iecsc.com)

CHICAGO



**83%** of IECSC attendees make/recommend purchasing decisions

# LAS VEGAS

CO-LOCATED WITH

**IBS** lasvegas  
INTERNATIONAL BEAUTY SHOW

“COSMEDIX has participated at IECSC Las Vegas for many years. Out of every major city tradeshow, Las Vegas is our most successful show. The attendees really come with the intentions to sit down and learn more about the exhibitors. We find this show offers the most conversion to new business accounts with our company.”

RYAN CHRISTOPHER – GLOBAL EDUCATION DIRECTOR  
COSMEDIX



# JUNE 23-25, 2018

LAS VEGAS CONVENTION CENTER

## 27 Years of Success – More than 21,950 Attendees

IECSC Las Vegas is the largest spa and wellness event in the country. With products from more than 600 skincare and wellness companies and a conference program featuring more than 150 free classes, IECSC LV attracts more than 21,700 professionals every year!

### BONUS ATTENDANCE

IECSC Las Vegas co-locates with the International Beauty Show (IBS Las Vegas), which attracts more than 22,200 beauty professionals. You will have access not only to the world of spa... but to the entire world of beauty.



### STANDARD EXHIBITOR PACKAGE INCLUDES:

- 10' x 10' booth space (please inquire about larger spaces)
- Standard company sign
- Two (2) chairs and one (1) 8' table
- One (1) electrical outlet
- 8' draped backwall and 3' draped sidewall
- Company listing in all show marketing that features an exhibitor list
- Listing on [iecsc.com/lasvegas](http://iecsc.com/lasvegas)

[iecsc.com](http://iecsc.com)

LAS VEGAS



8 out of 10 attendees would recommend the IECSC educational program to their colleagues

# FLORIDA

“What’s really special about this show is the attendance. Past attendees were eager to come back and those who came for the first time were really impressed and can’t wait to return. It’s really great how IECSC reaches out to key areas that bring in new attendees. IECSC Florida has brought so much credibility to our industry.”

SUSANNA DISOTTO – DIRECTOR OF MARKETING  
SATIN SMOOTH





# OCTOBER 21-22, 2018

BROWARD COUNTY CONVENTION CENTER – FORT LAUDERDALE

## 21 Years as the Industry's Leading Spa & Wellness Show in the Southeast

IECSC Florida attracts more than 5,500 industry professionals from more than 38 countries – making it the leading spa and wellness event in the Southeast. As an exhibitor you'll have the opportunity to meet and do business with spa professionals looking to source new products and learn the latest techniques.

“IECSC Florida is a fun and informative show to attend. It has a great mix of vendors to visit with and get education from. I always walk away with new knowledge and a new spike of interest for the industry.”

GINI S. – SPA OWNER, BRADENTON, FL



FLORIDA

### STANDARD EXHIBITOR PACKAGE INCLUDES:

- 10' x 10' booth space (please inquire about larger spaces)
- Standard company sign
- Two (2) chairs and one (1) 6' table
- One (1) electrical outlet
- 8' draped backwall and 3' draped sidewall
- Company listing in all show marketing that features an exhibitor list
- Listing on [iecsc.com/florida](http://iecsc.com/florida)

[iecsc.com](http://iecsc.com)



# NEW YORK

CO-LOCATED WITH

**IBS**newyork  
INTERNATIONAL BEAUTY SHOW

“IECSC New York was the most successful show we have exhibited at in the past few years. We had great traffic and great conversations, with high-quality attendees that were genuinely interested in how we can help grow their businesses. We have already opened several new accounts, with more on the way, as a direct result of IECSC New York. We will be back!”

DANIELLE SARGEANT – CORPORATE EVENTS MANAGER  
PEVONIA

**9 out of 10** IECSC attendees would recommend this event to other professionals



# MARCH 10-12, 2019

## JACOB JAVITS CONVENTION CENTER

### 16 Years of Continued Growth

As the largest Northeast spa and wellness event, IECSC New York attracts serious buyers with tremendous purchasing power. The 2017 show was a record-breaking success. More than 15,300 spa professionals came to source new products from exhibitors on the show floor and learn the latest techniques from a comprehensive conference program.

### BONUS ATTENDANCE

IECSC New York co-locates with the International Beauty Show (IBS New York), which attracts more than 65,000 beauty professionals. IECSC New York also gains exposure from IBS New York on their website, emails and marketing campaigns.



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- 8' draped backwall and 3' draped sidewall
- Company listing in all show marketing that features an exhibitor list
- Listing on [iecsc.com/newyork](http://iecsc.com/newyork)

[iecsc.com](http://iecsc.com)

NEW YORK

# TREMENDOUS EXPOSURE

TO REACH YOUR NEXT CUSTOMER

Integrated marketing campaigns are implemented for each event. Marketing efforts are designed to attract high-caliber decision-makers and quality buyers. Couple that with year-round coverage and exposure to industry professionals, IECSG generates enormous mindshare within the spa and wellness community.

FOR EACH EVENT MORE THAN

## 1 MILLION IMPRESSIONS


ARE MADE VIA:

 DIRECT MAIL

 EMAIL

 PRINT ADVERTISING

 DIGITAL ADVERTISING

 SOCIAL MEDIA

 TELEMARKETING



## ENDLESS SPONSORSHIP OPPORTUNITIES

### STAND OUT WITH MORE THAN JUST BOOTH SPACE

Customizable to objectives and budget, there are a myriad of sponsorship opportunities available before, during and after each event.

- Show program/preview/directory ad
- Registration sponsorship
- Digital ads
- Product showcase
- Floor decals
- Restroom sponsorship
- Window decals
- Badge lanyard
- Hanging banners
- Show bag sponsorship
- Email newsletter
- And much, much more

**The sky's the limit when it comes to creative ways to promote your presence at IECSG events. Speak to your sales representative for more information.**

## EXHIBITOR-HOSTED CLASSES

### DON'T MISS THE OPPORTUNITY TO REACH AND TEACH

Host a Product Focused Education class and showcase your brand, techniques and products to a captive, engaged audience. Space is limited and going fast, contact your sales rep to reserve your classroom.

## LEADING EDUCATION

### ATTRACTING SERIOUS PROFESSIONALS

IECSG's industry-leading education is taught by experts who attract spa professionals looking to grow their career and businesses. Meet with thousands of qualified spa professionals who rely on IECSG to provide them with the perfect venue to learn about new trends, find new product lines, and discover new tools, techniques and treatments.



INTERNATIONAL  
**ESTHETICS, COSMETICS & SPA**  
CONFERENCES

PRESENTED BY

american spa

the spa and wellness shows — we have the country covered

RESERVE YOUR EXHIBIT SPACE TODAY

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CHICAGO

APRIL 28-30, 2018

LAS VEGAS

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