



What happens in beauty...
happens here!



PRESENTED BY
American
SALON



IBS lasvegas

INTERNATIONAL BEAUTY SHOW

June 18-20 • 2011

las vegas convention center • las vegas

IBSlasvegas.com



2011 exhibitor prospectus



IBS lasvegas

INTERNATIONAL BEAUTY SHOW

the event that
exceeds
expectations!

event at a glance

dates June 18-20, 2011

venue Las Vegas Convention Center

co-location The largest spa show in America, IECSC Las Vegas

attendance 17,000+ salon owners, managers and hair and nail professionals

exhibitors Suppliers of products, tools and equipment used by salon professionals

format Expansive exhibit hall held in conjunction with a comprehensive educational program featuring sought-after educators. A Main Stage, which showcases tips, trends and the latest styles will be FREE to all with an exhibit hall ticket.



Why Participate?

Exhibiting in a challenging economy is more important than ever!***

- You must maintain continued, consistent visibility to sustain current sales.
- Trade shows are a proven cost-effective medium and sales tool.
- Exhibition participation boasts attendee's confidence in your company's viability.

SOURCES:

*CEIR - Center For Exhibition Industry Research

**Oxford Economics study commissioned by the U.S. Travel Association and the Destination & Travel Foundation, the joint foundation of USTA and the Destination Marketing Association International.

***Tradeshows Week Special Report, April 2009, The Value of Exhibiting in a Downturn





exceeding...
with inspiring
education

Attendees have the ability to choose from more than 100 classes and seminars on a variety of topics. Additionally, an exciting Main Stage showcases trends, techniques and fashion from leading platform artists.

80%
Recommend
or make final
buying decisions

exceeding...
with top education

ANDRE NIZETICH CIRQUE DU SOLEIL DEE ADAMES DOMINIC CRUZ
EVE PEARL GARY GERARD JAIME SCHRABECK JIM JONES KIM VO
JON GONZALES MARCO PELUSI MARTIN PARSONS NAJA GREEN
NAILPRO COMPETITIONS NICHOLAS FRENCH NICK ARROJO
VICKI PETERS MIKE KARG MAJOR LEAGUE BARBERS IVAN ZOOT



exceeding...
with a unique
market position

IBS Las Vegas is presented by American Salon magazine and IBS New York - Leaders in the beauty industry for more than a century. IBS New York is the longest running and largest beauty show in North America and American Salon magazine is the most innovative and widely-read publication in the industry.

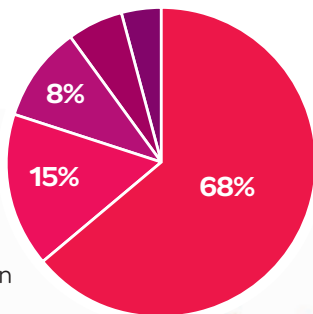


88%

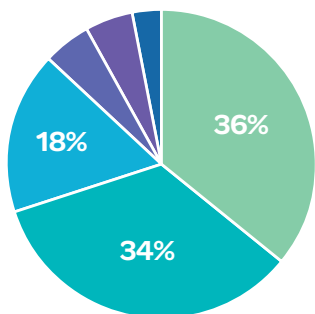
Listened to in-booth education



The event delivers BOTH hair and nail professionals...



- 68%** Beauty Salon / Full Service Salon / Chain Salon
- 15%** Nail Salon
- 8%** Day / Destination Spa
- 7%** Cosmetology School
- 2%** Other



- 36%** Salon Owner / Manager
- 34%** Hair Stylist / Booth Renter
- 18%** Nail Professional
- 4%** Spa Owner / Esthetician / Makeup Artist
- 6%** Student
- 2%** Instructor



They serve diverse clientele

- 88%** Caucasian
- 33%** Asian
- 47%** Latino
- 26%** African American



88%

Identified products for future use

Why they come:

- 86% Learn about New Trends
- 71% Take Educational Classes
- 70% Purchase Products for Self
- 70% Find New Product Lines



95%
Purchased products
on the show floor

What they want to see:

- 75% Hair Care/Tools
- 73% Educational Training
- 65% Haircolor/Tools
- 56% Cosmetics
- 50% Hair Extensions/Wigs
- 45% Equipment/Furniture
- 41% Nail Care/Tools
- 40% Nail Enhancements
- 40% Skincare
- 37% Apparel
- 34% Spa Products
- 21% Business Software/Technology
- 19% Tanning
- 17% Publications
- 14% Sundries



74%
Met with vendors
they currently do
business with

exceeding...
with a comprehensive
marketing campaign

IBS Las Vegas will generate millions of impressions via an encompassing pre-show marketing plan.

We'll attract the best in beauty via direct mail, advertisements, electronic promotion, dedicated editorial and telemarketing to our robust database ensuring an active and impressive professional audience. This marketing campaign includes advertisements in more than 20 publications and websites and direct mail to hundreds of thousands of past and prospective attendees.



IBS Las Vegas actively utilizes social media to enrich the show experience and enhance dialogue within the beauty community.

exceeding...
with an impressive
exhibit hall

2011 exhibitors include...

- ARROJO • BABYLISS • BRAZILIAN BLOWOUT
- CND • CONAIR • ENVOGUE • EZ FLOW
- FAROUK • GLOBAL KERATIN • HAI ELITE
- IBD • JOEWELL • KARG INC • MACADAMIA
- NATURAL OIL • NAIL TEK • OPI • ORLY
- OSTER • PRODUCT CLUB • REVITALASH
- RUSK • SOCAP USA • SUPRE • YOUNG NAILS



exceeding...
when you co-locate with another great event



IBS Las Vegas co-locates with the International Esthetics, Cosmetics and Spa Conference (IECSC), the largest spa show in North America; attracting spa owners, managers, skincare specialists, massage therapists, estheticians, makeup artists and others in the spa, skincare and wellness fields.

Our co-location makes it possible for thousands of spa professionals to attend IBS Las Vegas – further enhancing your reach into the professional beauty and spa markets.

Two audiences for the price of one!





exceeding...
with affordable exhibition options

IBS Las Vegas 10' x 10' Booth Package includes:

- 8' draped backwall and 3' draped sidewall
- Standard Company Sign (7" x 44")
- One (1) 500 watt outlet
- One (1) wastebasket
- First night cleaning
- Company listing in the IBS Show Program
- Listing on www.IBSLasVegas.com

PLUS: Every exhibiting company is entitled to 300 lbs. of material handling

\$18.00 per square foot (minimum purchase of 100 square feet required).*

\$200.00 per corner *pricing subject to change

NOTE: Exhibitors MUST professionally cover the floor of their booth. Product samples may be required to qualify for exhibition.



marketing and promotional opportunities

IBS Las Vegas offers a myriad of ways to expand your show participation. From product seminars to enhanced floor plan listings, ample opportunities are available to you to stand apart from your competition. **Opportunities are customizable and can be tailored to meet any budget.**



To place your booth reservation or to inquire about the myriad of sponsorship opportunities, please contact:

Loretta Streng

Companies (A-E)
212. 895.8229
lstreng@questex.com

Yvonne Brandau

Companies (F-M)
212.895.8231
ybrandau@questex.com

Veronica Gonnello

Companies (N-Z)
212.895.8244
vgonnello@questex.com

Dana Lupton

General sponsorship
and show inquiries
212.895.8237
dlupton@questex.com

Nicole Peck

General media and
partnership inquiries:
212.895.8291
npeck@questex.com

Kim Heywood

Education and
Main Stage Inquires
212.895.8223
ibseducation@questex.com



exceeding... with a VIP Ticket Program

To ensure your most important customers are at IBS Las Vegas, **ALL** exhibitors will automatically receive VIP tickets for you to invite your most important clients.

PRESENTED BY
American
SALON



IBS international beauty shows

march 6-8, 2011
jacob javits convention center
new york city

june 18-20, 2011
las vegas convention center
las vegas



Join our
community...



IBS lasvegas

MOBILE

Text IBSLV to
64842

For industry updates,
show specials and more!

reserve your booth today!

Loretta Streng
Companies (A-E)
212.895.8229
lstreng@questex.com

Yvonne Brandau
Companies (F-M)
212.895.8231
ybrandau@questex.com

Veronica Gonnello
Companies (N-Z)
212.895.8244
vgonnello@questex.com

QUESTEX
M E D I A

757 Third Avenue • Fifth Floor
New York, NY 10017

CO-LOCATED WITH

**INTERNATIONAL
ESTHETICS COSMETICS & SPA
CONFERENCE
LAS VEGAS**

PRESRT STD
U.S. POSTAGE
PAID
DULUTH, MN
PERMIT NO. 1020