



## Sweeten Your Sponsorship With Our "Cookies"

Serve up your targeted message via web advertising to a curated and targeted audience.

**TOTAL AUDIENCE**  
**75,000 BEAUTY PROS**

**PACKAGE A**  
\$2,500 - Ad served 1x

**PACKAGE B**  
\$4,500 - Ad served 2x

Advertiser to provide ad units in the following sizes:

- 160 x 600 pixels
- 728 x 90 pixels
- 300 x 250 pixels

**RESERVE YOUR SPACE TODAY!**

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### WHAT IS RETARGETING?



Among the most effective forms of digital advertising, RETARGETING uses "cookies" to track the visitors of one site and reach them with ads on other sites. In this case, **YOU can retarget our website visitors!**

### THE FOCUS OF EVENT MARKETING, THE FLEXIBILITY OF DIGITAL...



#### TARGETED AUDIENCE

The beauty pros you are trying to reach



#### DIGITAL REACH

From Facebook to WSJ, retarget beauty pros wherever they go



#### QUANTIFIABLE ROI

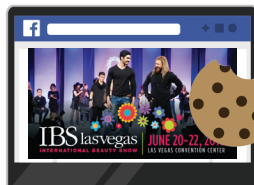
Detailed reporting breaks down your results and value



#### EXTENDED EXPOSURE

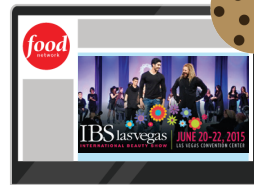
Continue engaging our attendees beyond the few days of the event

### PRE-EVENT



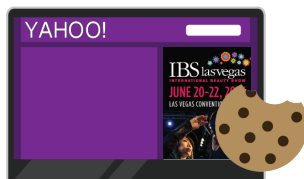
- Build brand awareness
- Drive booth traffic
- Promote your workshop

### POST-EVENT



- Follow-up messaging
- Lead generation/nurturing
- Special offers to attendees

### YEAR-ROUND OPPORTUNITIES



The event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... **RETARGETING to the rescue!** Those cookies still exist, allowing you to continue reaching these beauty pros in the many months ahead!