

IBS lasvegas

**INTERNATIONAL
BEAUTY SHOW**

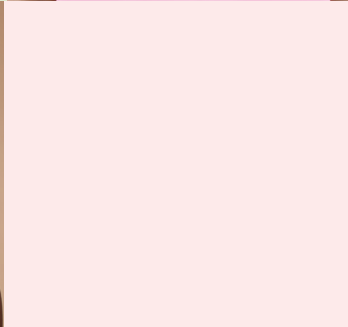
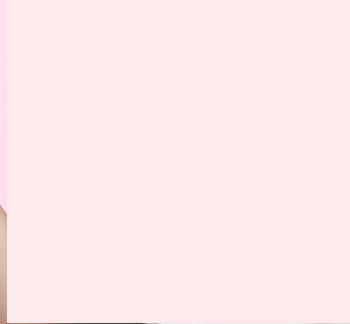
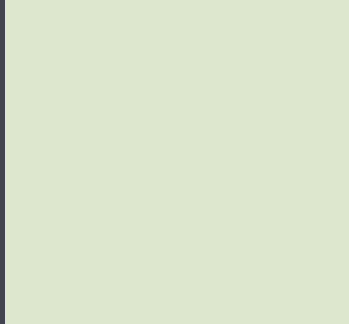
JUNE 20-21, 2021
VIRTUAL DAY: JUNE 23, 2021

**2021 EXHIBITOR
PROSPECTUS**

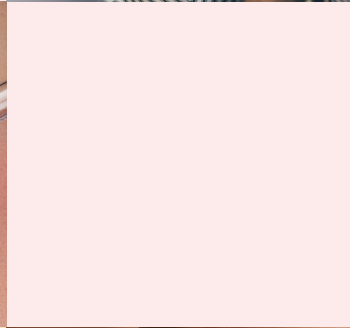
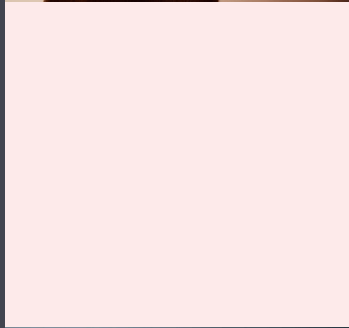
IBSLASVEGAS.COM



REJUVENATE



REDEFINE



REENGAGE

Rejuvenate your business.
Redefine how you serve your clients.
Reengage with the community.

IBS Las Vegas draws enthusiastic and driven salon owners, managers and other beauty professionals. These professionals attend IBS Las Vegas to learn new skills, refine their techniques and stock-up on all of their salon and professional needs.

The 2021 event will be a hybrid of a physical show floor and a virtual event. **Days 1 and 2** will be live at the convention center and **Day 3** will be held virtually. Your online exhibitor page will have a **Shop Now** button so attendees can easily purchase your products. The virtual Day 3 will be open to all attendees and will be promoted to our full database of beauty professionals.

IBS lasvegas
INTERNATIONAL BEAUTY SHOW



ACCESS TO AN ADDITIONAL AUDIENCE

Gain access to thousands of spa owners, managers, skincare specialists, massage therapists, estheticians, makeup artists and others in the spa, skincare and wellness fields. Professionals attend the **International Esthetics, Cosmetics and Spa Conference (IECSC)**, the largest spa show in North America, which co-locates with **IBS Las Vegas**.

AN AUDIENCE YOU NEED TO REACH



95%

PURCHASE PRODUCTS ON THE SHOW FLOOR

84%

MAKE OR RECOMMEND FINAL PURCHASING DECISIONS

84%

LISTEN TO IN-BOOTH EDUCATION

84%

IDENTIFY PRODUCTS FOR FUTURE USE

79%

MEET WITH EXISTING VENDORS & SUPPLIERS

9 out of **10**

RECOMMEND THE EVENT TO AN INDUSTRY COLLEAGUE



WHY THEY ATTEND

79% LEARN ABOUT NEW TRENDS

76% FIND NEW PRODUCT LINES

72% PURCHASE PRODUCTS FOR THEMSELVES

71% PURCHASE PRODUCTS FOR THEIR SALON



THEIR CLIENTELE

84% CAUCASIAN

54% LATINO

39% ASIAN

39% AFRICAN AMERICAN



THIS IS THE AUDIENCE YOU WANT TO REACH

THEIR SALONS

62% BEAUTY/FULL SERVICE SALON

9% NAIL SALON

9% DAY/MEDICAL/DESTINATION SPA

8% COSMETOLOGY SCHOOL

4% DISTRIBUTOR/MANUFACTURER

4% BARBER SHOP

4% OTHER

THEIR INTERESTS

75% HAIRCARE /TOOLS

70% EDUCATION/TRAINING

57% COSMETICS

51% SKINCARE

40% MEN'S GROOMING

39% EQUIPMENT/FURNITURE

35% APPAREL

34% SPA PRODUCTS

35% HAIR EXTENSIONS/WIGS

33% NAIL CARE/TOOLS

27% NAIL ENHANCEMENTS

20% BUSINESS SOFTWARE/
TECHNOLOGY

11% TANNING

10% SUNDRIES

7% PUBLICATIONS

THEIR JOBS

36% SALON/SPA OWNERS/MANAGERS

28% STYLISTS/COLORISTS/BOOTH RENTERS

11% ESTHETICIANS/MAKEUP ARTISTS

11% INSTRUCTORS/STUDENTS

8% NAIL PROFESSIONALS

3% BARBERS/MENS GROOMERS

2% DISTRIBUTOR/MANUFACTURER

1% OTHER

OUR FIRST TIMERS

IBS Las Vegas attracts thousands of first-time attendees each year. These professionals visit the show to purchase products and tools and explore new companies to do business with.

95% of first-time attendees purchase products on the show floor

92% identify products for future use

71% recommend or make purchasing decisions in their salon



LEVERAGE OUR EXPERIENCE

IBS Las Vegas is produced by industry icons *American Salon* and *IBS New York*. For more than **142 years**, *American Salon* has played a pivotal role in the professional beauty industry, shining a spotlight on all things beauty. From fashion-forward imagery to innovative techniques and business-building concepts and pop culture, *American Salon* continues to elevate artistry and empower the hairdressing community.



EDUCATION BY TOP TALENT

Each year, an impressive and robust conference program draws attendees from around the world. Professionals can choose from more than 100 valuable hair, nail, makeup and business classes taught by some of the most talented artists in the beauty industry.



PAST EDUCATORS INCLUDE:

NICK ARROJO	CANDY SHAW	SEAN CASEY
MARTIN PARSONS	NAJAH AZIZ	DJ MULDOON
KELLY CARDENAS	RUTHE ROCHE	JOHN MOSLEY
EVE PEARL	MARK BUSTOS	KIM VO
LISA YAMASAKI	THE TEALS	KRIS SORBIE
NICHOLAS FRENCH	MARCO PELUSI	ROBERT CROMEANS
JULIUS C VESAR	VIVIENNE MACKINDER	TRACEY HUGHES
SOFIE POK MAJOR	LEAGUE B ARBER	CHARLIE PRICE
CARLOS E STRELLA	TED GIBSON	
LEEN & BERTUS	NAJA GREEN	

GREAT COMPANY

You should be where your competitors are — and they are at IBS Las Vegas!

PREVIOUS EXHIBITORS INCLUDE:

- AKZENTZ PROFESSIONAL NAIL PRODUCTS
- ALESSANDRO INTL
- AMIKA
- ANDIS COMPANY
- ARDELL LASHES
- ARROJO
- ATWOOD INDUSTRIES
- AVENA
- BABE HAIR EXTENSIONS
- BABYLISS PRO
- BASS BRUSHES
- BELLA LASH
- BIO SCULPTURE NAILS USA
- BONIKA SHEARS
- BORBOLETA BEAUTY
- BRAZILIAN BLOWOUT
- CHINA GLAZE
- CHRISTRIO
- CND
- COLOREVOOLUTION
- CROWN BRUSH
- DONNA BELLA HAIR EXTENSIONS
- DREAMCATCHERS HAIR CATCHERS
- DYSON SUPERSONIC
- ENTERING THE ARTZONE
- ENZO MILANO
- EVALASH SILK EYELASH EXTENSIONS
- EYE KANDY COSMETICS
- GELISH
- HATTORI HANZO SHEARS
- KELLY CARDENAS
- KUPA
- LECHAT NAIL PRODUCTS
- MAJOR LEAGUE BARBER
- MARTIN PARSONS - INTERMAR PRODUCTIONS
- MORPHE BRUSHES
- NYX
- OPI
- OSTER
- PIBBS
- PULP RIOT
- REVITALASH
- ROCK YOUR HAIR
- RUSK
- SAM VILLA
- SATIN SMOOTH
- STX SOFTWARE
- SWEISS
- TERME
- TURBO POWER
- TWEEZERMAN INTERNATIONAL
- VICTORY BARBER
- VINCENT LONGO COSMETICS
- VODANA
- YOUNG NAILS
- YOUNIQUE



EFFECTIVE MARKETING & COMMUNICATION

We attract thousands of active beauty professionals via direct mail, electronic promotion, advertisements, dedicated editorial, tele-marketing and social media each year. Our marketing campaign includes advertisements in more than 15 beauty industry publications and websites, and direct mail to more than 225,000, past and prospective attendees. IBS Las Vegas utilizes the full gamut of social media, mobile and web to enrich the show experience and enhance dialogue within our community.



VIP PROGRAM

Ensure your important customers are at the event. All exhibitors will receive complimentary tickets to invite their VIP clients to the event.

REACH YOUR MARKETING & SALES OBJECTIVES

IBS Las Vegas offers a myriad of ways to promote your products and reach your goals. Inquire about the promotional and sponsorship opportunities available pre-show and onsite, which will encourage sales and ensure brand impact and successful exhibit results. From floor graphics to column wraps to lanyards, opportunities are customizable to any budget and objective.



IBS LAS VEGAS IS THE EVENT YOU MUST BE AT

10' X 10' BOOTH PACKAGE INCLUDES:

- 8' draped backwall and draped sidewall
- 8'skirted table and two chairs
- Standard company sign (7" x 44")
- One 500 watt outlet
- One waste basket
- Company listing in all show marketing materials that features an exhibitor list including IBSLasvegas.com

\$26.00 per square foot (minimum purchase of 100 square feet required).

\$200.00 per corner.

PLUS: Every exhibiting company is entitled to 300 lbs. of free material handling. NOTE: Exhibitors MUST professionally cover the floor of their booth. Product samples may be required to qualify for exhibition.

RESERVE YOUR BOOTH TODAY!

To reserve your booth or to inquire about the myriad of sponsorship opportunities, contact:

ELLEN EVERS | 646.979.4544 | EEVERS@QUESTEX.COM

