

2022 medical spa show

presented by **AmSpa** AMERICAN MED SPA ASSOCIATION

THE 2022 PREMIER TRADE SHOW FOR NON-INVASIVE MEDICAL AESTHETICS

Wynn.
LAS VEGAS

EXHIBITS:

Friday, January 28 – Saturday, January 29, 2022

CONFERENCE:

Thursday, January 27 – Sunday, January 30, 2022

The Medical Spa Show is a **national trade show for non-invasive medical aesthetic practices**, bringing together owners, physicians, nurse practitioners, physician assistants and other practitioners of all titles, as well as influencers and thought-leaders. The show's **multiple tracks of education** were designed to be a comprehensive guide to all the necessary and relevant business topics, techniques, trends and laws in non-invasive medical aesthetics. It's a place for medical spa owners to **learn, share ideas and network with professionals** facing the same issues and challenges they do.

In 2018,
the first year
of the show,
*The Medical
Spa Show*
brought in a
total of **450
attendees.**

In 2019,
the event's
second year,
attendance
more than
doubled,
bringing in a
total of **936
attendees!**

In 2020,
the event's
third year,
*The Medical
Spa Show*
brought in a
total of **1,261
attendees!**

In 2021,
the event's
fourth year,
*The Medical
Spa Show*
brought in a
total of **1,261
attendees!**

In 2018,
the first year
of the show,
*The Medical
Spa Show*
brought in a
total of **200+
practices.**

In 2019,
the event's
second year,
practice
attendance
also more
than doubled,
bringing in a
total of **550
practices!**

In 2020,
the third year
of the event,
*The Medical
Spa Show*
brought in
703 practices!

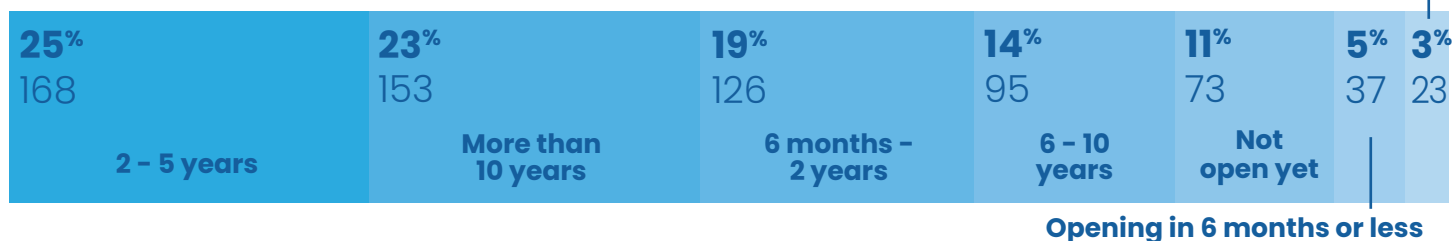
In 2021,
*The Medical
Spa Show*
brought in
358 practices
with maximum
capacity due to
COVID
restrictions.

MSS App Statistics

- **98.82% of attendees used the official MSS App**
- 198.18k engagements (total number of actions across all users, including clicks, messages and posts)
- 6,643 user contributions (total number of social shares, likes, comments, posts, messages, questions asked, and polls answered)
- Our highest performing banner ad earned **29k views and 193 clicks**

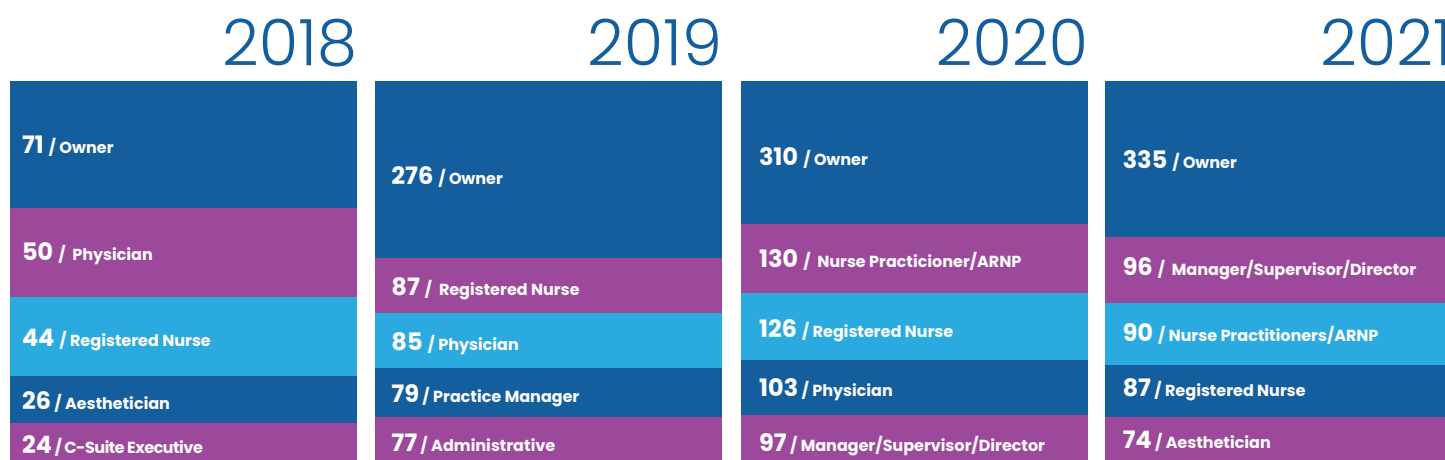
2021 Attendees Stage of Practice of Medical Spa Show

How Long Have You Been in Business?



The Medical Spa Show TOP 5 ATTENDEE TITLE BREAKDOWN 2018-21

*64% of Owners also identify as an other title, as well, i.e. Owner/Physician; Owner/Nurse Practitioner



BOOTH COSTS

Booth Size	Early-bird Pricing*	Standard Pricing	Package Includes:
10' x 10'	\$3,900	\$4,200	2 Exhibitor Registrations 1 Six-foot Table 2 Chairs 1 Wastebasket
10' x 20'	\$7,200	\$7,600	4 Exhibitor Registrations 2 Six-foot Tables 4 Chairs 1 Wastebasket
20' x 20'	\$12,800	\$14,200	6 Exhibitor Registrations This Is Raw Space

*Early-bird Pricing ends September 3, 2021



SPONSORED EDUCATION CLASSES: \$3,500 *(limited space available)*

This is your opportunity to share product-specific information about your company or service! Each class is 25 minutes in duration.

SPONSORED EDUCATION PRE-SHOW WEDNESDAY TRACK: \$40,000 (SOLD) *(limited space available; one class per vertical)*

Looking to make a lasting impression? Take this opportunity to educate the *Medical Spa Show* crowd on the first day of the event by providing an exclusive educational track from 9 AM - 4 PM. As the host of this event, *Medical Spa Show* will provide:

- Basic AV for the day;
- Room rental;
- Registration of the event;
- Management of the event; and
- Marketing for the event (along with the sponsor).

It is highly recommended to provide water and coffee for this event. This will be at the cost of the sponsor.

ADVANCED SHOW PROGRAM ADVERTISING

The *Medical Spa Show* program is not only made available to every *Medical Spa Show* attendee, but also mailed to AmSpa's full distribution list of more than 13,000 medical aesthetic contacts prior to the event.

Ad materials MUST be provided no later than October 1, 2021.

Full Page Ad: \$3,000

Half Page Ad: \$1,500

Quarter Page: \$1,000

The Medical Spa Show sponsorships are designed to enhance your marketing strategy and presence before and during the event. As a 2022 Medical Spa Show sponsor, you will receive a number of valuable benefits to help your company increase brand awareness and maximize visibility among industry peers. Marketing opportunities are available to continue your brand relationship-building with this highly qualified audience.

DIAMOND: \$75,000

All benefits below **PLUS Feature Option**

- Premium, high-traffic area 20' x 20' booth space (this is raw space)
- 1 25-minute product-specific Sponsored Education Class
- 2 dedicated e-blasts to Medical Spa Show attendees (one pre-show, one post-show)
- Logo and link on AmSpa website
- Logo and link on Medical Spa Show website
- Reference in Advance Program and onsite addendum, show-related emails and sponsor signage on site as Diamond Sponsor
- 1 full-page premium ad in Medical Spa Show 2022 Advance Program
- 1 inclusion in official Medical Spa Show attendee bags
- 1 floor cling on show floor in front of booth indicating level of sponsorship
- 8 exhibitor registrations – must be employees of exhibiting company
- Final attendee list provided, including direct mail and email addresses for those who opt in to receive sponsored messages (after list rental agreement has been signed)

PLUS, one of the following:

- Breakfast sponsorship
- Break sponsorship
- Lunch sponsorship (SOLD)
- Happy Hour sponsorship (SOLD)

SAPPHIRE: \$35,000

- 10' x 20' high-traffic area booth space
- 1 25-minute product-specific Sponsored Education Class
- 1 dedicated eblast to Medical Spa Show attendees (pre-show or post-show)
- Reference in Advance Program and onsite addendum, show-related emails and sponsor signage on site as Sapphire Sponsor
- Logo and link on AmSpa website
- Logo and link on Medical Spa Show website
- 1 full page ad in The Medical Spa Show 2022 Advance Program
- 1 inclusion in official The Medical Spa Show attendee bag
- 1 floor cling on show floor in front of booth indicating level of sponsorship
- 5 exhibitor registrations – must be employees of exhibiting company
- Final attendee list provided, including direct mail and email addresses for those who opt in to receive sponsored messages (after list rental agreement has been signed)

RUBY: \$15,000

- 10' x 10' high-traffic area booth space
- 1 25-minute product-specific Sponsored Education Class
- Reference in Advance Program* and onsite addendum, show-related emails and sponsor signage on site as Ruby Sponsor **given that materials are submitted by 10/1/21*
- Logo and link on AmSpa website
- Logo and link on Medical Spa Show website
- 1 inclusion in official Medical Spa Show gift bag
- 1 advertisement in one edition of The Medical Spa Show Newsletter Eblasts, which is sent to attendees who signed up for updates for MSS. *This does not include receiving ad analytics*
- 1/2-page ad in The Medical Spa Show 2022 Advance Program
- 3 exhibitor registrations – must be employees of exhibiting company

À LA CARTE

A la Carte Sponsorships

	Cost	Number available
Show Bags (Exclusive)	\$10,000	1
Show Bags (Shared)	\$3,500	3
Room Drop (Exclusive)	\$10,000	1
Room Drop (Shared)	\$3,000	3
Show Bag Inserts	\$1,000	5
Aisle Signage	\$5,000	1
Hydration Station	\$5,000	1
Break	\$8,000	2
Pen and Paper	\$5,000	1
Table Tents	\$2,000	2
Event App Push Notifications	\$1,500 Each	8
Event App Banner Ads	\$1,500 Each	4
Event App Splash Screen (Exclusive)	\$3,000	1
Lanyard	\$10,000	SOLD

Event Sponsorships

	Cost	Number available
Opening Night Party (Exclusive)	\$50,000	1
Opening Night Party (Shared)	\$25,000	2
Signature Cocktail	\$10,000	2
Opening Night Party Photo Booth	\$8,000	1
Thursday Member's Reception	\$15,000	SOLD
Friday Happy Hour	\$15,000	SOLD
Wi-Fi Sponsorship	\$15,000	1

(Sponsor creates password for MSS Wi-Fi access, include logo, URL link plus sponsor name printed in attendee and exhibitor badge and show's addendum.)

ATTENDEES:

"I loved the Medical Spa Show 2021! I learned so much, education-wise, technique-wise and product-wise. The reps were very helpful and good for a new spa to figure out what we want to bring to our patients."

Vanessa Mejia, RN, San Antonio, TX

"We just opened our doors and enjoyed the content and connections made at the Medical Spa Show 2021. We learned things we will take back to grow our business and provide better and safer care for our patients. Great show!"

Shea Nielsen, MSN, NP-C, Owner, Revival Aesthetics, Spanish Fork, UT

"The Medical Spa Show 2021 is everything our industry needed and more. It's a great way to connect with other practices in different stages of their business. There's no judgment - everyone is here for the same purpose and that is to learn! Looking forward to making this an annual trip!"

Anna Lurie, Owner & Lead Esthetician, Opulence Skin Solutions, Castle Rock, CO



VENDORS:

"There is no better conference to attend in the medical spa industry - great energy, attendee engagement and an opportunity to get your brand in front of medical aesthetic professionals who are willing to buy and eager to learn about new products and services in the industry to enhance their practice."

Audrey Neff, Director of Marketing, PatientNow

"I loved meeting everyone at the medical spa show. Every attendee that stopped by our booth was genuinely curious about our brand and educating themselves."

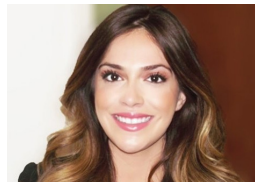
Amanda Barretta, Sales Rep, TIZO Skin

"This was our first conference since the start of the COVID-19 pandemic. AmSpa went above and beyond to ensure everyone's safety and comfort. We made great connections and had a successful event. Thank you, AmSpa and Wynn Las Vegas!"

Lindsey Epperson, Business Development Manager, CEDR HR Solutions



**For more information on
Medical Spa Show, please
contact your sales rep directly:**



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