

INTERNATIONAL
BEAUTY
SHOW

March 3-5, 2024
Javits Convention Center
New York

June 22-24, 2024
Las Vegas Convention Center
Las Vegas

2024 IBS Sponsorship Opportunities


PRESENTED BY

AMERICAN SALON



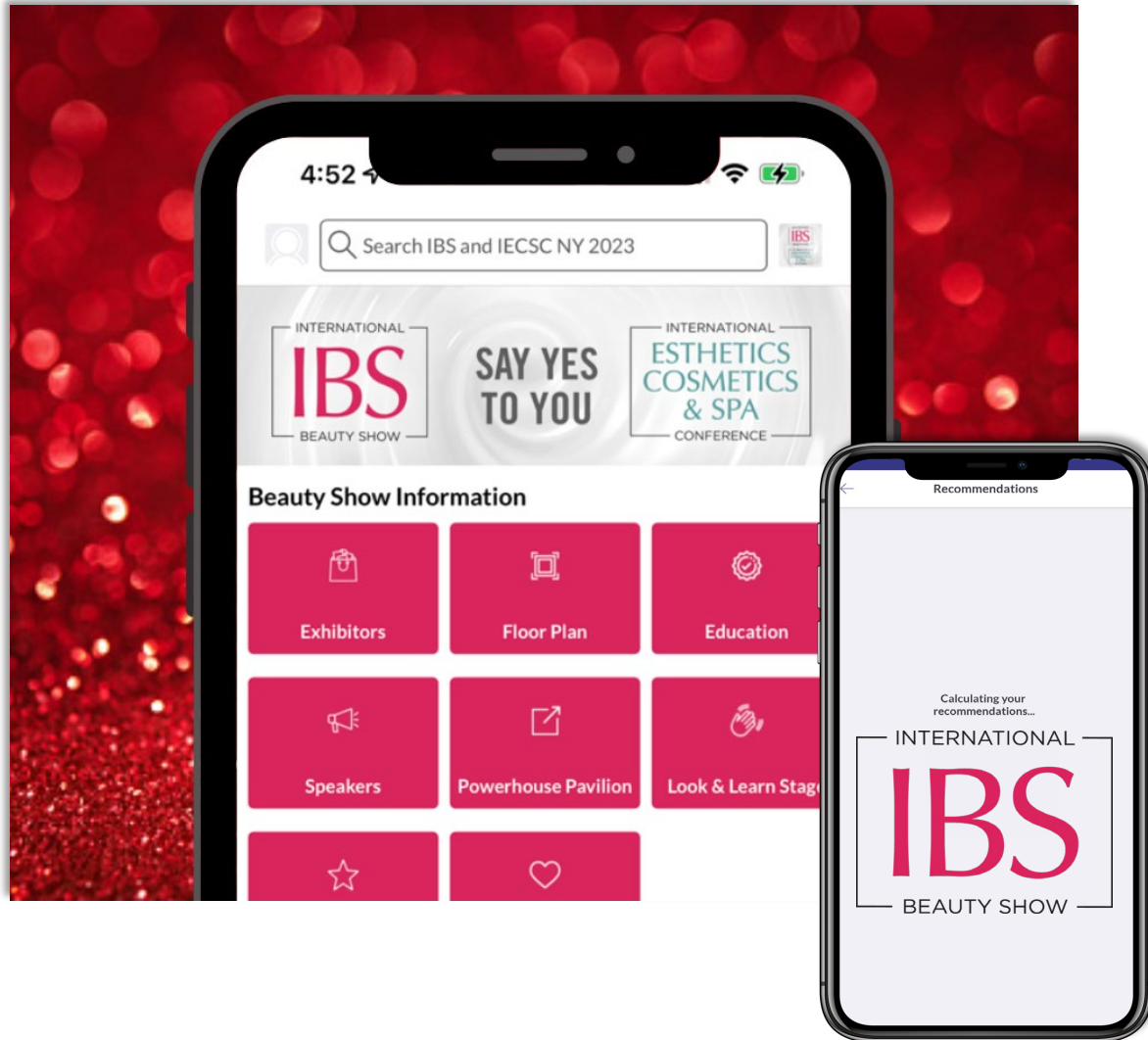
INTERNATIONAL
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The Questex team works diligently to create sponsorship opportunities that promise enhanced ROI for our exhibitors. Sponsorships can help your brand cut through the clutter of a crowded event environment by increasing brand awareness, generating new leads, and making a greater impact with your target audience.



“We’re getting a lot of new clients and the opportunity that we found here has been nothing short of excellent. It’s packed here and we’ll be here for the foreseeable future.”

— *Jeff Fuhr, BAMS*



MOBILE APP SPONSOR

If your goal is to maximize your exposure onsite, becoming a mobile app sponsor is the way to go! 40,000 eyeballs may be on the app navigating their way around the show and your brand will be the first thing they see when logging on. **Availability: Exclusive**

As part of our commitment to be [Net Zero by 2050](#), we've moved to a new digital directory and this is where all attendees will get their show information. So put your brand in the palms of their hands for show floor navigation, exhibitor listings, push notifications, polls, surveys, and more!

Sponsorship Includes:

- Sponsor logo appears on loading page of app (see sample to left).
- Targeted push notifications (1 per day).
- Top of Exhibitor List banner ad.
- 3 banner ads (in available placements).
- Sponsor logo on onsite mobile signage.
- Sponsor logo + company message on email and website promotion.

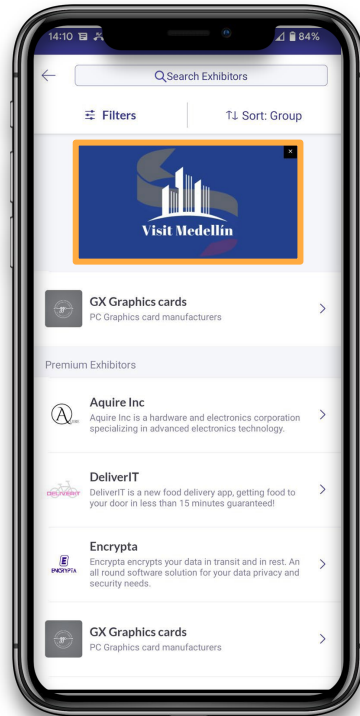
New York: \$12,500
Las Vegas: \$12,500

TOP OF EXHIBITOR LIST BANNER AD

Stay at the top of our attendee's minds with this budget-friendly opportunity! Your profile will appear at the top of the Exhibitor list and users will not have to filter through the list of exhibitors to find you. **Only 8 spots available.**

New York: \$1,200

Las Vegas: \$1,100



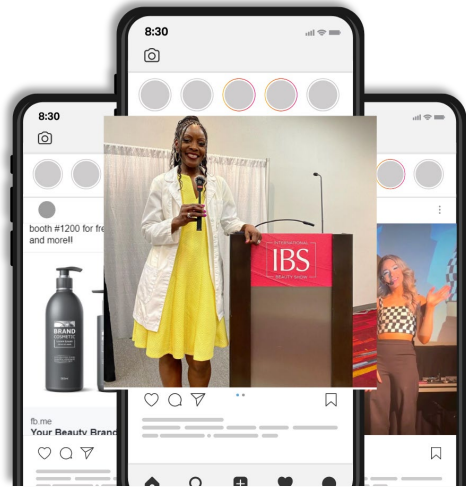
PUSH NOTIFICATIONS

Get your brand's message out there with custom push notifications. All notifications will be sent to all selected attendees. When clicked, the notification will take users directly to your company's profile or a website of your choice. **Only 12 available.**

\$250 per message



Digital Opportunities

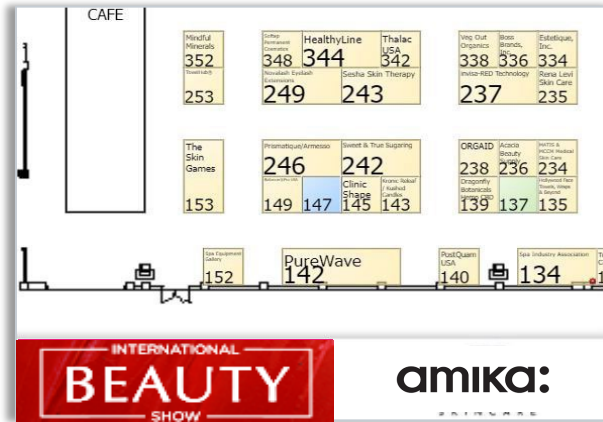


DEDICATED SOCIAL MEDIA POST

One social media post on the IBS official Facebook and Instagram page is a great way to increase your brand's awareness and get you in front of thousands of potential customers. Add American Salon in the mix and get a combined reach of nearly 1.7 million!

Other opportunities available. Ask your sales representative for details.

New York: \$1,300
Las Vegas: \$1,200



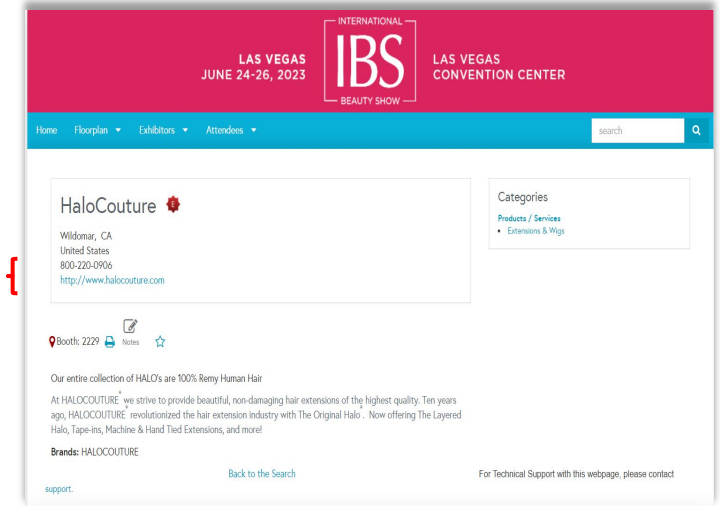
FLOORPLAN BUTTON AD

Maximize your presence at IBS and advertise on the online floorplan to reach thousands of attendees! Gain unparalleled exposure on the IBS website and make sure everyone knows you'll be there. Don't miss this opportunity to shine! **Limit to 3 sponsors.**

New York: \$1,300
Las Vegas: \$1,200

Your
Brand }

} Your
Brand

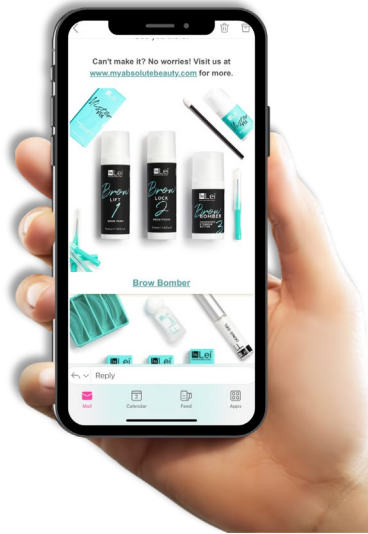


ENHANCED EXHIBITOR LISTING

Boost your message both onsite and online in a budget friendly and highly effective way! With an enhanced listing, your company name, address, website links, images and more will live on the online exhibitor list for all attendees to see. Maximize your impact and reach potential customers with this opportunity!

New York: \$850
Las Vegas: \$750

Digital Opportunities



TARGETED CUSTOM EMAIL

Reach thousands of beauty professionals with an email blast that promotes your brand and products to interested beauty pros before, during or after the show to a custom list you choose. We'll partner with you to help you determine the best audience for your needs.

New York: \$3,250

Las Vegas: \$2,750

Here's What You Can Expect From Our Hands-On Workshops:

CLICK HERE TO REGISTER NOW

SUTRA BEAUTY Featured Exhibitor
Sutra Beauty
Booth #2263

Your Brand {

ATTENDEE EMAIL SPONSORSHIP

Promote your brand to thousands of beauty professionals in an attendee email promotion that includes your company name, logo, booth number, and website with link.

New York: \$1,200

Las Vegas: \$1,100

Your Brand {

INTERNATIONAL
BEAUTY
SHOW

SAY YES TO YOU
DISCOVER. RENEW. CELEBRATE.

LAS VEGAS | JUNE 24-26, 2023 | LAS VEGAS CONVENTION CENTER

...together through education, networking and purchasing opportunities. And, now, more than ever, we look forward to supporting the industry and helping spa and wellness professionals and companies get back to business.

OLAPLEX. We were kind + clean before it was a thing. A good hair day means more when you are fighting cancer. we proudly support HairToStay. no nasties. Highly effective, clean formulas without sulfates (SLS, SLES, ALS), parabens aluminum starch and over 1,300 questionable ingredients. Hdjnfdnfk dmfkmd mfmmedgr ngfkdmj_ekrinjfen dfenfnwj jednkwdn fnkw9nfnwkdw kjwkwrfw

Millennium Meevo 2 offers a leading cloud-based business management solution for the beauty and wellness industries, offering powerful business-growth for

FEATURED EXHIBITORS EMAIL

Promote your product or brand with a feature in an email to thousands of prospects that includes a short 50-word description, company name, booth number, and logo that links to your website.

New York: \$1,750

Las Vegas: \$1,500



**IBS & IECSC Satellite Media
Tour Extravaganza!**
Monday, March 4, 2024

25+
MILLION
AUDIENCE
GUARANTEE

[LEARN MORE](#)

IBS & IECSC SATELLITE MEDIA TOUR EXTRAVAGANZA

It's a multimedia blitz as Eileen Loh, Content Director for American Salon, and Allan Share, President of the Spa Industry Association, bring you along on this amazing Satellite Media Tour extravaganza!

PROGRAM PARTICIPATION INCLUDES:

- 25+ million audience guaranteed.
- Hundreds of media placements on TV and radio.
- Airing on one nationally syndicated show and on one nationwide network covering all top 20 media markets.
- Distribution of video and article via a multi-media news release reaching thousands of media outlets.
- Content available for you to share and post via your own social channels.
- Your spokesperson interviewed before the show to provide you with a social media video.

10-12 Interviews: \$8,500

20-25 Interviews: \$13,500

Thousands of beauty professionals rely on the digital Show Preview and Plan of the Day to get the inside scoop on the latest trends, styles, techniques, and products that will be featured at the hottest beauty event in the nation.



DIGITAL SHOW PREVIEW

Advertise in the digital pre-show preview and reach your potential customers before they hit the show floor! The Show Preview allows for pre-show exposure and digital advertising to thousands of potential attendees.

New York

- Full Page: \$6,700
- Half Page: \$4,000

Las Vegas

- Full Page: \$3,900
- Half Page: \$2,500



PLAN OF THE DAY

At IBS, attendees onsite will rely on the printed Plan of the Day to navigate the massive exhibit hall and conference program. Have all eyes on you and attract more traffic to your booth with an advertisement! Only **15 spots available**.

New York

- \$1,200

Las Vegas

- \$1,100

Registration Opportunities



SHOW BAGS

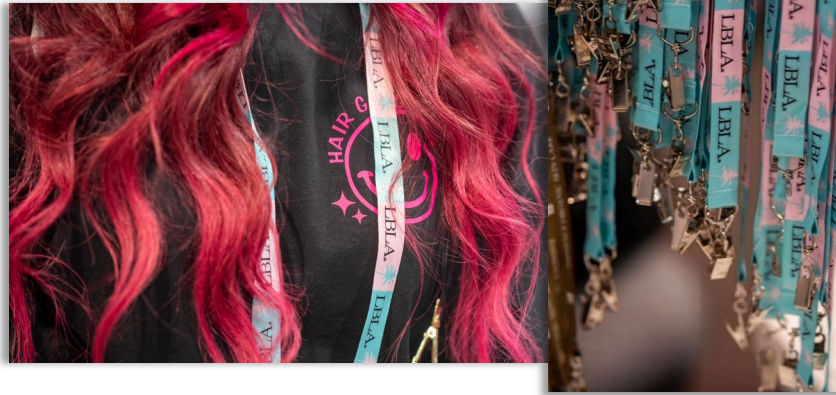
Enhance your brand's visibility by offering personalized shopping bags adorned with your company logo to attendees. Bags are handed out during registration and will remain visible to everyone throughout the entire event, and carried home with each attendee, making them a valuable branding opportunity!

Sponsor is responsible for production and shipping. Bag must be approved by Show Management.

New York: \$5,200 Official show bag sponsor. Must include IBS logo.

Las Vegas: \$5,200 Official show bag sponsor. Must include IBS logo.

\$2,600 Show bag insert only



ATTENDEE BADGE & LANYARD

Gain high visibility by providing branded badges and/or lanyards with your logo for all to see! Be the exclusive provider of the lanyards which are distributed in the registration area and given to attendees.

Badge

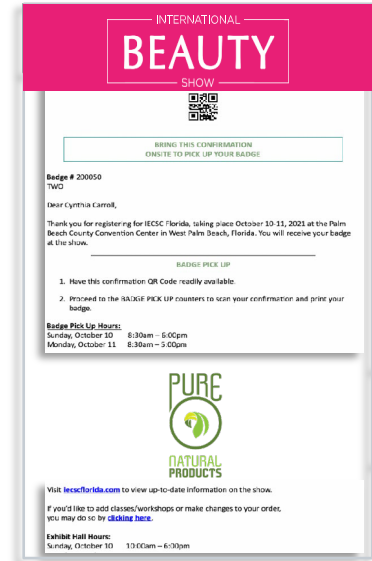
New York: \$5,000

Las Vegas: \$3,000

Lanyard

New York: \$5,000 + 2-clip lanyard

Las Vegas: \$4,000 + 2-clip lanyard



} Your Brand

REGISTRATION CONFIRMATION EMAIL

Make sure your brand is seen by every single IBS attendee and add your logo and booth number to emails that are sent to the thousands of beauty professionals who register for our event online.

New York: \$5,250

Las Vegas: \$5,250

Registration Opportunities

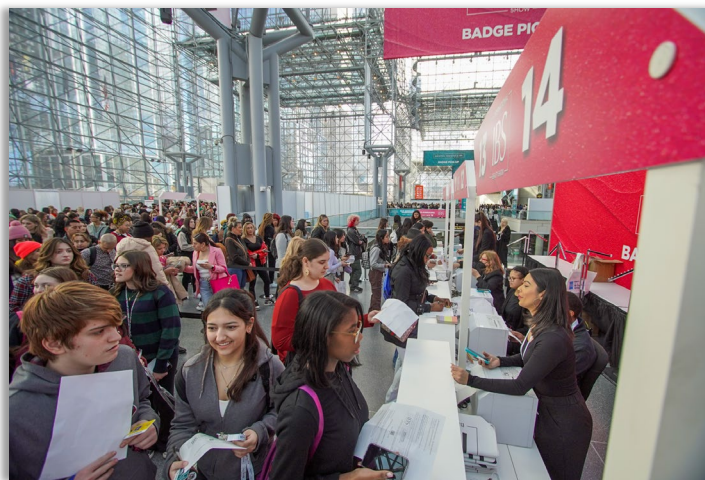


REGISTRATION HAND-OUTS

Reach thousands of potential customers and push attendees to your booth by handing out flyers in the registration area. Limited to five companies (one hand-out each) to promote high visibility, your company's hand-out will garner attention, pique interest and help boost your onsite sales. Your staff, models or IBS staff can distribute the hand-out. You choose and customize the sponsorship! **Only 5 available.**

New York: \$2,600

Las Vegas: \$2,600



ONSITE REGISTRATION AREA

Sponsor the registration area and grab the attention of thousands of attendees! Your logo will be exclusively featured on signage, banners and panels within the registration area and if you choose, registration team members can hand out flyers and wear t-shirts and/or hats featuring your brand. The Registration Area Sponsorship opportunities are endless as are the benefits to your brand! **Availability: Exclusive**

New York: \$12,600

Las Vegas: \$12,600



STEP & REPEAT AREA

Position your logo alongside beauty industry influencers! Countless selfies featuring your logo will be shared on social media, amplifying your visibility and optimizing your chances for strong brand recognition. **Only 5 available.**

New York: \$3,100

Las Vegas: \$3,100

Onsite Branding



HANGING BANNERS & AISLE SIGNS

Stay at the top of our attendee's minds (literally) and highlight your brand in some of the most trafficked areas in the convention hall. Allow attendees to easily identify your brand and location on the massive show floor no matter where they are.

New York: \$10,500 (includes production)

Las Vegas: \$10,000 (includes production)

Option to use your own banner: \$5,200



FLOOR GRAPHICS

Be one of the first brands attendees see as they enter and exit the Convention Center with custom floor graphics. Your company's identity will be a "step ahead" of your competitors and will be seen by everyone who enters the Convention Center.

New York: \$1,800

Las Vegas: \$1,800



DOOR & WINDOW GRAPHICS

Window and door graphics are the perfect way to inform everyone of your brand's hottest products. Grab the attention of thousands of attendees as they enter the Convention Center doors with eye-catching graphics.

New York: \$3,400

Las Vegas: \$2,800



OPENING RIBBON CUTTING CEREMONY

Join forces with IBS for a ribbon-cutting extravaganza at the Exhibit Hall entrance. Bask in the excitement, share the spotlight, and capture everyone's attention as we welcome guests into the show. Inquire about featuring your brand on the scissors for an added touch of visibility! **Availability: Exclusive**

New York

- \$2,650

Las Vegas

- \$2,650





STAIR GRAPHICS

Unlock your full potential at the Javits Center with a striking opportunity to showcase your brand's imagery on the stairs of the Crystal Palace. As attendees arrive and depart, your brand will command their attention. Make your presence known, guide them into the exhibit hall, and draw them directly to your booth!

New York: \$15,570



POP-UP BANNER

Make your brand visible to attendees as they enter the show floor, navigate registration, or attend classes. Utilize freestanding signage as an exceptional way to engage potential customers and steer them toward your booth all show long. **Banner supplied by sponsor.**

New York: \$1,550

Las Vegas: \$1,550



PRESS ROOM

The press room serves as a central hub for all reporters, editors and bloggers on site. Seize this opportunity to provide them with special treatments, giveaways, refreshments, or more. The press room sponsor can prominently display their press materials, a banner and/or signage within the room, and will be acknowledged as the host in show signage and on the website (where appropriate).

New York: \$10,500

Las Vegas: \$10,500



PRODUCT FOCUSED CLASSROOM

Share your expertise, elevate your brand, and connect with enthusiastic beauty professionals eager to learn from you. Demonstrate and educate attendees on why your products and services need to be a part of their business.

Your 75-minute class will also be promoted in all marketing materials where the Conference Program is presented.

Price is based on room capacity.

New York: \$800

Las Vegas: \$800



RESTROOM SALON EXPERIENCE

Almost everyone at the show will use the restroom. Place your products and signage in this highly visible location, and your brand will be remembered. (Limitations apply at NY venue.)

Availability: Exclusive

New York: \$2,650

Las Vegas: \$2,650

Onsite Experiences

Every year, IBS New York is graced by the presence of nearly 7,000 enthusiastic students on the IBS and IECSC show floors. Take this opportunity to showcase your brand as a dedicated partner and elevate brand awareness among this promising segment of future buyers.

Become a sponsor of our 2024 Student Program and empower future licensed professionals as they embark on their journey in the beauty industry!

2 sponsor limit.

STUDENT PROGRAM SPONSORSHIP

SPONSORSHIP INCLUDES

- Sponsor logo on promotional show poster distributed to over 600 beauty schools to display in their classrooms
Logo deadline: September 1 (must be secured by 9/1 to include)
- Sponsor logo on Student Admission Wristbands IBS NY Student Program page of event website
Logo deadline: January 5 (must be secured by 1/5 to include)
- IBS and IECSC Sponsor pages of event websites
- Onsite signage highlighting Student Program Education Agenda
- Onsite Sponsor recognition signage
- Ability to distribute collateral and/or swag to Student attendees in Look & Learn Lounge or Registration Area on Student Day (distribution hours and location at discretion of show organizer)
- Ability to host up to two (2) one hour student or instructor focused sessions at NY program
Session detail deadline: September 1 (must be secured by 9/1 to include)
- Sponsor recognition on the event website and in digital marketing, the mobile show app and onsite signage, starting on the contract date

New York \$10,000





LOOK & LEARN STAGE

Showcasing the latest trends and styles, the IBS Look & Learn Stage is a must-see attraction on the show floor. This renowned stage buzzes with incredible artistic displays, stimulating panel discussions and much more. Put your brand in front of thousands of attendees and reinforce your commitment to supporting the success of the licensed professional.

Availability: Exclusive

SPONSORSHIP INCLUDES:

- Company name added to the Stage name: The Look & Learn Stage powered by *ABC Company*
- “Shout out” by production team in between presentations, pushing traffic to your booth
- Co-branded Step & Repeat backdrop of the Lounge Selfie Station
- Logo recognition on:
 - Overhead signage within Look & Learn Stage footprint
 - Rolling PPT that appears between stage performances
 - Event website, attendee prospect emails, printed Plan of the Day, the mobile show app and onsite signage, starting on the contract date
- Contact details of all scanned visitors to the stage area
- 50 Exhibit Hall passes

New York: \$15,000

Las Vegas: \$15,000



LOOK & LEARN LOUNGE

Located within the Look & Learn Stage section of the show floor, this bustling spot offers an ideal opportunity to showcase your brand in a fun and engaging environment.

SPONSORSHIP INCLUDES:

- Ability to distribute of collateral or promo gift within Lounge footprint
- Four (4) floor graphics
- Co-branded Step & Repeat backdrop of the Lounge Selfie Station
- Logo recognition as sponsor on event website, promotional emails, and other sponsor recognition material and signage onsite
- 25 Exhibit Hall passes

New York: \$15,750

Las Vegas: \$15,750



SELFIE STATION ENHANCEMENT

Add a Custom Branded Photo Experience to the Look & Learn Lounge Sponsorship! Selfies taken at the Selfie Station have a high chance of being posted across multiple social media platforms which means increased awareness for your brand.

SPONSORSHIP INCLUDES:

- Ability to customize the digital frame of the Step & Repeat Selfie Station (see example on left)
- All photos taken at Selfie Station delivered via Dropbox link

New York: \$3,600

Las Vegas: \$3,600



DIGITAL GRAFFITI WALL

This fun and hands-on, interactive experience will grab the attention of attendees as they stroll through the Exhibit Hall. Give attendees an unexpected experience they will never forget with a digital graffiti wall.

SPONSORSHIP INCLUDES:

- Exclusive sponsor of the Digital Graffiti Wall. A 7 ft tall x 10 ft wide Digital Graffiti Wall located within the Look & Learn Stage and Lounge Footprint
- Company logo always displayed on digital canvas (set as the top layer and can't be painted over)
- Up to 4 guests can paint at the same time
- Ability to add on a printer/button maker (up to 500 buttons per day) that includes your company logo for \$950/day
- All power & related costs, including onsite attendant during show hours, covered by IBS

New York: \$18,000

Las Vegas: \$18,000



THE POWERHOUSE PAVILION: Celebrating Black Beauty Entrepreneurs

Located on the IBS New York show floor, The Powerhouse Pavilion, is a space dedicated to showcasing, celebrating, and empowering Black beauty industry entrepreneurs through awareness and education. The Pavilion features a multitude of business experts engaging in an array of panel discussions and education sessions held throughout the entire event.

All show attendees will have the opportunity to ask questions, Q&A style, related to real-world issues they're experiencing or to simply get general guidance and advice.

In addition, Black beauty entrepreneurs who have impacted the business of beauty in a major way such as Madame C.J. Walker, Annie Turnbo Malone and Lisa Price will be highlighted throughout the Gallery for everyone to read about.

Learn more about this incredible opportunity here: [The Hair That Bonds Us x MYAVANA](#)



New York Onsite Experience

POWERHOUSE LEVEL

\$25,000

Sold Out

All attributes of Empower Level plus:

Company name added to Pavilion name: *"The Powerhouse Pavilion brought to you by ABC Company"*

- 20x10 exhibit space at IBS New York
- Seat on The Powerhouse Pavilion Curation Committee
- Branding on the reception area counter
- Brand featured on overhead signage
- Opportunity to host a pop-up education session within the pavilion
- Contact details of all scanned pavilion visitors

EMPOWER LEVEL

\$10,000

Only 1 Left!!

Sponsorship Includes:

- 10x10 exhibit space at IBS New York
- Logo recognition as a sponsor on IBS social media, ibsNewYork.com, and inclusion on event mobile app
- Sponsorship level recognition on IBS NY pre- and post- show promotional emails
- Logo included on onsite signage recognition of IBS sponsors
- Pre-show Facebook Live interview to promote your company's support of the pavilion
- One (1) dedicated email up to 10K names
- Fifty (50) 3-day admission passes to IBS New York

ENGAGEMENT LEVEL

\$5,000

Sold Out

Digital Inclusions:

- Logo recognition as a sponsor on IBS social media, ibsNewYork.com, and inclusion on event mobile app
- Sponsorship level recognition on IBS NY pre- and post- show promotional emails

Onsite Assets:

- 10x10 exhibit space at IBS New York
- Logo included on onsite signage recognition of IBS sponsors

WEST HALL DIRECTIONAL OVERHEAD DISPLAY (7)



SPECIFICATIONS

Screen Size	5' 4" w x 1' 6" h (1.2mm direct view LED), Elevation 13' (bottom of screen)
Resolution	1280 x 360 px
Pixel Pitch	1.26mm
Brightness	1,600 nit / 800 nit (Peak/Max)
Quantity	7, Dual Sided (5 on Level 2, 2 on Level 3)

WEST HALL DIRECTIONALS SPONSORSHIP

Showcase your brand on the West Hall Directional Overhead Displays located on Levels 2 & 3 where all the classes will be taking place.

SPONSORSHIP INCLUDES:

- :08 spot which will run on a 2-minute loop for all three days of the show
- Seven, dual-sided displays (five on Level 2, two on Level 3)

Availability: 10

\$850

Las Vegas Onsite Experience

Come together for one or two unforgettable evenings with IBS and IECSC Las Vegas attendees! The Opening Night party will take place at one of the hottest nightclubs in Las Vegas, while the Networking extravaganza offers a more relaxed lounge vibe that's just as festive. Both parties provide an excellent opportunity to showcase your brand to an engaged audience of beauty and spa professionals.

SATURDAY OPENING NIGHT PARTY *Las Vegas Event only*

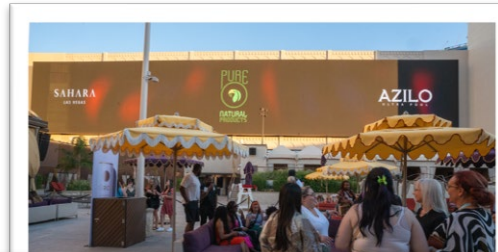
Location and Time TBD

Note: this is not a private event

SPONSORSHIP INCLUDES:

- Logo recognition as Official Sponsor of Saturday Night Opening Party on both IBS and IECSC event websites and pre-show email promotions.
- 1x post on IBS and IECSC Instagram and Facebook profiles (combine total reach of 225,000+ followers).
- Recognition as Sponsor included on on-site event signage and mobile app.
- Sponsor logo to be Included in available in-venue branding, promotional reels, plasma/video screens.
- VIP entry with Sponsor recognition.
- Ability to provide Sponsor branded cocktail napkins, swizzle sticks and cocktail table tent cards (items must be sent to event organizer 1 week prior to event).
- Opportunity to provide product activation; distribute out samples or gift bag to attendees as they leave the event.
- VIP entry for 20 passes to use at Sponsor's discretion.

\$5,250



SUNDAY NIGHT NETWORKING PARTY

Location and Time TBD

Note: this is a private IBS/IECSC event

SPONSORSHIP INCLUDES:

- Logo recognition as Official Sponsor of Sunday Night Networking Event on IBS and IECSC event websites and pre-show email promotions.
- 1x post on IBS and IECSC Instagram and Facebook profiles (combine total reach of 225,000+ followers).
- Recognition as Sponsor included on on-site event signage and mobile app.
- Ability to provide Sponsor branded cocktail napkins, swizzle sticks and cocktail table tent cards (items must be sent to event organizer 1 week prior to event).
- Opportunity to provide product activation; distribute out samples or gift bag to attendees as they leave the event.
- VIP entry for 15 attendees to use at sponsor's discretion.

4 sponsor limit

\$2,600

INTERNATIONAL
BEAUTY
SHOW

March 3-5, 2024

Javits Convention Center
New York

June 22-24, 2024

Las Vegas Convention Center
Las Vegas

For more information about enhancing your presence at IBS New York or IBS Las Vegas, contact:

Ellen Evers

Bus Development Director
eevers@questex.com
646.979.4544

Olivia DerGarabedian

Account Executive
odergarabedian@questex.com
212.895.8480

Betty Sharp

Sr. Account Executive
bsharp@questex.com
212.895.8263

AMERICAN SALON

For American Salon media opportunities, contact:

Walter Kupiec

Group Sales Director
wkupiec@questex.com
212.895.8407

