

INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE

IECSC Florida

NOVEMBER 6-7 • 2010 ●●●

BROWARD COUNTY CONVENTION CENTER
FORT LAUDERDALE • FLORIDA

relax. rejuvenate. renew.



Grow Your Spa
Business in 2010...



PRESENTED BY

american spa

2010 EXHIBITOR PROSPECTUS

www.iecsc.com

INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE

IECSC Florida

NOVEMBER 6-7 • 2010 ●●●

BROWARD COUNTY CONVENTION CENTER
FORT LAUDERDALE • FLORIDA



relax. rejuvenate. renew.

IECSC will be returning to Fort Lauderdale in 2010!

IECSC Florida thrived in 2009 in one of the fastest growing spa markets (Day, Medical, Resort/Hotel) in the world... South Florida. Boasting more than 5,500 qualified attendees and representing more than 15 different countries, IECSC Florida made its mark in Fort Lauderdale as THE southeast spa show. Over 90% of attendees are involved in their company's purchasing decision, and 80% of our attendees came specifically to source and purchase new product lines. IECSC Florida provides your company with access to one of the hottest markets in the industry. Come celebrate the magic that is now in Fort Lauderdale!



www.iecsc.com



Industry Partners ●●●

The International Esthetics, Cosmetics and Spa Conference – Florida is part of Questex Media's International Beauty Group, which has sister publications and trade events that cover every sector of the beauty and spa industry. IECSC's extensive network of supporting publications and events include: American Spa, American Salon, Green Book, IBS New York, IBS Las Vegas, SpaTec events, SpaTrade and SpaExec.

american spa

spatrade.com

American SALON

medical spa
REPORT

spaexec

IBSnewyork
INTERNATIONAL BEAUTY SHOW

Green Book
American Salon • American Spa

CIDESCO USA

 SPATEC
North America

ESTHETICS AMERICA
CIDESCO USA | National Cosmetology Association

IBSlasvegas
INTERNATIONAL BEAUTY SHOW



Marketing that Delivers ●●●

Intensive, targeted marketing campaigns are implemented for each of the IECSC events. Marketing efforts are designed to attract high-caliber decision makers and quality buyers. Year-round coverage and exposure to spa industry professionals generates enormous mindshare within the spa community.

Marketing Efforts Include: direct mail, email, print and web advertising, media outreach and telemarketing totaling more than 750,000 impressions.



www.iecsc.com

Attendee Profile ●●●

IECSC Florida 2009 attracted **more than 5,500 attendees** in its inaugural year in Fort Lauderdale.

15% of these attendees were international, and came from...

- Aruba
- Bahamas
- Brazil
- British Virgin Islands
- Canada
- Cayman Islands
- China
- Colombia
- Czech Republic
- Dominican Republic
- Ecuador
- Guatemala
- Honduras
- Jamaica
- Mexico
- Netherlands Antilles
- Netherlands
- Philippines
- Poland
- St. Vincent
- Trinidad Tobago
- United Kingdom
- Venezuela

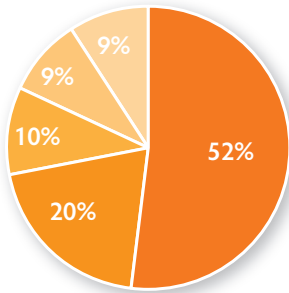


91% of attendees **influence purchasing**, or are the **final decision makers** for their company's annual spending on products & equipment.

Product Interest

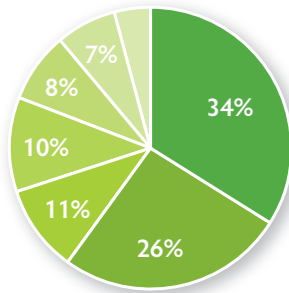
- 83%** Facial Treatments
- 79%** Skin Care Lines
- 62%** Retail Products
- 61%** Equipment
- 59%** Cosmetics
- 47%** Aromatherapy
- 46%** Linens/Robes
- 42%** Operating Supplies

*Totals exceed 100% due to multiple responses



Primary Business Type

- 52%** Day Spa
- 20%** Full Service Salon
- 10%** Medical Spa
- 9%** Resort / Hotel Spa
- 9%** Other



Job Function

- 34%** Estheticians / Skin Care Professionals
- 26%** Spa & Salon Owners / Managers
- 11%** Massage Therapists
- 10%** Cosmetologists
- 8%** Medical Spa Professionals / Dermatologists
- 7%** Other (includes students, etc.)
- 4%** Resort / Hotel Spa Directors



89% of attendees made purchases on the show floor



78% of attendees identified products for future use



75% of attendees met with existing and potential suppliers



IECSC Florida ●●●● Industry Leading Conference

IECSC Florida hosts a world class conference program. As an exhibitor you'll have the opportunity to meet with hundreds of qualified spa professionals who have come to rely on IECSC Florida as a valuable educational resource. They come to learn about new trends, find new product lines and discover new tools, techniques and treatments that will help their careers and businesses grow.



The Undeniable ●●●● Power of the Tradeshow*

Gain New Customers More than 50% of business travelers said 5-20% of new customers came because of their company's participation in tradeshows.

Convert New Customers Faster Both executives and business travelers estimate that roughly 40% of their prospective customers are converted to new customers with an in-person meeting (compared to 16% without such a meeting).

Retain Existing Customers Both executives and business travelers estimate that 28% of current business would be lost without in person meetings.

Delivers Proven ROI Tradeshows and conferences account for 10% of companies' travel budgets and demonstrated a return of \$4 – 5.99 on every dollar invested.

Helps Maintain Company Profits The average U.S. business would forfeit 17% of its profits the first year of eliminating business travel. It would take more than three years for profits to recover.

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

●●●●
**RESERVE YOUR
SPACE TODAY!**

KATHY GRUTTADAURIA

Show Manager
exhibitors N-Q
203.736.1699

kgруттадауриа@questex.com

MAURA IGOE

exhibitors A-D
203.945.2095

migoe@questex.com

SARAH OWEN

exhibitors E-M
972.745.9278

sowen@questex.com

LYNNE BOCCUZZI

exhibitors R-Z
203.652.0516

lboccutzi@questex.com

●●●●
www.iecsc.com

PRESENTED BY

american spa

IECSC HAS THE SPA MARKET COVERED!

International, national, and regional events designed specifically to grow your business...



International Esthetics, Cosmetics & Spa Conferences are the premier spa events in the country. By exhibiting at the shows you are sure to build your business. The superior education and dynamic show floors attract spa owners, managers, estheticians, cosmetologists, massage therapists, makeup artists, medical estheticians and doctors looking to expand their professional services. **Over 93% of IECSC attendees would recommend our events to an industry colleague.** Reach attendees from all over the country by exhibiting at each of the IECSC events!

SPONSOR



ENDORSED BY



INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

www.iecsc.com

RESERVE YOUR SPACE TODAY!

FLORIDA
NOVEMBER 6-7, 2010

BROWARD COUNTY
CONVENTION CENTER
FORT LAUDERDALE • FLORIDA

NEW YORK
MARCH 6-8, 2011

JACOB JAVITS
CONVENTION CENTER
NEW YORK • NEW YORK

LAS VEGAS
JUNE 18-20, 2011

LAS VEGAS
CONVENTION CENTER
LAS VEGAS • NEVADA

IECSC FLORIDA

757 Third Avenue, 5th Floor
New York, NY 10017

FIRST CLASS MAIL
PRESORTED
U.S. POSTAGE
PAID
DULUTH, MN
PERMIT NO. 1020