



2012

**MARKETING & PROMOTIONAL  
OPPORTUNITIES PORTFOLIO**

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INTERNATIONAL  
**ESTHETICS, COSMETICS & SPA**  
CONFERENCE

**NEW YORK**

**APRIL 22-24 • 2012**

JAVITS CONVENTION CENTER • NEW YORK CITY

**THE  
Spa Show**



# Endless Possibilities to Make a Lasting Statement

Today, more than ever, marketers are building campaigns using a mix of traditional and new media, and for good reason. Recent studies, like The 2x Cross Media Multiplier Effect, by Outsell, Inc., show that combining print, events and digital media makes for a far more effective marketing message than using any one type of media on its own...

From floor and table graphics, to badge lanyards and column wraps, IECSC New York offers a myriad of ways to promote your products and set yourself apart from your competition. Customizable to any budget and objective, promotional and sponsorship opportunities are purposely designed to secure better sales, bigger brand impact and more successful exhibit results.

If you do not see an opportunity that meets your needs or budget, give us a call! The beauty of marketing and promotional opportunities is that they are customizable and we can brainstorm with you to create one that works for you. Use what you see in this booklet as suggestions... the sky is the limit!

reserve your opportunity today!

**MAURA IGOE**  
Exhibitors A - D  
**203.945.2095**  
[migoe@questex.com](mailto:migoe@questex.com)

**SARAH OWEN**  
Exhibitors E - M  
**972.745.9278**  
[sowen@questex.com](mailto:sowen@questex.com)

**KATHY GRUTTADAURIA**  
Exhibitors N - Q  
**203.736.1699**  
[kgruttadauria@questex.com](mailto:kgruttadauria@questex.com)

**LYNNE BOCCUZZI**  
Exhibitors R - Z  
**203.652.0516**  
[lbocuzzi@questex.com](mailto:lbocuzzi@questex.com)

## CORPORATE SPONSORSHIP



Your company logo prominently displayed on all show materials, including:

- Pre-show attendee mailings
- Monthly ads in extensive advertising campaign
- Onsite Directory/Guide
- Official show website
- E-communication - email blasts to targeted database
- Show banners and signage

**COST: \$25,000**

# PRE-SHOW OPPORTUNITIES



## SHOW PREVIEW

This is the primary attendance promotional brochure. It is both direct-mailed and co-mailed with *American Spa* to more than 125,000 prospective attendees.

<b>FULL PAGE</b>	<b>\$3,350</b>	<b>INSIDE COVER SPREAD</b>	<b>\$10,300</b>
<b>HALF PAGE</b>	<b>\$2,325</b>	<b>SPREAD</b>	<b>\$6,695</b>
<b>BACK COVER</b>	<b>\$8,550</b>	<b>INSIDE BACK COVER</b>	<b>\$4,635</b>



## REGISTRATION BADGE MAILING INSERT

This opportunity gives you the chance to make a first impression on our attendees! Create a promotional piece highlighting your company and we'll insert this piece into our pre-registered badge mailing. What better way to get your message across to beauty professionals who will be at the show!

**REQUIREMENTS:** Must fit into a #10 envelope. Exhibitor provides the insert and we will collate and mail (*Show management must approve insert before mailing*).

**COST: \$3,600**



## WEB SITE BANNERS

Advertise on the website and get maximum exposure! Premium locations on the home page and secondary conference level pages (one click off home page) are also available.

- Run of Site Leaderboard Ad (728 x 90) 6 position available **\$800**
- Event Home Page Big Box Ad (300 x 250) 1 position available **\$1,000**
- Exhibitor List / Buyers Guide Big Box Ad (300 x 250) 4 position available **\$600**
- Exhibitor List / Buyers Guide Banner Ad (468 x 60) 4 position available **\$450**
- Conference Program Skyscraper Ad (160 x 600) 1 position available **\$600**
- Conference Program Banner Ad (468 x 60) 1 position available **\$800**



## ATTENDEE NEWSLETTERS

E-mails sent to our targeted database can include your company message along with graphics and a link to your website.

**EMAIL COMMUNICATION (EACH) \$300**

## AT-SHOW OPPORTUNITIES



### OFFICIAL SHOW DIRECTORY

FULL PAGE \$3,350

HALF PAGE \$2,325

INSIDE COVER SPREAD \$10,300

SPREAD \$6,695

## AT-SHOW OPPORTUNITIES LARGE SCALE\*

Create a considerable presence at the show with a banner, decal, kiosk or billboard, incredible opportunities for imagery, messaging and booth directionals at the show. Placement is available in common space, eateries, hall and convention center entrances and within the halls themselves. Exposure in these heavily trafficked areas is the perfect place to showcase your company, a particular property/brand and direct additional traffic to your booth (locations first come, first accommodated – exhibitor to provide graphics and labor).

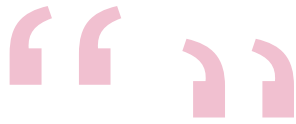
### OPPORTUNITIES INCLUDE:

- Press Room
- VIP Suite
- Hanging Banners
- Aisle Signs
- Meter boards
- Indoor/Outdoor Floor Graphics
- Door/Window Decals
- JumboTron/TV Monitor Advertising
- Badge/Lanyard Holder
- Room Drop at Host Hotel

**Plus, others!**

\*PLEASE NOTE: All prices are based on Straight Time Labor, single-sided, unless noted. Prices do not include shipping and graphic design.

## AT-SHOW OPPORTUNITIES **LARGE SCALE\***



### **PRESS ROOM**

Reserved exclusively for members of the press, the press room is typically the major hub at our events for reporters and editors. Press members use the room to check email, relax and grab a bite to eat. The press room sponsor will have prominent placement of their own press materials and kits and the opportunity to hang a banner and or signage within the room itself. You will be credited as host in show signage and website (where appropriate).

**COST \$15,000**



### **VIP SUITES**

Create your very own meeting space a short walk from the exhibit hall. Your team members can use this private VIP Suite to pitch and network with new customers, conduct meetings and even just relax throughout the day.

**LIMITED INVENTORY: COST BASIC PACKAGE \$21,000 • DELUXE PACKAGE \$24,600**



### **NEW PRODUCT SHOWCASE**

Gain major brand recognition and push traffic to your booth by displaying your product(s) in the Product Showcase at the front of the show floor. Your products will be some of the first things attendees see as they enter the exhibit hall. Plus, in the weeks leading up to the show, you'll be featured on the New Product Showcase on the Official show website.

**COST ONE SHELF \$500**



### **INTERNET LOUNGE**

Sponsor the Internet Lounge, a major gathering place for attendees during show hours. Your homepage will be the default homescreen and you'll be entitled to place signage and branding materials within the space.

**COST \$10,000**



### **MOBILE CHARGING STATION**

Create a buzz by sponsoring the Mobile Charging Booth, where hundreds of attendees stop throughout the day. Create custom banners with your logo and booth number and push additional traffic to your location within the exhibit hall. Every attendee carries a phone, and many need to charge it!

**COST \$8,000**

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# AT-SHOW OPPORTUNITIES **LARGE SCALE\***



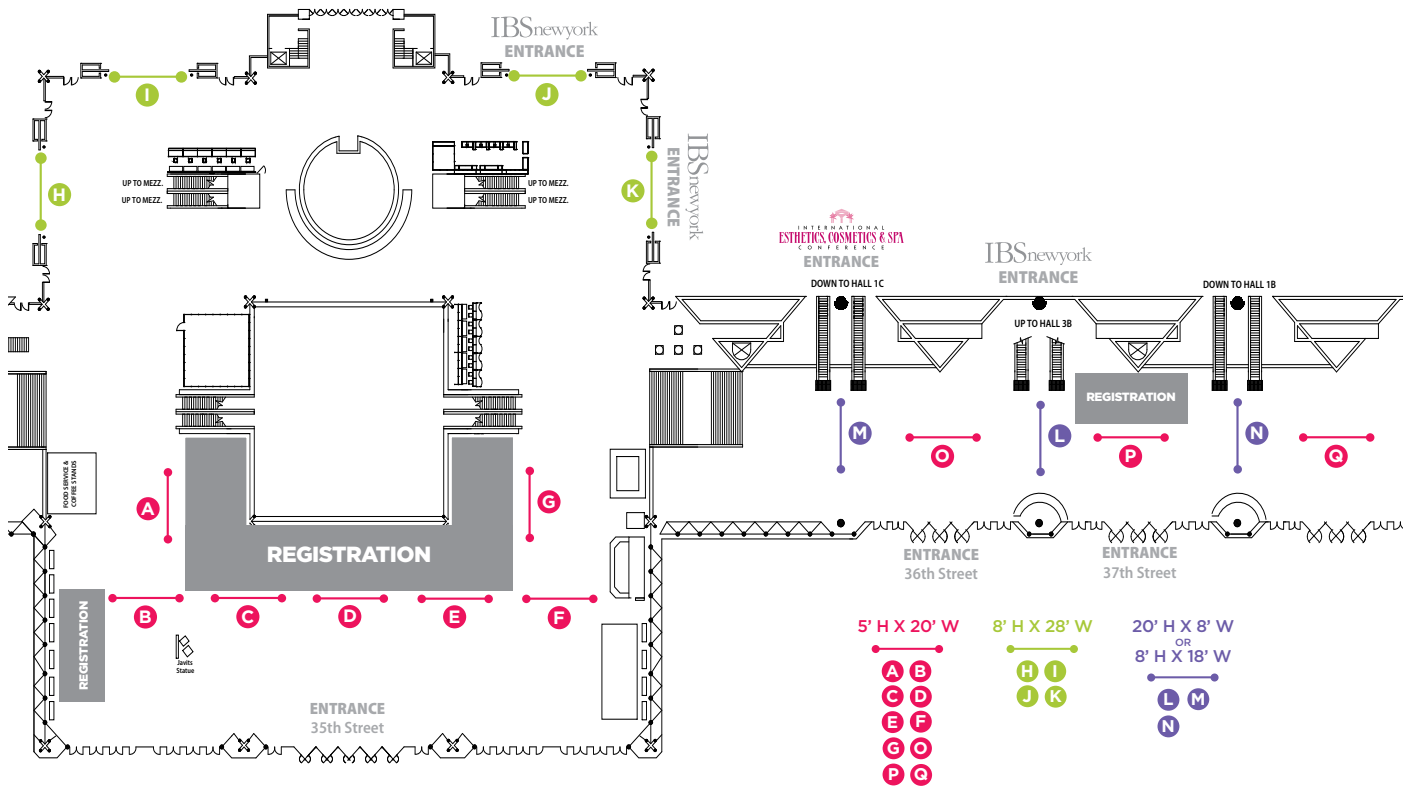
## HANGING BANNERS/AISLE SIGNS/METER BOARDS

Showcase your company and highlight your brand in some of the most trafficked areas in the convention hall. Banners and signs allow attendees to easily identify your brand and your location on the show floor and hence, flock to your booth!

**COST** CONTACT YOUR SALES REP TO REVIEW COSTS, AVAILABILITY, SIZE & LOCATION



## HANGING BANNERS IN THE REGISTRATION HALLS



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## AT-SHOW OPPORTUNITIES **LARGE SCALE\***



### FLOOR GRAPHICS

Create attention and excitement for your properties when attendees enter and exit the Convention Center with colorful, custom floor graphics. Your company identity will be a “step ahead” of your competitors and in the forefront of attendees’ minds

**NOTE:** Cost includes labor/production. If graphics are placed in the registration areas, additional fees will apply.

**COST STARTS AT \$850 PER FLOOR GRAPHIC**



### DOOR/WINDOW DECALS

Garner attention for your properties as attendees enter the show. Greet them at the door! Make sure your eye-catching graphics are on both sides of the glass doors along the entrances. Exposure in these densely trafficked areas is the perfect way to spread awareness about your company and hot properties.

**NOTE:** Cost includes labor, production & Javits fees.

**COST STARTS AT \$150 PER DOOR**



### TABLETOP

There's no better way to one's heart than through the belly! Your company logo/graphic will greet everyone who stops for a bite to eat, has a meeting or is just taking a break. You'll be “having lunch” and generating business on and off the Show Floor.

**NOTE:** Cost includes labor, production & Javits fees.

**COST STARTS AT \$1,500 AND UP**



### IN-SHOW NETWORK ADVERTISING

The In-Show Network production team will create your “spot” that will be broadcasted throughout the convention center for all attendees to see. Using images you provide, a memorable and informative message will be created giving your brand incredible exposure while pushing attendees to your booth. Alternatively, you can provide a 10 sec, 20 sec or 30 second spot to run as well.

**COST \$375 - \$1,000**

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## AT-SHOW OPPORTUNITIES **LARGE SCALE ADVERTISING**



### **REGISTRATION AREA SPONSORSHIP**

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

**COST \$15,000**



### **STAIR GRAPHICS**

One of the most powerful and creative vehicles at the Javits Center. Your product imagery/design will be decal'd on the stairs leading up to the Crystal palace and the stairs leading down to the Conference Session rooms (Hall 1E). Whether they're coming or going, your property will grab their attention. Let attendees know you'll be at the Show and lead them straight into the exhibit hall and right into your booth.

**NOTE:** Includes labor, production & Javits fees.

**COST \$8,500**



### **BADGE LANYARD/HOLDER** **EXCLUSIVE**

Gain high visibility by providing badge lanyards and having your company's name hanging around every attendee's neck! Be the exclusive provider of the lanyards which are distributed in the registration area and given to attendees. Sponsorship cost of lanyards is for distribution only. Exhibitors are responsible for lanyard production and all associated costs. Badge lanyards/holders must be pre-approved by show management.

**COST \$9,000**

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## AT-SHOW OPPORTUNITIES **LARGE SCALE**



### **SHOPPING BAGS**

Attendees pick up so much information at the show – why not provide them with a customized shopping bag with your company logo and message. Bag is given to attendees during registration. Sponsorship does not include materials, production or shipping; sponsor is responsible for these costs.

**COST \$5,000**



### **ROOM KEY SPONSORSHIP**

Introduce your company to traveling attendees right when they check into their hotel room with the official room key sponsorship. Price includes production and distribution, only artwork is required.

**COST PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR PRICING AND DETAILS**

## AT-SHOW OPPORTUNITIES **FOOD & HOSPITALITY**

**PLEASE CONTACT YOUR SALES REP FOR DETAILS**



### **COFFEE BREAK**

Coffee breaks are an effective way for your company to gain recognition and appreciation from weary attendees. Included with break are napkins with your logo and the opportunity for you to place signage and brochures in each break station. Further enhance the break by adding pastries or cookies. This will also give you the opportunity to place signage and brochures in each break station on show signage (time permitting).

**COST \$5,000+**



### **H2OASIS**

With all the walking and talking, attendees will be sure to need a cool beverage or a quick snack to keep them energized. Hosting your own refreshment booth on the exhibit hall complete with water, soda, coffee, and/or snacks will guarantee you tons of visitors! It's also the perfect opportunity to be creative and theme your oasis to reflect your property and/or product. Signage directing attendees to your oasis will also be displayed on the exhibit hall. You will be credited as host on show signage (time permitting).

**COST \$5,000+**

### **CONCESSION CUPS**

Put your company logo and message in the hands of every thirsty attendee. Exhibitor to provide cups.

**COST \$5,000**



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