

INTERNATIONAL
**ESTHETICS
COSMETICS
& SPA**
CONFERENCE

2023 Sales Prospectus
THE PREMIER EVENT FOR WELLNESS EDUCATION

October 15-16, 2023
Palm Beach Convention Center
iecscflorida.com

June 24-26, 2023
Las Vegas Convention Center
iecsclasvegas.com

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Welcome to IECSC,
the leading spa and
wellness shows in their
regions.

Discover why this is the
best place to showcase your
brand.



Love going to the show. The professionalism and the
passion from all over the country is amazing.
I learn so much every time I attend.

EXHIBITOR BENEFITS

- Meet thousands of buyers including spa owners and managers, estheticians, cosmetologists, massage therapists, and makeup artists.
- Opportunity to present products and services to a captive classroom audience.
- Top tier coverage from hundreds of national and local media.
- Presented by American Spa, the Spa & Wellness Authority for more than 25 years.
- Curated conference brings thousands of attendees to the show floor.
- Co-located with IBS, giving you access to thousands of additional beauty professionals.

The people come ready to buy and the exposure we get here meeting new people, that's what makes the show so valuable. This show is profitable for us year after year.



Connect with serious buyers.

Meet qualified spa and wellness professionals with tremendous purchasing power who attend this show to source new products, learn new techniques, foster relationships, and see the latest trends.

BUYER PROFILE



PRIMARY BUSINESS TYPES

Day Spa
Resort/Hotel Spa
Salon with Spa Service
Fitness Facility
Health Facility
Destination/Cruise Ship Spa
Massage Therapy
Medical Spa
Business Services
Consultancy
Manufacturer
School/Education Center
Supplier

TOP JOB TITLES

Spa Owner
Esthetician
Spa Consultant
Acupuncturist
Dermatologist
Nail Technician
Distributor
Wellness Director
Healthcare Professional
Sales
Marketing
Massage Therapist
Office Manager/Support Staff
School Instructor/Official
Student

PRIMARY PRODUCT / SERVICE OFFERINGS

Facials
Massage
Skin Care
Microblading
Nail Care
Hair Removal
Reflexology Care
Acupuncture
Anti-Aging
Tanning
Medical Spa Services
Aromatherapy
Hair Care
Hydrotherapy
Nutrition/Weight
Management Retail Center

Well organized and great energy! The classes that were included with the Exhibit pass were great too.

ATTENDEE PROFILE

Attendees come to explore, discover and purchase product.

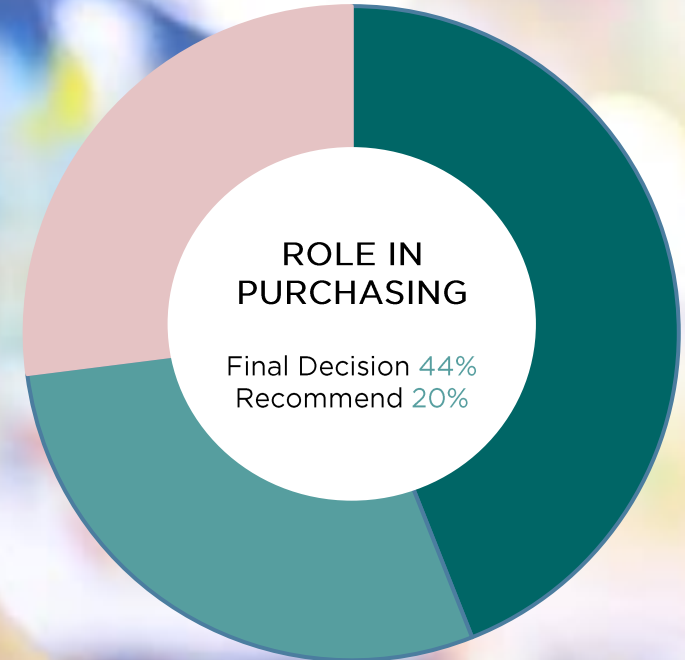
87% of attendees cited the exhibit hall as the highlight of the show

72%
come to purchase products and equipment for the spa

53%
come to purchase products for themselves

BUYERS COME TO:

- ✓ Find new product lines
- ✓ Stay on top of trends
- ✓ Purchase products and equipment for spa
- ✓ Participate in education
- ✓ Purchase products for self



Source: New York 2022 post show survey

STAGGERING REACH

Every year, no matter what, we get the best turnout! Spas, students, spa owners, even medical esties, they always come here and we like to show up for them because they always show up for us here.

GAIN ACCESS TO HUNDREDS OF TOP TIER MEDIA



480K+

SPA PROFESSIONAL
EMAIL SUBSCRIBERS

80K+

SPA/SALON
OWNERS/MANAGERS

american spa



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210K

COMBINED SOCIAL
REACH





Wide variety of vendors; fabulous classes; the venue was perfect. My first show and I plan to attend again and again.

NEW YORK

- Booth space (10'x 10' minimum)
- Standard company sign (7"x 44")
- Two chairs and one 8' table
- 8' draped backwall and 3' draped sidewall
- Name in marketing that features exhibitor lists including event site
- \$47/nsf

LAS VEGAS

- Booth space (10'x 10' minimum)
- Standard company sign (7"x 44")
- Two chairs and one 8' table
- 8' draped backwall and 3' draped sidewall
- Name in marketing that features exhibitor lists including event site
- One electrical outlet
- 300 lbs of drayage
- \$29.50/nsf

FLORIDA

- Booth space (10'x 10' minimum)
- Standard company sign (7"x 44")
- Two chairs and one 6' table
- 8' draped backwall and 3' draped sidewall
- Name in marketing that features exhibitor lists including event site
- One electrical outlet
- \$26.50/nsf

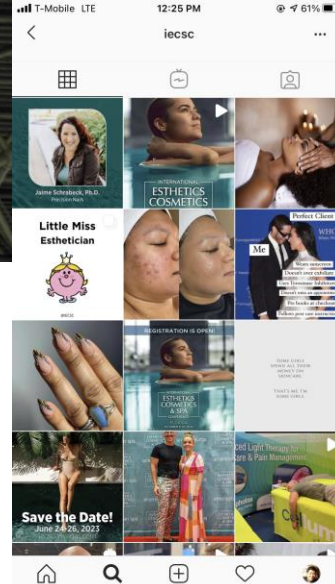
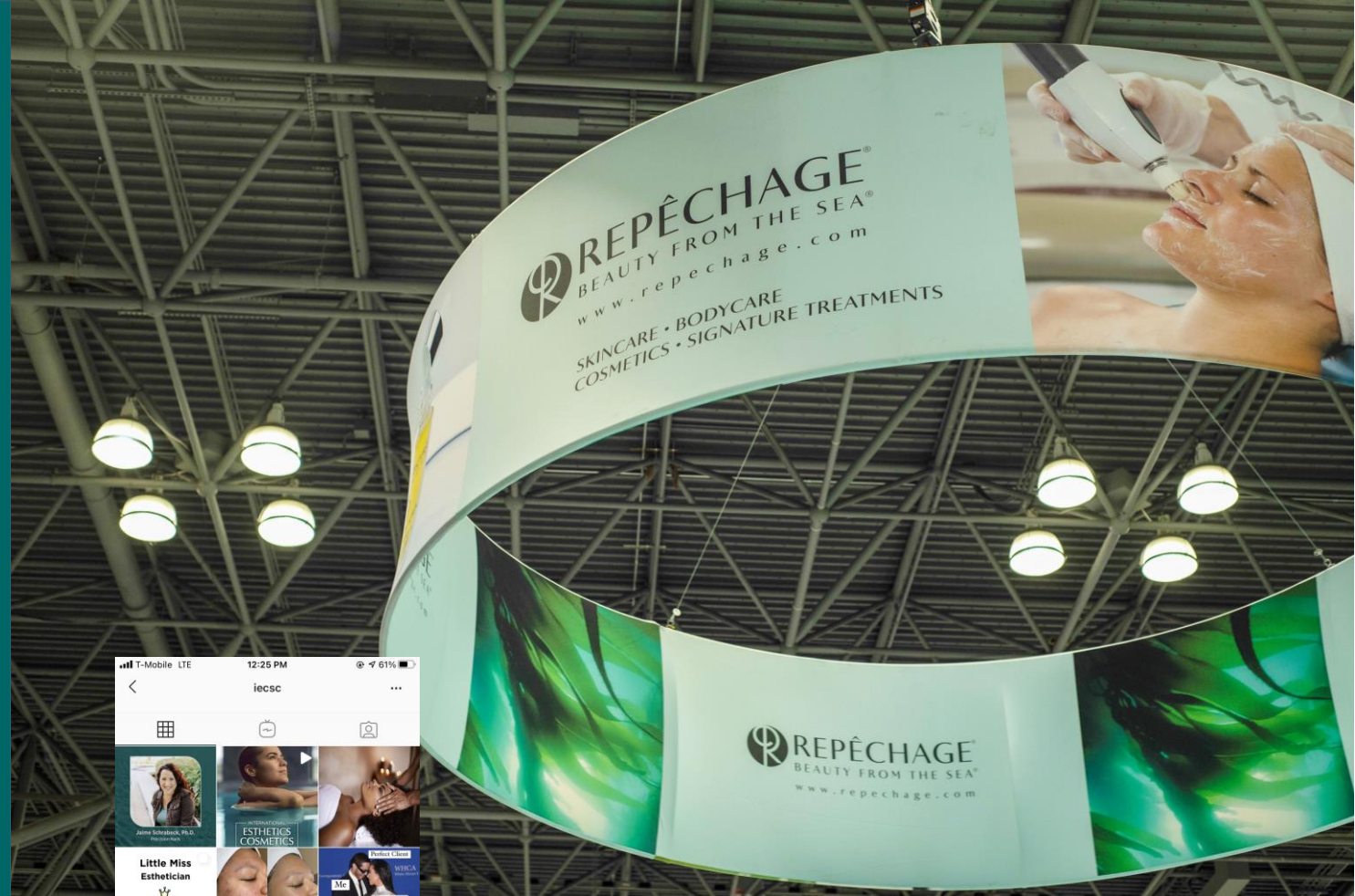
Liability insurance is required and must be purchased separately.

SPONSORSHIP OPPORTUNITIES

Keep your brand top of mind and maximize your exposure before, during and post-show.

- Onsite
- Digital
- Social

[EXPLORE OPPORTUNITIES](#)



I love all hall exhibitors, and definitely will be back next year, every detail was perfect.

Contact Us

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