

INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE

March 3-5, 2024

Javits Convention Center
iecsnewyork.com

June 22-24, 2024

Las Vegas Convention Center
iecsclasvegas.com

October 13-14, 2024

Palm Beach Convention Center
iecsclorida.com

EVENT OVERVIEW 2024

Presented by

american spa

Co-located with



BENEFITS OF PARTICIPATING

THOUSANDS OF SPA AND WELLNESS PROFESSIONALS FROM MULTIPLE CATEGORIES

Connect with thousands of spa and wellness industry professionals from around the country and the world, including estheticians, spa and salon owners, operators, directors and managers, hair, nail and massage technicians and cosmetologists.

ROBUST CONFERENCE DRAWS ATTENDANCE

A well-rounded conference program curated by *American Spa* including classes in business, client & retail growth, esthetics workshops, health & wellness, makeup & beauty enhancements, medical spa and social media & marketing draws a substantial base of attendees to the event.

PROMOTE TO A CAPTIVE AUDIENCE

The opportunity to promote your business to a focused group of interested professionals by teaching a class!

PRESENTED BY AMERICAN SPA

IECSC is presented by our sister brand, *American Spa*, the spa and wellness authority for over 25 years. Together we work to promote the event and draw new attendees to each event.

TOP TIER MEDIA COVERAGE

Tremendous coverage from hundreds of top media in the nation, including the hottest influencers and podcasters.

CO-LOCATED WITH THE LARGEST BEAUTY SHOW

IECSC co-locates with the International Beauty Show, the longest running regional industry show, in New York and Las Vegas, bringing thousands of hair stylists, colorists, barbers, makeup artists, lash specialists, and other beauty industry professionals to the show floors.



Presented by our sister brand, *American Spa*, the spa and wellness authority for over 25 years.

“Our family of brands draws a database of professionals like no other.”

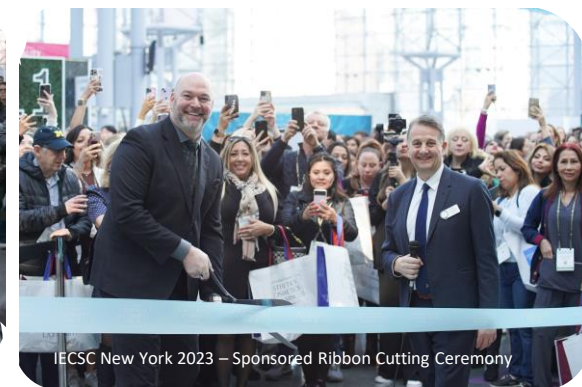


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IECSC attracts enthusiastic spa owners, estheticians and wellness professionals from around the world who are looking to find new brands, find cutting edge products & tools, make purchases for themselves and their spas, and learn from top industry educators. As the largest spa shows in their regions, IECSC continues to help companies like yours grow and increase brand impact.



IECSC New York 2023



IECSC New York 2023 – Sponsored Ribbon Cutting Ceremony



INTERNATIONAL
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SHOW FLOOR EXPERIENCES

The Studio Stage

Reinforce your brand and enhance your booth presence. The Studio Stage is both an informal gathering spot and a destination, right on the show floor. Use your time to demonstrate a product or technique live, conduct a panel discussion, Q&A or interview, or to distribute samples to an engaged audience.

SPONSORSHIP OPPORTUNITIES AVAILABLE



IECSC New York 2023



IECSC New York 2023

SHOW FLOOR EXPERIENCES

Healthy You Pavilion

With the enormous growth in wellness, it's no longer just a trend. It is a booming industry worth nearly \$5 billion that's expected to reach \$7.6 billion by 2030, and our attendees want a piece of that action for incremental revenue opportunities. Make this a reality by presenting your products and services to thousands of spa owners and solopreneurs in the Healthy You Pavilion - a dedicated area focused on wellness and self-care.

SPONSORSHIP OPPORTUNITIES AVAILABLE

Recharge & Hydrate Lounge

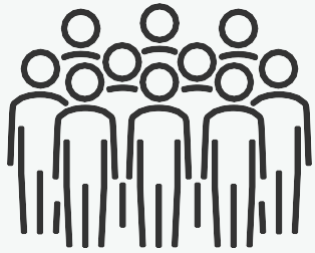
A restorative space within the Healthy You Pavilion with water, comfy seating and mobile charging stations.

Selfie Museum

Ideal for estie playtime.



IECSC NEW YORK BY THE NUMBERS



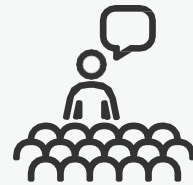
30,000+

Combined
IBS/IECSC Attendance



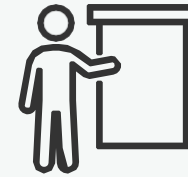
9,188

Attendees



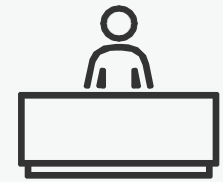
134

Classes



77

Speakers



268

Exhibitors



182,235

Page Views



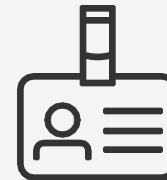
63,464

Web Visitors



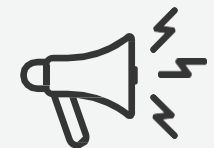
2640

Active Mobile App Users



243

Registered Press

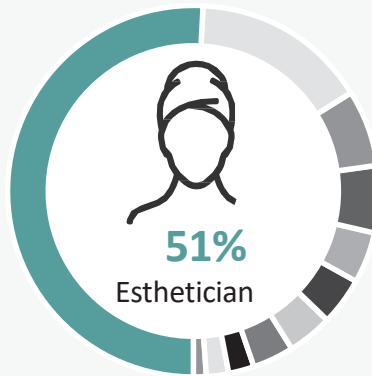


551,454

Media Impressions

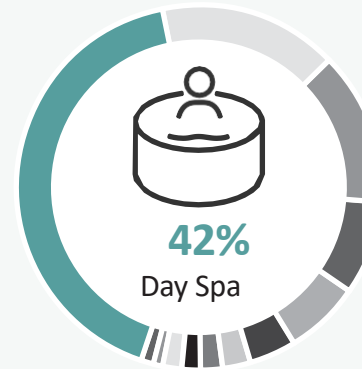
IECSC NEW YORK AUDIENCE PROFILE

Job Function



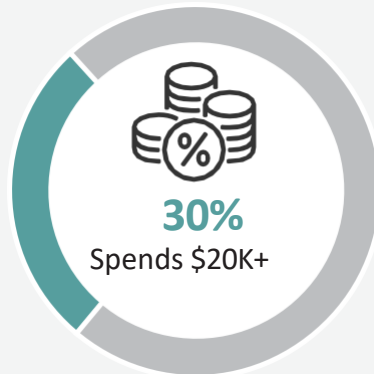
51%	Esthetician
15%	Spa and salon owner/director/manager
7%	Student/instructor
6%	Cosmetologist
4%	Sales/marketing
4%	Distributor
4%	Office manager and support
4%	Massage, Hair, Nail and other technicians
2%	Healthcare professional
2%	Massage therapist
1%	Wellness professional

Company Type

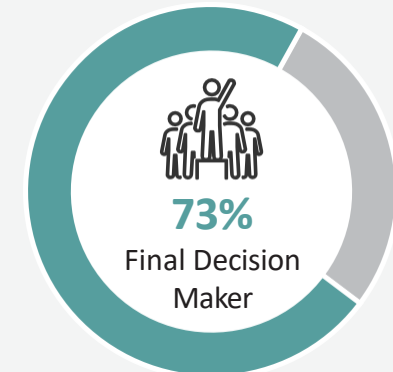


42%	Day Spa
16%	Salon
13%	Medical Spa
8%	Other
7%	School/Education Center
4%	Business Services
3%	Supplier/manufacturer
2%	Dermatology/Plastic/Cosmetic Surgery
2%	Massage Therapy
2%	Health or Fitness Facility
1%	Consultancy
1%	Resort/Hotel/Destination Spa

How much does the IECSC audience spend on products and equipment*?



Role in Purchasing



IECSC NEW YORK AUDIENCE PROFILE

american spa



67,800
Followers



45,425
Followers

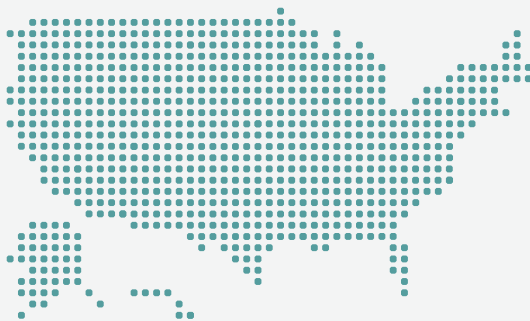
210k+
(and growing!)
Combined
Social Reach



51,500
Followers

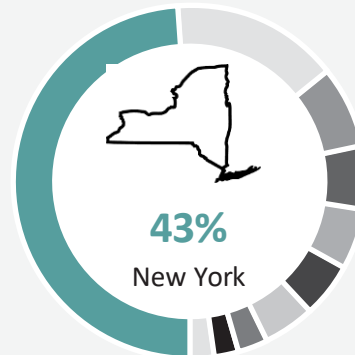


46,012
Followers



Top 10 Attendee States

43%	NY
14%	NJ
7%	CA
5%	CT
5%	FL
5%	MA
4%	PA
3%	TX
2%	VA
2%	MD



52
Countries
Represented

IECSC LAS VEGAS BY THE NUMBERS



19,000+

Combined
IBS/IECSC Attendance



9,859

Attendees



210

Classes



113

Speakers



372

Exhibitors



295,447

Page Views



94,841

Web Visitors



6,047

Active Mobile App Users



40

Registered Press



77,000+

Media Impressions

IECSC LAS VEGAS BY THE NUMBERS



19,000+

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Classes



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295,447

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Active Mobile App Users



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Registered Press

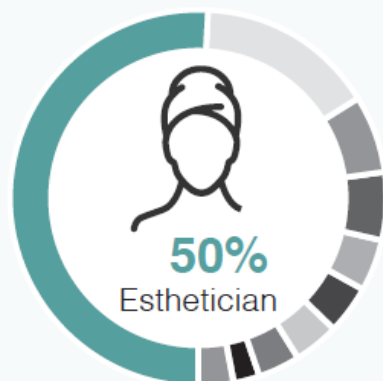


77,000+

Media Impressions

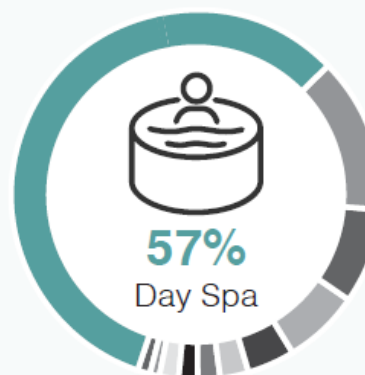
IECSC LAS VEGAS AUDIENCE PROFILE

Job Function



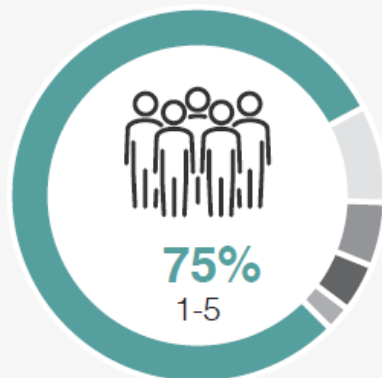
50%	Esthetician
19%	Spa and salon owner/ director/manager
7%	Other
7%	School Instructor/Official/Student
6%	Sales/Marketing or Consultant
5%	Office Manager/Support Staff
4%	Cosmetologist
2%	Hairdresser/Stylist/ Nail Technician
2%	Massage Therapist

Company Type



57%	Day Spa, Salon with Spa Services
12%	Medical Spa
11%	Other
8%	School/Education Center
5%	Business Services or Consultancy
2%	Supplier/Manufacturer
1%	Dermatology/Plastic/Cosmetic Surgery
1%	Massage Therapy
1%	Fitness or Health Facility
1%	Resort/Hotel Spa/Destination/

Size of Attendees' Spas (Employees)



75%	1-5
8%	6-9
5%	10-14
4%	15-24
2%	25+

Role in Purchasing



IECSC LAS VEGAS AUDIENCE PROFILE

Attendees Are
Licensed Professionals



Esthetics

Cosmetology

Massage Therapy

Make-up

Specialty

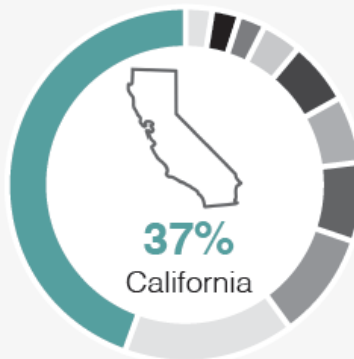
Nail Technician

Instructor

Barber

Top 10 Attendee States

37%	CA
13%	NV
8%	AZ
6%	UT
5%	TX
5%	FL
3%	WA
2%	CO
2%	NY
2%	HI



IECSC FLORIDA BY THE NUMBERS

Onsite Social



126,287
Impressions



4,679
Profile Views



491
Follower Growth



2,274
Content Interactions
(Likes, Comments, Shares, Saves)

Social Reach



75,374
Followers



46,147
Followers

american spa



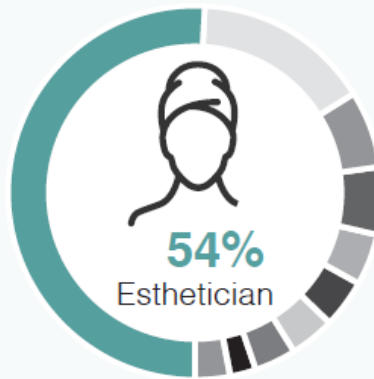
51,900
Followers



46,019
Followers

IECSC FLORIDA AUDIENCE PROFILE

Job Function



54%	Esthetician
17%	Spa and Salon Owner/ Director/Manager
7%	Instructor or Student
6%	Sales/Marketing/Consultant
5%	Other
3%	Office Manager/Support Staff
3%	Plastic/Cosmetic Surgeon/Healthcare
2%	Massage Therapist
1%	Wellness Director
1%	Hairdresser/Stylist/Nail Technician

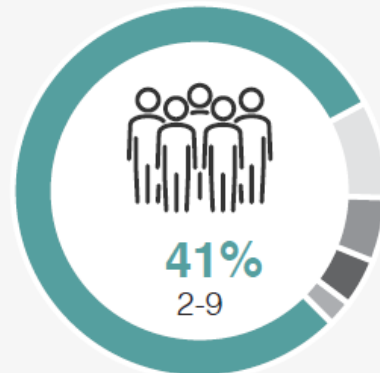
Company Type



38%	Day Spa
16%	Medical Spa
13%	Salon with Spa Services
12%	Other
8%	School/Education Center
5%	Business Services/Consultancy
2%	Fitness/Health Facility
2%	Resort/Hotel Spa
2%	Dermatology/Plastic/ Cosmetic Surgery
2%	Massage Therapy

Size of Attendees' Spas (Employees)

41%	2-9
39%	1
13%	10-24
7%	25+



Role in Purchasing



IECSC FLORIDA AUDIENCE PROFILE

Attendees
Are Licensed!



Esthetics

Specialty/Other

Cosmetology

Massage Therapy

Make-up

Nail Technician

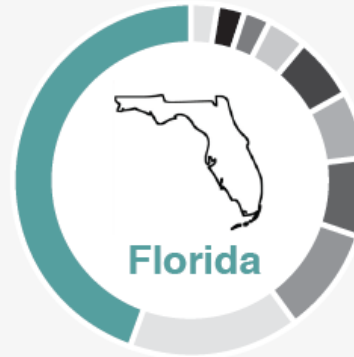
Instructor

Barber

Top 10 Attendee States

61% Florida

6%	California
4%	New York
3%	Texas
2%	Georgia
2%	New Jersey
2%	North Carolina
2%	South Carolina
2%	Pennsylvania
1%	Michigan
1%	Arizona
1%	Utah



37

Countries
Represented



IECSC New York 2023



IECSC New York 2023

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

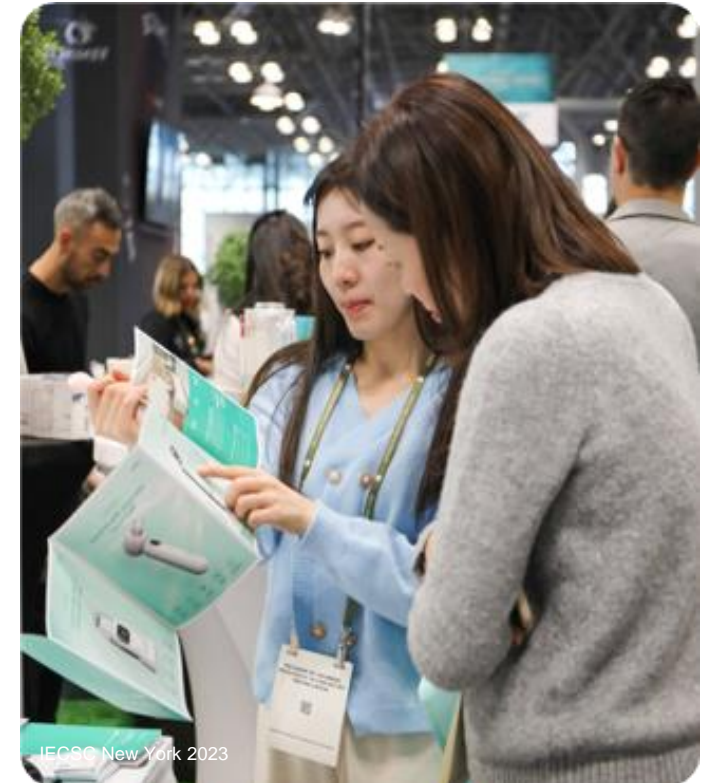
IECSC IS THE LARGEST REGIONAL SPA SHOW

Top Reasons for Exhibiting at IECSC

- Quantity and quality of attending buyers
- They previously exhibited
- Reputation of IECSC
- Quality of event marketing

Thousands of Spa and Wellness Professionals Come to IECSC to:

- Discover new products and services
- Participate in valuable education
- Learn new trends
- Purchase products/equipment for salon
- Purchase products/equipment for self



IECSC New York 2023

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. — BECCIE DELAFUENTE, HYDRAFACIAL

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. — LAURIE KREBS, SILHOUET TONE USA

10'x10' BOOTH PACKAGES

NEW YORK

- Booth space (10'x10')
- Standard company sign 7" x 44"
- (2) chairs and (1) 8' skirted table
- 8' draped back wall and 3' draped side wall
- Name in marketing that features exhibitor lists including event site
- \$47/nsf

LAS VEGAS

- Booth space (10'x10')
- Standard company sign 7" x 44"
- (2) chairs and (1) 8' skirted table
- 8' draped back wall and 3' draped side wall
- Name in marketing that features exhibitor lists including event site
- 300 lbs of drayage
- One electrical outlet
- \$31.50/nsf

FLORIDA

- Booth space (10'x10')
- Standard company sign 7" x 44"
- (2) chairs and (1) 6' skirted table
- 8' draped back wall and 3' draped side wall
- Name in marketing that features exhibitor lists including event site
- One electrical outlet
- \$26.50/nsf



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