



June 24-26, 2023

Las Vegas Convention Center

IBS Las Vegas 2023

Marketing & Promotional Opportunities

Advertising Opportunities

SHOW PREVIEW ADVERTISING

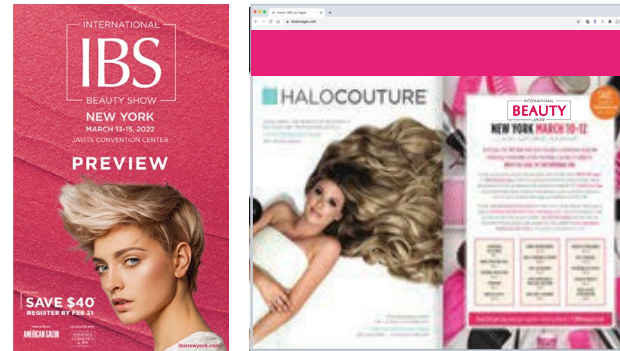
Thousands of beauty professionals rely on the digital Show Preview to get the inside scoop on the latest trends, styles, techniques and products to be showcased at the hottest beauty event in the nation.

BE IN THE SPOTLIGHT

Gain exposure by being highlighted alongside the show's most exciting features including, the exhibitor list, stage performances and educational classes. PLUS, advertising in the digital show preview gives you the phenomenal opportunity to reach your customers before they hit the show floor!

UNBEATABLE DISTRIBUTION & REACH

The digital Show Preview will be emailed to our entire prospect audience! Your ad will also be featured on our website, Facebook, and Instagram for thousands to see! The Show Preview gives you tons of pre-show exposure and opportunity to achieve your sales and marketing goals.

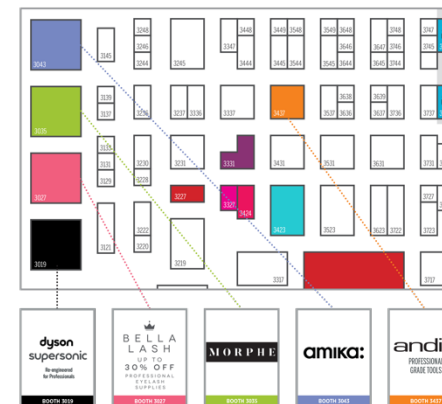


Advertising options include:

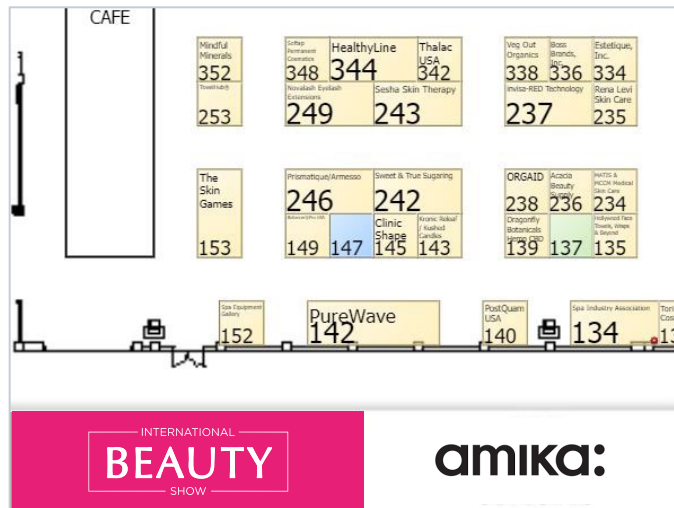
- Full Page - \$3,900
- Spread call for rates
- Half Page - \$2,300
- Special position – call for rates

PLAN OF THE DAY AD

Every attendee at IBS New York will utilize the onsite map to navigate their way around the exhibit hall. Limited to only 15 participants, an enhanced exhibit map listing is surefire way to stand out from the crowd and push traffic to your booth. Simply provide us with your logo and show special and we'll do the rest. \$800



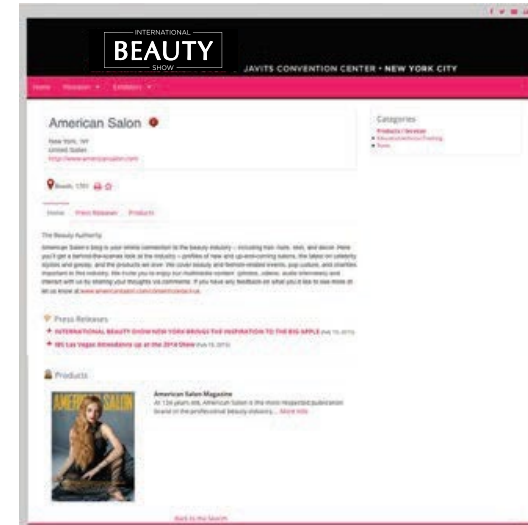
Advertising Opportunities



Brand Highlight

FLOORPLAN BUTTON AD

Advertise on the online floorplan and get maximum exposure! About 7 out of 10 attendees review the IBS website to see who's exhibiting. Let them know you'll be there! Limit to 3 sponsors. \$1,100



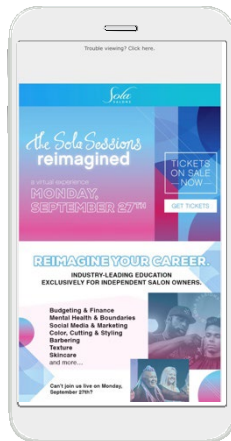
ENHANCED LISTING (Online Floor Plan)

An enhanced listing is a very economical and effective way to extend your message onsite and online! An enhanced listing includes your company name, address, links to your website and the opportunity to upload press releases and images. \$650

Advertising Opportunities



LAS VEGAS: JUNE 24-26, 2023

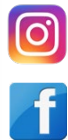
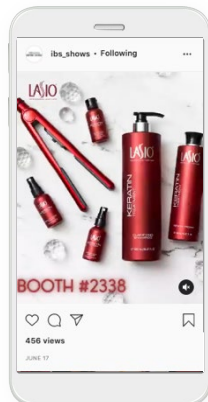


TARGETED/CUSTOM EMAIL

Reach thousands of beauty professionals with an email blast that promotes your brand and products. We send your email to a list of beauty professionals that you specify.

\$2,500

Your
Company



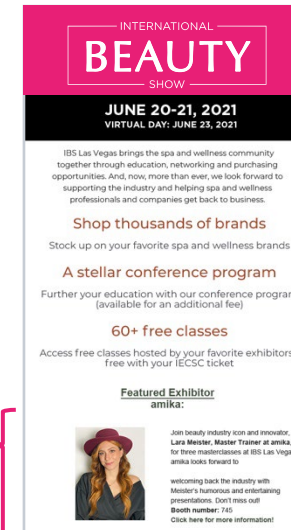
DEDICATED SOCIAL MEDIA POST

One social media post on the International Beauty Show's official Facebook and Instagram page to an audience of 100,000 (and growing!) beauty professionals.

The post will link back to your social media accounts, driving traffic to your pages!

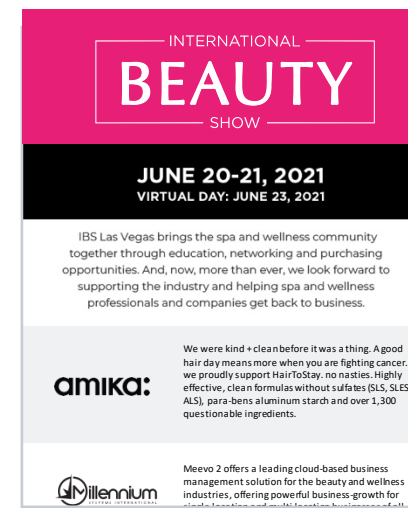
\$1,100

Contact Ellen Evers at 646.979.4544 or eevers@questex.com



ATTENDEE EMAIL SPONSORSHIP

Reach thousands of beauty professionals who are interested in your products and services. Your company name, logo, booth number and website will be highlighted in the footer of this email that promotes the event to prospects and attendees, pushing traffic to your booth and brand. \$1,000



FEATURED EXHIBITORS EMAIL

7-10 exhibitors receive 50 words of copy and a logo or image with link to their website. Email gets distributed to attendees and prospect database. \$700

Your
Company



Registration Sponsorships



REGISTRATION HAND-OUTS

Reach thousands of prospects and push attendees to your booth by handing out flyers or postcards 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!

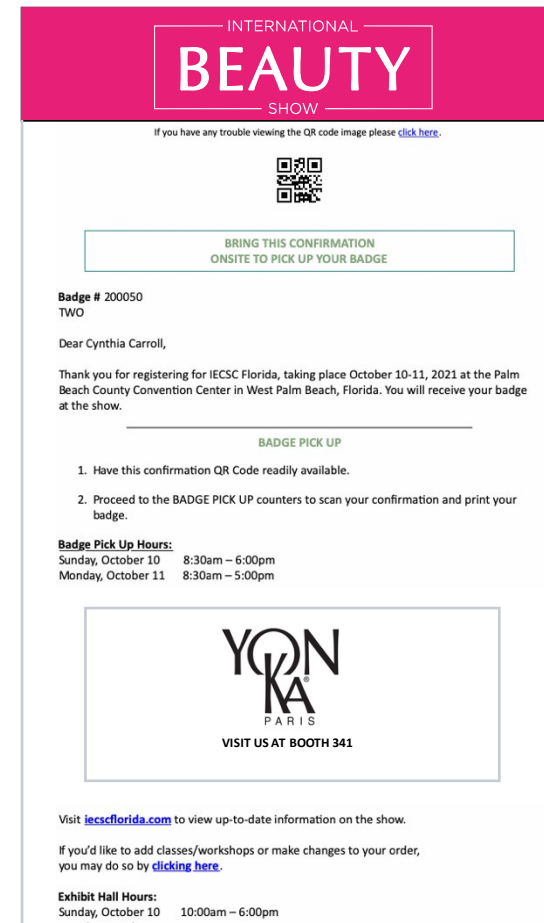
\$1,750



REGISTRATION SPONSORSHIP

Sponsor the registration area and grab the attention of thousands of attendees! Your logo will exclusively be 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!

Contact Ellen Evers at 646.979.4544 or eevers@questex.com



REGISTRATION CONFIRMATION E-MAIL

Gain tremendous reach by adding your logo and booth number to e-mails that are sent to thousands of attendee who register for our event online. Call for rates.

Branding & Exposure Opportunities



PRODUCT FOCUSED CLASSROOM

Demonstrate and educate attendees on why your products and services need to be a part of their salon menus. You'll have the opportunity to share your knowledge, while promoting your brand, with beauty professionals who are eager to learn from the best in the industry - YOU!

Your 75-minute class will also be promoted in all marketing materials where the Conference Program is presented. Price based on room capacity. \$800



PRESS ROOM SPONSORSHIP

Reserved exclusively for members of the press, the press room is a major hub for reporters and editors. Use this opportunity to pamper the press with special treatments, giveaways or a bite to eat. The press room sponsor will have prominent placement of their own press materials and the opportunity to hang a banner and/or signage within the room itself. The sponsor will be credited as host in show signage and website (where appropriate). \$10,000



BADGE LANYARD &/OR HOLDER INSERT

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. Badge - \$2,000 Sponsor produces Lanyard \$9,000 (includes production)



SHOW BAGS

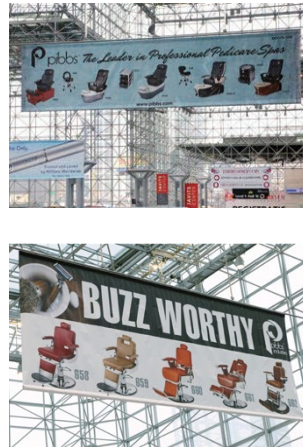
Attendees pick up so much product at the show – why not provide them with a customized shopping bag with your company logo. Bags are distributed to all attendees during registration and seen by everyone throughout the day. Sponsor is responsible for production and shipping and bag must be approved by Show Management. \$5,000 Official show bag sponsor. Must include IBS logo. \$2,000 Show bag insert only.

Visual Branding Opportunities



HANGING BANNERS/AISLE SIGNS

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! \$10,000



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. \$1,800



DOOR/WINDOW GRAPHICS

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 tracked areas is the perfect way to spread awareness about your company and hot properties. \$2,700

Visual Branding Opportunities



STAIR GRAPHICS

One of the most powerful and creative vehicles at the Javits Center - your product imagery and design will be decal 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 brand 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. \$15,000



POP-UP BANNER

Greet your customers while they walk through registration, enter the show floor or take a class! Free standing signage is a phenomenal way to reach your customers and drive traffic to your booth. Call for rates.

Visual Branding Opportunities

RESTROOM SALON

Almost everyone at the show will use the restroom. Place your products and signage in this highly visible and necessary location, and your brand will be remembered.

- Availability: Exclusive
\$2,500



OPENING CEREMONY RIBBON CUTTING

Stand beside IBS to jointly cut the ribbon and open the Exhibit Hall doors. As excitement builds, you will share the spotlight of this exciting moment where we invite guests into the show. Option to brand the scissors.

- Availability: Exclusive
\$2,500



STEP & REPEAT PHOTO OPPORTUNITY

Place your logo behind industry faces all show long! Many of these selfies will end up on social media, furthering your exposure and maximizing your opportunity for brand association.

- Availability: 5
\$3,000



Mobile App Sponsorships

OVERALL MOBILE APP SPONSOR

- Branding Sponsor – appear while profile recommendations are generating for users (see sample to right).
- 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.

\$12,500



TOP OF EXHIBITOR LIST BANNER AD

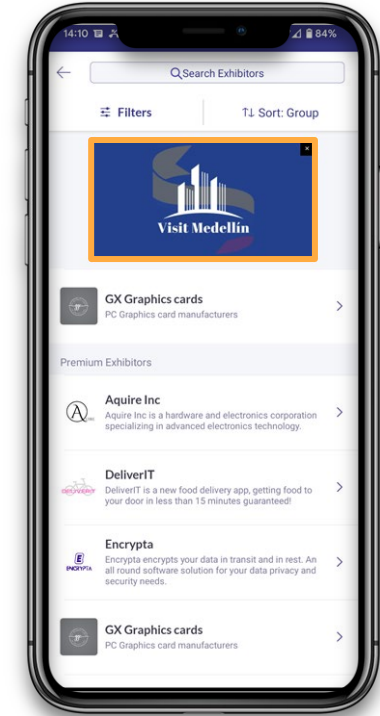
Sponsor profiles will appear at the top of Exhibitor list. Users will not have to filter through the list of exhibitors to find these Sponsors.

\$1,000

PUSH NOTIFICATIONS

Provide Sponsors with custom notifications that will be sent to all selected attendees. When clicked, the notification will take the users directly to the company profile or a website of their choice.

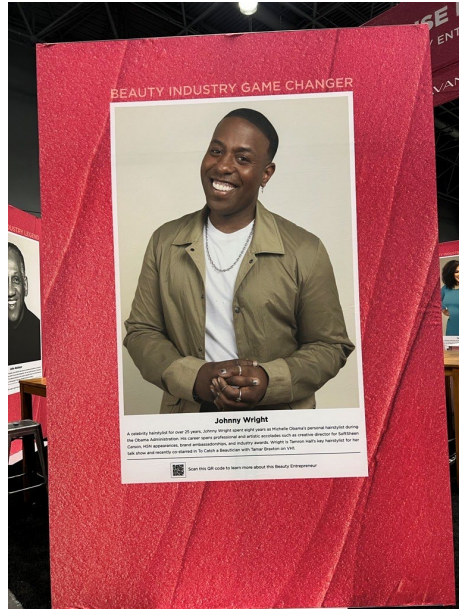
\$250 PER MESSAGE



THE POWERHOUSE PAVILION : Celebrating Black Beauty Entrepreneurs

INTERNATIONAL
BEAUTY
SHOW
LAS VEGAS: JUNE 24-26, 2023

Located on the IBS LV show floor, **The Powerhouse Pavilion: Celebrating Black Beauty Entrepreneurs**, will showcase, celebrate and empower Black beauty industry entrepreneurs via awareness and education. The Pavilion includes business consultation nooks and a gallery component and is being curated in conjunction with a Curation Committee comprised of businesspeople hailing from the POC community.

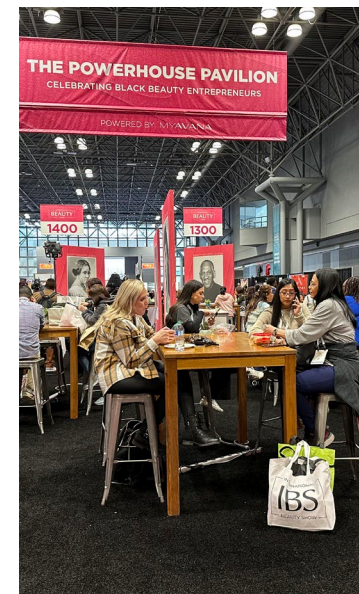


THE GALLERY

The Gallery will artistically spotlight Black beauty entrepreneurs that have experienced success in the business of beauty such as Madame C.J. Walker, Annie Turnbo Malone and Lisa Price.

CONSULTATION NOOKS

The Consultation Nooks will be manned by an array of consultants that are POC and have expertise in the business area of beauty including finance, legal matters, marketing, business management, social media, etc.



THE BENEFITS TO ATTENDEES

All show attendees will have the opportunity to meet with a consultant for an introductory 10–15-minute session to ask questions related to an issue they are experiencing or to simply get general guidance and advice. In addition, an array of Pop-Up Education sessions will be held within the area throughout the day.

The Powerhouse Pavilion: Celebrating Black Beauty Entrepreneurs will promote and empower the Black Beauty Community and highlight the important role these individuals have played in the industry and their communities.

THE POWERHOUSE PAVILION :

Celebrating Black Beauty Entrepreneurs



POWERHOUSE LEVEL \$25,000 Exclusive	EMPOWER LEVEL \$15,000 2 Available	ENGAGEMENT LEVEL \$5,000 4 Available
All attributes of Empower Level plus: Company name added to Pavilion name: <i>"The Powerhouse Pavilion brought to you by <u>ABC Company</u>"</i> • Seat on The Powerhouse Pavilion Curation Committee • Branding on the reception area counter • Brand featured on overhead signage • QR code and brand displayed on consultant nook table signs • Opportunity to host a pop-up education session within the pavilion • Contact details of all scanned pavilion visitors	All attributes of Engagement Level plus: • Ability to distribute collateral or promotional item within the pavilion • Sponsorship level recognition of brand logo featured on gallery signage • 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 Las Vegas	Digital Inclusions: • Logo recognition as a sponsor on IBSlasvegas.com and inclusion on event mobile app. • Sponsorship level recognition on IBS LV pre- and post-show promotional emails Onsite Assets: • Logo included on onsite signage recognition of IBS sponsors

Look & Learn Lounge

Located within the Look & Learn Stage area of the show floor, this highly trafficked location is the perfect way to spotlight your brand via a fun and interactive setting.

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 IBSlasvegas.com, promotional emails, and other sponsor recognition material and signage onsite
- Twenty-five, 3-day admission passports to IBS Las Vegas

\$15,000

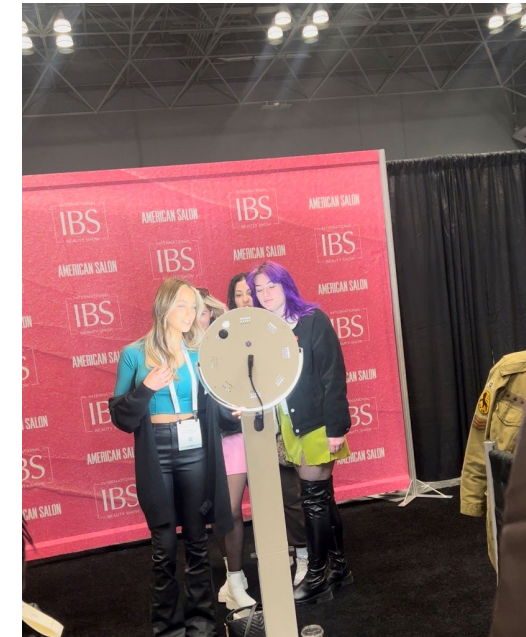


Selfie Station Enhancement

Add a Custom Branded Photo Experience to the Look & Learn Lounge Sponsorship.

SPONSORSHIP INCLUDES:

- Ability to customize the digital frame of the Lounge Step & Repeat Selfie Station
 - All photos taken at Lounge Selfie Station delivered via Dropbox link
- \$3,500



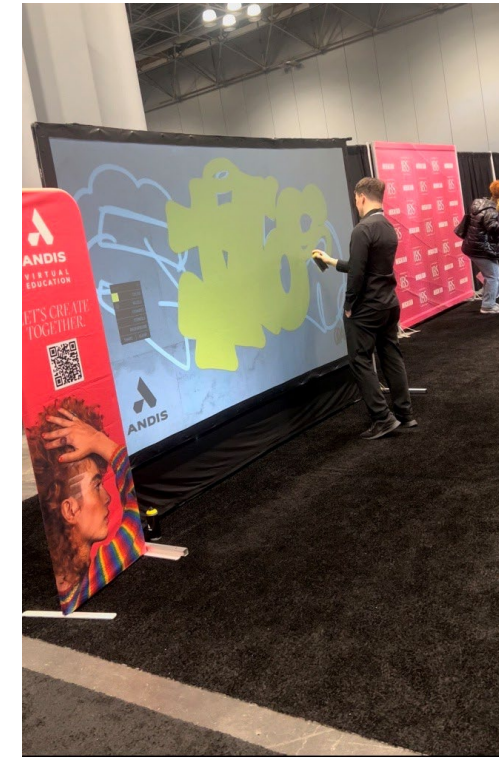
Digital Graffiti Wall

Give attendees an unexpected experience they will never forget with a digital graffiti wall. This is a fun, hands on, interactive experience where anyone can grab a digital can to create art. It's brandable, sparks curiosity and engages attendees at a whole other level!

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 \$850/day
- All power & related costs, including onsite attendant during show hours, covered by IBS

\$18,000





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CONTACT

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