



Sponsorship Opportunities

Marketing & Promotions

October 15-16, 2023

Palm Beach Convention Center

iecscflorida.com

June 24-26, 2023

Las Vegas Convention Center

iecsclasvegas.com

INTERNATIONAL
**ESTHETICS
COSMETICS
& SPA**
CONFERENCE

Welcome to IECSC where the spa community comes for insightful guidance on how to grow their businesses and keep them at the forefront of this competitive industry.

Each year, industry professionals from solo estheticians and massage therapists, to chain spa owners, directors and managers source the latest products, learn about new technologies and develop relationships with companies that move the industry at IECSC.



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.

Increase Your Brand Presence



NEW YORK: MARCH 3-5, 2024
LAS VEGAS: JUNE 24-26, 2023
FLORIDA: OCTOBER 15-16, 2023

IMPACTFUL SPONSORSHIP AND PROMO OPPORTUNITIES

You're invited to explore this menu of options to optimize your IECSC exhibitor experience. We can work with you to select or create relevant, high-impact opportunities that place your name in front of a targeted, engaged audience, maximize your brand exposure at the show and drive traffic to your booth.

75% of IECSC attendees make or influence purchasing decisions!

ATTENDEE PROFILE

PRIMARY BUSINESS TYPES	TOP JOB TITLES	PRIMARY PRODUCT / SERVICE OFFERINGS
Day Spa	Spa Owner	Facials
Resort/Hotel Spa	Esthetician	Massage
Salon with Spa Service	Spa Consultant	Skin Care
Fitness Facility	Acupuncturist	Microblading
Health Facility	Dermatologist	Nail Care
Destination/Cruise Ship Spa	Nail Technician	Hair Removal
Massage Therapy	Distributor	Reflexology Care
Medical Spa	Wellness Director	Acupuncture
Business Services	Healthcare Professional	Anti-Aging
Consultancy	Sales	Tanning
Manufacturer	Marketing	Medical Spa Services
School/Education Center	Massage Therapist	Aromatherapy
Supplier	Office Manager/Support Staff	

IECSC Sponsorship Opportunities

Contact: Exhibitors A-D, M-O erockwell@questex.com | Exhibitors E-L jschroeder@questex.com | Exhibitors P-Z bsharp@questex.com
 General Inquiries odergarabedian@questex.com | Global Sales Director wkupiec@questex.com



NEW YORK: MARCH 3-5, 2024
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Sponsorship/Promotion	New York	Las Vegas	Florida
App Sponsor, Ads, Notifications	\$250 - \$12,500	\$250 - \$12,500	\$250 - \$5,000
Badges and Lanyards	Starting at \$4,000	Starting at \$4,000	n/a
Banners and Backdrops <i>Pop-ups, Step and Repeat</i>	Starting at \$1,500	Starting at \$1,500	Starting at \$750
Digital Advertising <i>Floorplan Ad, Enhanced Listing</i>	\$550 - \$1,200	\$550 - \$1,100	\$550 - \$750
Email Exhibitor, Featured, Targeted	\$1,500 - \$5,000	\$1,500 - \$5,000	\$750 - \$2,500
Experiences <i>Restroom Spa, Ribbon Cutting, Receptions/Parties</i>	Starting at \$2,500	Starting at \$2,500 <i>LV exclusives avail</i>	Starting at \$1,250 <i>FL exclusives avail</i>
Floors and Doors – Onsite <i>Footprints and Window Clings</i>	\$2,500 - \$4,400	\$2,500 - \$4,400	\$1,250 - \$2,200
Onsite Signage <i>Hanging Banners, Aisle Signs, Stair Graphics</i>	Starting at \$5,200	Starting at \$5,200	Starting at \$3,000
Pavilion <i>Healthy You</i>	\$25,000	\$25,000	\$25,000
Places and Spaces <i>Press Room, The Studio</i>	\$650 - \$10,000	\$650 - \$10,000	Starting at \$650
Product Focused Education <i>Demonstration Classroom</i>	Starting at \$850	Starting at \$850	Starting at \$575
Program Advertising <i>Pre-show Preview, Onsite Plan of the Day</i>	\$1,200 - \$2,750	\$1,100 - \$2,500	\$750 - \$1,500
Registration	\$12,000	\$12,000	\$6,000
Show Bags and Handouts	Starting at \$2,500	Starting at \$2,500	Starting at \$1,250
Social Media Post	\$1,000	\$1,000	\$1,000
Stations <i>Business Bar and Lounge, Recharge and Hydrate</i>	\$15,000	\$15,000	\$15,000

App Sponsor



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MOBILE APP SPONSOR

Get in front of all the attendees at IECS and IBS (in New York and Las Vegas)! 40,000 EYEBALLS WILL BE VIEWING the app in Las Vegas to navigate their way around the show for 3 FULL DAYS.

Live events are moving away from printed directories to help lower their carbon footprint and Questex is no different. As part of our commitment to be [Net Zero by 2050](#), we've moved our directory to digital and this is where our attendees will get their show information. Put your brand in the palms of their hands for show floor navigation, exhibitor listings, push notifications, polls, surveys, and more! We've got thousands of spa and beauty professional eyeballs, and you need to capture them.

- Logo on login page
- 1 targeted push notification/day
- Ad in the carousel at the top of the Exhibitor Listing page
- Banner ads on three additional app screens (exclusively for the Mobile App Sponsor)
- Logo recognition as app sponsor on event website and marketing starting on contract date

Availability: Exclusive

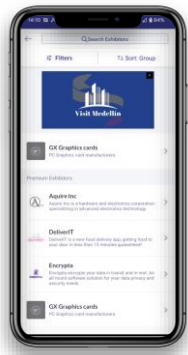
Pricing

- NY \$12,500
- VEGAS \$12,500
- FLORIDA \$5,000



App Advertising

TOP OF EXHIBITOR LIST AD BANNER PUSH NOTIFICATIONS



One of the most valuable placements on the official show app. Your brand will be highlighted at the top of the Exhibitor List page, thus highly visible and relevant just when attendees are looking at brands in the Expo.

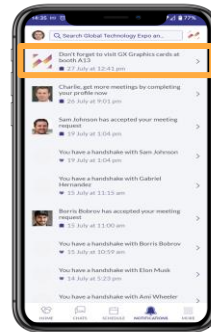
Availability: 8

Pricing

- NY \$1,200
- VEGAS \$1,100
- FLORIDA \$1,000

[Specs](#)

Pricing, availability and details subject to change.



Drive traffic to your booth, activation, demo or classroom with a just in time, targeted notification through the official show app.

- Messages appear on the phone home screen
- Pre-scheduled
- Clicks through to the company profile or URL

Availability: 1/company/day, max 4 per day

Pricing

- NY \$250 each
- VEGAS \$250 each
- FLORIDA \$250 each

Get in front of all the attendees at IECSC **and** IBS (in New York and Las Vegas)! 40,000 EYEBALLS WILL BE VIEWING the app in Las Vegas to navigate their way around the show for 3 FULL DAYS.

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Badges and Lanyards

ATTENDEE BADGES

Guests depend on their badges for show entry and conference scheduling. Make sure they think of you with a back of badge logo sponsorship.

Availability: Exclusive

Option to package with lanyard or other registration sponsorships

Pricing:

- NY \$4,000
- VEGAS \$4,000



LANYARDS

Hang your name on everyone's neck! Lanyards are distributed to attendees at registration.

Availability: Exclusive

Option to add a bag insert

Pricing

- NY \$9,000 + 2-clip lanyard - **SOLD**
- VEGAS \$9,000 + 2-clip lanyard - **SOLD**



Banners and Backdrops

POP-UP BANNER

Stand up your branding, messaging and CTA on your company's signage in a high-traffic area at the event.

Pricing

- NY \$1,500 + banner
- VEGAS \$1,500 + banner
- FLORIDA \$750 + banner



STEP AND 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

Pricing

- NY \$3,000
- VEGAS \$3,000
- FLORIDA \$1,500



Digital Advertising



NEW YORK: MARCH 3-5, 2024
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ONLINE FLOORPLAN BUTTON AD

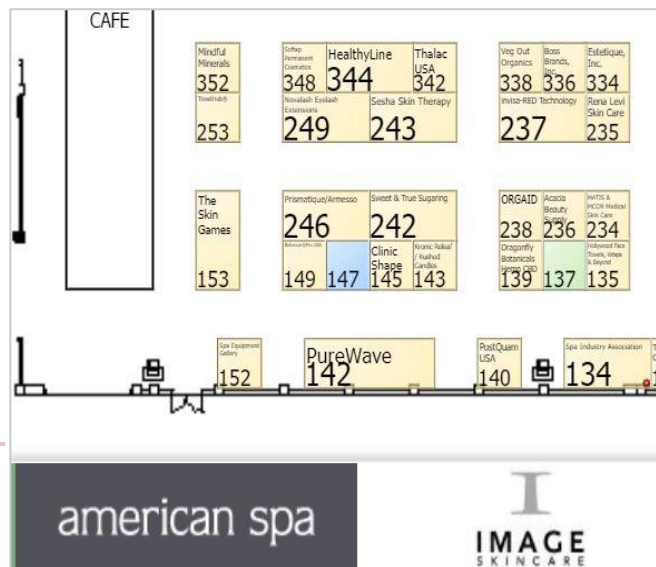
Attendees review the IECSC website to see who's exhibiting. Let them know you'll be there!

Availability: 3

Pricing

- NY \$1,200
- VEGAS \$1,100
- FLORIDA \$750

Specs



Brand Highlight

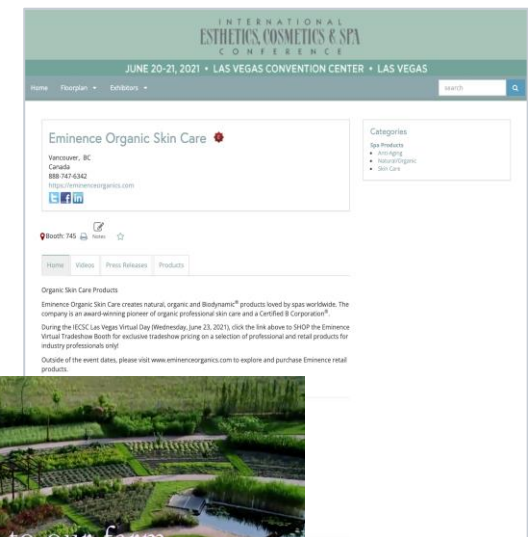
ENHANCED EXHIBITOR LISTING

Extend your message onsite and online.

Pricing

- NY \$550
- VEGAS \$550
- FLORIDA \$550

Specs



Email - Targeted



NEW YORK: MARCH 3-5, 2024
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TARGETED EMAIL

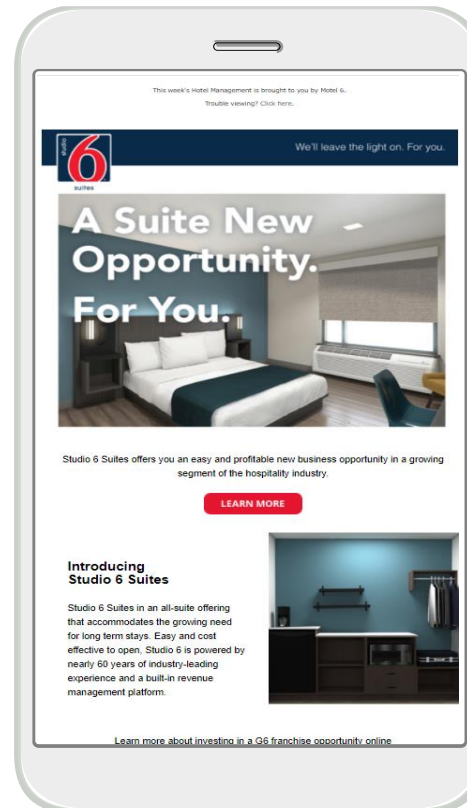
Promote your brand message and CTA to thousands of spa and wellness professionals.

Audience: Targeted

Pricing

- NY \$3,250
- VEGAS \$2,750
- FLORIDA \$1,750

[Specs](#)



REGISTRATION CONFIRMATION

Everyone who registers will receive an email confirmation. They will likely refer back to the confirmation for important information multiple times. Add your logo and booth number for instant association by a captive audience.

Audience: Targeted

Availability: Exclusive

Pricing

- NY \$5,000 - **SOLD**
- VEGAS \$5,000 - **SOLD**
- FLORIDA \$2,500 - **SOLD**

[Specs](#)



If you have any trouble viewing the QR code image please [click here](#).



BRING THIS CONFIRMATION
ON SITE TO PICK UP YOUR BADGE

Badge # 200050
TWO

Dear Cynthia Carroll,

Thank you for registering for IECS Florida, taking place October 10-11, 2021 at the Palm Beach County Convention Center in West Palm Beach, Florida. You will receive your badge at the show.

BADGE PICK UP

1. Have this confirmation QR Code readily available.
2. Proceed to the BADGE PICK UP counters to scan your confirmation and print your badge.

Badge Pick Up Hours:
Sunday, October 10 8:30am – 6:00pm
Monday, October 11 8:30am – 5:00pm

Your Company



Visit iecsflorida.com to view up-to-date information on the show.

If you'd like to add classes/workshops or make changes to your order, you may do so by [clicking here](#).

Exhibit Hall Hours:
Sunday, October 10 10:00am – 6:00pm

Email - Exhibitor



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FEATURED EXHIBITOR EMAIL

Spotlight your brand and show participation in a pre-event email featuring multiple exhibitors.

Audience: Registered

Pricing

- NY \$1,750
- VEGAS \$1,500
- FLORIDA \$1,000

[Specs](#)

The screenshot shows an email header with a woman's portrait and the text "SAY YES TO YOU" and "DISCOVER. RENEW. CELEBRATE." Below this, it says "NEW YORK | MARCH 5-7, 2023 | JAVITS CONVENTION CENTER" and "Don't Miss These Featured Exhibitors The Show Starts in 2 Weeks and We Can't Wait to See You!". The main content features the 360 Aesthetic Devices LLC logo and a large exclamation mark icon. The text describes HYDRAFACIAL as a skin health revolutionizing technology, highlighting 68 patents and 87 global locations. It includes the booth number 401 and the website hydrafacial.com.

EXHIBITOR EMAIL

Reach thousands of spa professionals who are interested in your products and services. Your company name, logo, booth number, website and 50 words of copy will be highlighted in the footer of this email that promotes the event to prospects pushing traffic to your booth and brand.

Audience: Prospects

Availability: Multiple, **1 exhibitor per email**

Pricing

- NY \$1,500
- VEGAS \$1,500
- FLORIDA \$750

[Specs](#)

The screenshot shows an email header for the "INTERNATIONAL ESTHETICS COSMETICS & SPA CONFERENCE LAS VEGAS" on June 20-21, 2021 (virtual June 23). It includes the event location and website. The main body text says "JOIN US IN LAS VEGAS!" and describes the event as a place to "Shop thousands of brands" and "A stellar conference program". It mentions "60+ free classes" and "Access free classes hosted by your favorite exhibitors - free with your IECSC ticket". A "REGISTER NOW!" button is present. The exhibitor section features the "Eminence Organic Skin Care" logo and a photo of Boldjara Koronczay, Master Trainer at Eminence Organic Skin Care, with a brief bio and booth information.

Your Company

Experiences



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RESTROOM SPA



Almost everyone at the show will use the restroom. Surprise and delight by turning a routine visit into a spa-like experience.

Place your products and signage in this highly visible and necessary location, and your brand will be remembered.

Availability: Exclusive

Pricing

- NY \$2,500 - **SOLD**
- VEGAS \$2,500 - **SOLD**
- FLORIDA \$1,250

OPENING CEREMONY RIBBON CUTTING



Stand beside IECSC 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

Pricing

- NY \$2,500
- VEGAS \$2,500 - **SOLD**
- FLORIDA \$1,250

New for 2023 Q&A WITH SIA PRESIDENT



Allan Share, the long-time president of the Spa Industry Association, is so well connected, he's been unofficially recognized as the "Mayor of Spa".

With a gift of making others shine, Allan will conduct an onsite interview with your brand, no pre-planning necessary. Record and use the content in your own marketing. This is a phenomenal opportunity for 15 minutes of fame at an approachable price. Space is limited and will fill up fast.

Availability: 3

Pricing



- NY \$250 + Studio Stage
- VEGAS \$250 + Studio Stage
- FLORIDA \$250 + Studio Stage

Experiences in LV - Parties

INTERNATIONAL
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COSMETICS
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SATURDAY NIGHT OPENING PARTY @ ZOUK

A blowout at Zouk Nightclub at Resorts World Las Vegas starting at 10:30pm

- 1x post on IBS and IECSC Instagram and Facebook profiles (combined reach of 225,000+)
- VIP entry with Sponsor recognition
- Ability to provide branded cocktail napkins, swizzle sticks and cocktail table tent cards*
- Opportunity to provide product activation, gift bag or distribute samples at exit
- VIP entry for 20 passes to use at Sponsor's discretion

Pricing: \$5,000, attendance limited to 1,200

SUNDAY EVENING NETWORKING LOUNGE PARTY @ AZILO ULTRA LOUNGE

A private party at Sahara Las Vegas exclusively for IECSC + IBS guests from 6:30pm to 8:30pm

- 1x post on IBS and IECSC Instagram and Facebook profiles (combined reach of 225,000+)
- VIP entry with Sponsor recognition
- Ability to provide branded cocktail napkins, swizzle sticks and cocktail table tent cards*
- Opportunity to provide product activation, gift bag or distribute samples at exit
- VIP entry for 15 passes to use at Sponsor's discretion

Pricing: \$2,500, attendance limited to 800 - **SOLD**

Pricing, availability and details subject to change.



Join us for one or two incredible nights out with the hundreds of attendees from IBS and IECSC Las Vegas.

Each night has a unique style and ambiance. Both offer an excellent opportunity to put your brand in front a captive audience of beauty and spa attendees.

SPONSORSHIPS INCLUDE

Logo recognition as a party sponsor on event website and marketing starting on contract date, and on onsite signage



**Items due to event organizer 1 week in advance*

Exclusively in Florida

Experiences in FL - After-Hours Reception



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COCKTAILS IN THE COURTYARD

Partner with IECSC Florida to enhance the opening day post-show experience with a cocktail reception.

- Logo prominently displayed on event signage within cocktail area
- Public recognition during Welcome Remarks
- Recognized as an official IECSC After Hours Cocktail Reception sponsor on event emails, newsletters, social media and website

Availability

- Sunday evening at IECSC Florida
- Non-exclusive, limited availability

Pricing: \$1,500



Logo recognition as a party sponsor on event website and marketing starting on contract date

Floors and Doors - Onsite

FOOTPRINTS

Make sure your company identity is a “step ahead”.

Pricing for 4

- NY \$4,400
- VEGAS \$4,400
- FLORIDA \$2,200

Specs: 48x48”



DOOR/WINDOW CLINGS

Greet attendees at the door! Place your eye-catching graphics on the glass entrance.

Pricing for 4

- NY \$2,500
- VEGAS \$2,500
- FLORIDA \$1,250

Specs: 24x24’



Onsite Signage



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HANGING BANNERS AND AISLE SIGNS

Hang your banner or sign in a high-traffic area in the Exhibit Hall to help attendees easily identify your brand and find your booth.

Availability: Limited

Pricing

- NY \$10,500 (includes production)/\$5,200 + banner
- VEGAS \$10,500 (includes production)/\$5,200 + banner
- FLORIDA \$6,000 (includes production)/\$3,000 + banner



Specs: 5x20'



STAIR GRAPHICS

Grab attention from anyone coming or going. This large space opportunity makes a BIG statement.

Availability: Exclusive

Pricing

- NY \$15,000
- VEGAS N/A
- FLORIDA \$8,000



Pavilion

New for 2023

HEALTHY YOU PAVILION

Align your brand with designated Expo Hall space that showcases wellness-related products. This supports a growing market that can complement an existing product portfolio and offer a new source of revenue for spa and wellness professionals. The Pavilion surrounds the Recharge + Hydration Station, a comfy gathering space for show guests, especially those who need power for their devices.

- Booth space (10'x 10')
- Standard company sign (7"x 44")
- Two chairs and one 8' table
- 8' draped backwall and 3' draped sidewall
- Name in marketing that includes the Pavilion including event site and Pavilion signage

Availability: Limited booth options within Pavilion

Pricing

- NY \$47/nsf
- VEGAS \$29.50/nsf
- FLORIDA \$26.50/nsf



Places and Spaces



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PRESS ROOM SPONSORSHIP

This is the hub for reporters and editors who are covering IECSC. Keep your brand top of mind with signage in the room, and perhaps more impactfully, by pampering press with treatments, giveaways or refreshments. The sponsor will also be recognized in show signage and on the event website.

Availability: Exclusive

Pricing

- NY \$10,000
- VEGAS \$10,000
- FLORIDA N/A



THE STUDIO STAGE

This small stage on the show floor is available in 20-minute increments (+ 10 minutes for setup/cleanup) for you to demonstrate products, distribute samples, conduct Q&As, or expand your IECSC reach in another creative way!

Availability: Limited; option to add on an interview with Allan Share

Pricing

- NY \$650
- VEGAS \$650
- FLORIDA \$650

Details:

- Microphone included
- AV excluded



Product Focused Education (PFE)

DEMONSTRATION CLASSROOM

Share your expertise with eager-to-learn attendees and promote your brand as one that must be part of the spa menu. Use your 60-minute class for product demonstration or a presentation. Your session will be promoted in all marketing where the Conference Program is presented.

Pricing

Size	New York	Las Vegas	Florida
30 theater	\$900	\$500	n/a
45 theater	n/a	n/a	\$575
50 theater	n/a	\$700	n/a
75 theater	\$1,100	\$800	\$650
100 theater	n/a	\$900	\$695

Max 2 classes/exhibitor/day

[Details](#)



Program Advertising

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PRE-SHOW PREVIEW PROGRAM AD

Thousands of spa professionals rely on the preview program to sneak peek the show's products, companies and education. Your ad will position you ahead of the competition.

Audience: Prospects, past attendees, the *American Spa* distribution list, our spa professional-only databases

Pricing

- NY \$2,750
- VEGAS \$2,500
- FLORIDA \$1,500

[Specs](#)



PLAN OF THE DAY/ONSITE PROGRAM AD

Attendees use the onsite plan to navigate the Exhibit Hall. Limited ads spotlight brands and drive traffic to their booths.

Pricing

- NY \$1,200
- VEGAS \$1,100
- FLORIDA \$750



Registration

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REGISTRATION EXPERIENCE

Own the first major point of contact for show attendees and capitalize on the IECSC excitement with your logo on check-in and registration-area signage!

Availability: Exclusive

Pricing

- NY \$12,000 - **SOLD**
- VEGAS \$12,000 - **SOLD**
- FLORIDA \$6,000 - **SOLD**



Show Bags and Handouts

SHOW BAGS



Brand the bags each attendee receives to fill with all their Exhibit Hall purchases! Your company name will be all over the show!

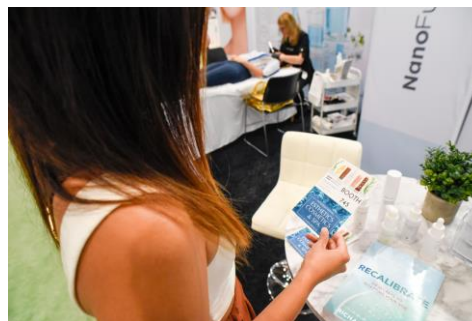
Availability: Exclusive

Pricing

- NY \$5,000 + bag - **SOLD**
- VEGAS \$5,000 + bag - **SOLD**
- FLORIDA \$2,500 + bag

Specs: bag must be approved by Show Management

SHOW BAG INSERT



Add a sample or a marketing piece to the welcome bags. Guests love to consume these goodies, ensuring valuable brand exposure!

Pricing

- NY \$2,500 + product or collateral
- VEGAS \$2,500 + product or collateral
- FLORIDA \$1,250 + product or collateral

REGISTRATION HAND-OUTS



Invite attendees to your booth and encourage sales by handing out flyers or postcards in the registration area. Choose to distribute or have event staff do so on your behalf.

Availability: 5

Pricing

- NY \$2,500
- VEGAS \$2,500
- FLORIDA \$1,250

Social Media

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DEDICATED POST

Reach and engage with 80,000+ (and growing!) spa and wellness professionals and IECSC Facebook and Instagram followers.

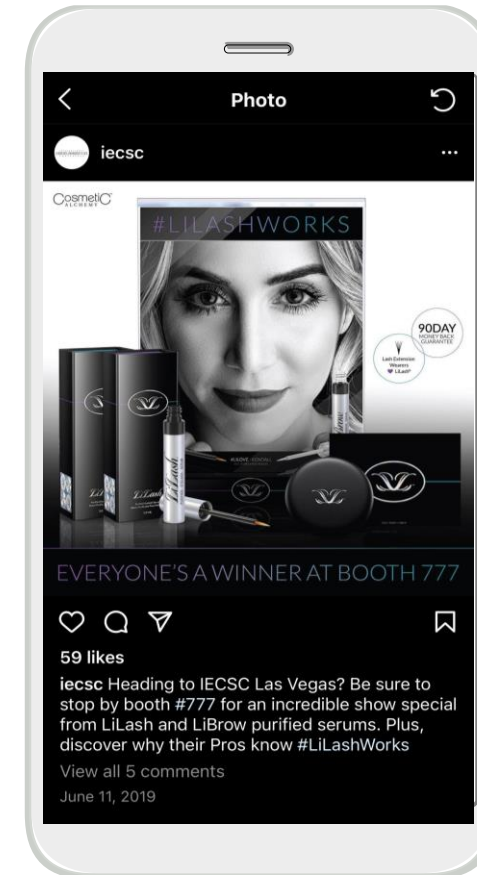
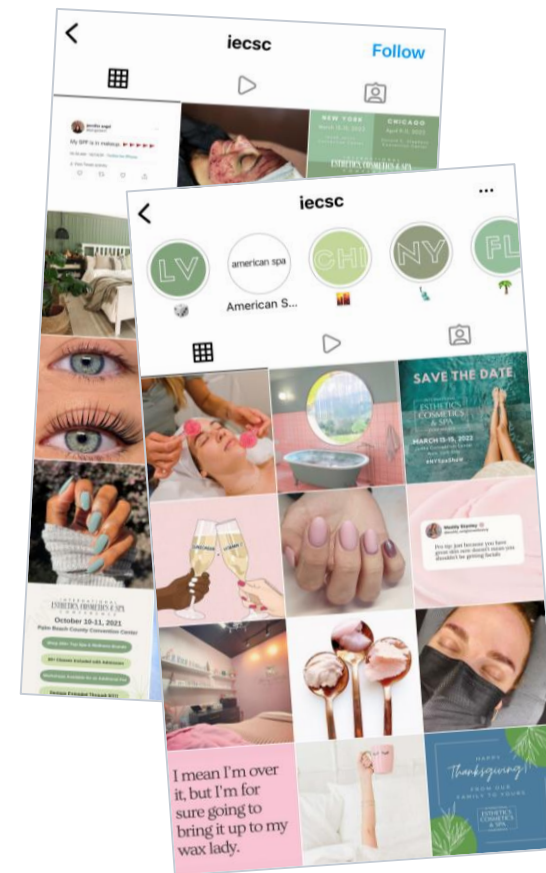
Promote your booth and create buzz about your IECSC show participation, launch a product, educate or grow your own networks by driving traffic to your own social accounts or website.



Pricing, per post

- NY \$1,000
- VEGAS \$1,000
- FLORIDA \$1,000

[Specs](#)



Branding Activation

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New for 2023

BUSINESS BAR AND LOUNGE

Curate a chic lounge space for show guests to gather, network, relax, catch up on work, or all of the above - potentially over a drink - and enjoy business exposure throughout the show!

- Carpeted space
- Branding in and outside the lounge
- Bar with branded signage
- Recognition in social media during the show
- Distribute collateral and/or swag

Availability: Exclusive

Pricing

- NY n/a
- VEGAS n/a
- FLORIDA \$15,000

Upgrade Options

- Photo booth
- Drink tickets
- Temporary tattoos
- Contact us for your ideas!



Branding Activation

New for 2023

RECHARGE AND HYDRATE LOUNGE

Offer a restorative space with comfy seating and mobile charging stations within the new-for-2023 **Healthy You Pavilion**, which will spotlight wellness. While guests will soak up your brand during their break from the Exhibit Hall, the 2023 sponsor will enjoy the benefit of extra marketing to build awareness of this new show space.

- Branding in and outside the station
- Sponsor recognition everywhere the Healthy You Pavilion is mentioned in show marketing including social media, email and on the show app
- Distribute collateral and/or swag
- Includes 25 three-day Exhibit Hall passes

Availability: Exclusive

Pricing

- NY \$15,000
- VEGAS \$15,000 - **SOLD**
- FLORIDA \$15,000



Approximate image, pending available furnishings/materials.

Contact Us

EXHIBITORS A-D, M-O

Emily Rockwell

212.895.8292

erockwell@questex.com

EXHIBITORS E-L

Jamie Schroeder

617.219.8379

jschroeder@questex.com

EXHIBITORS P-Z

Betty Sharp

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