IBS New York attracts enthusiastic salon owners and beauty professionals from around the world who are looking to find new brands, purchase innovative tools, products and learn from top industry educators. With more than 100 years of industry success, IBS New York continues to help companies like yours grow and gain brand impact.

Every year, tens of thousands of hair stylists, colorists, barbers, nail technicians, makeup artists, lash technicians and estheticians, who are eager to enhance their techniques, attend the event.

“...The expo hall is full of opportunity to learn trends and techniques, and about new products and tools.”
A friend reached out to me to attend the conference last minute and I am so glad that I decided to go. I cannot wait for the next one!

## JOB FUNCTION

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hairdresser/Stylist</td>
<td>24%</td>
</tr>
<tr>
<td>Cosmetologist</td>
<td>15%</td>
</tr>
<tr>
<td>Independent Contractor</td>
<td>11%</td>
</tr>
<tr>
<td>Salon/Spa Owner/Manager</td>
<td>11%</td>
</tr>
<tr>
<td>Makeup Artist</td>
<td>5%</td>
</tr>
<tr>
<td>Esthetician</td>
<td>5%</td>
</tr>
<tr>
<td>Student</td>
<td>4%</td>
</tr>
<tr>
<td>Nail Technician</td>
<td>4%</td>
</tr>
<tr>
<td>Barber/Mens Groomer</td>
<td>3%</td>
</tr>
<tr>
<td>Distributor</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

## NUMBER OF WORKSTATIONS IN SALON

<table>
<thead>
<tr>
<th>Workstations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>39%</td>
</tr>
<tr>
<td>6-10</td>
<td>23%</td>
</tr>
<tr>
<td>11-15</td>
<td>12%</td>
</tr>
<tr>
<td>15+</td>
<td>13%</td>
</tr>
<tr>
<td>No Response</td>
<td>13%</td>
</tr>
</tbody>
</table>

## ATTENDEES ARE LOOKING TO BUY THESE PRODUCTS

- Hair Care/Tools
- Hair Color/Tools
- Nail Care/Tools
- Wigs/Extensions
- Nail Enhancements
- Cosmetics
- Apparel
- Business Software/Technology
- Equipment/Furniture
- Skin Care
- Educational Training
- Publications
- Tanning
- Sundries
- Other

## PRIMARY BUSINESS TYPE

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Service Salon</td>
<td>53%</td>
</tr>
<tr>
<td>Day Spa</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>Nail/Brow/Lash/Wax Specialty</td>
<td>5%</td>
</tr>
<tr>
<td>Barber Shop</td>
<td>5%</td>
</tr>
<tr>
<td>School</td>
<td>5%</td>
</tr>
<tr>
<td>Business Services</td>
<td>3%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>2%</td>
</tr>
</tbody>
</table>
BEAUTY PROFESSIONALS FROM MULTIPLE CATEGORIES
Connect with thousands of beauty professionals from around the country including hair stylists, colorists, barbers, nail technicians, makeup artists, lash specialists, and estheticians.

ROBUST CONFERENCE
A well-rounded conference program including hair, nails, makeup, eyebrow and eyelashes, business building, marketing and more draw a substantial base of attendees to the event.

PROMOTE TO A FOCUSED AUDIENCE
The opportunity to promote your business or brand to a focused group of interested professionals by teaching a class!

PRESENTED BY AMERICAN SALON
IBS is presented by American Salon, one of the most pivotal and well-known platforms in the industry, who work in tandem to promote the event together with the editors to draw new attendees every year.

TOP TIER MEDIA COVERAGE
Tremendous coverage from hundreds of top media in the nation, who attend the event.

CO-LOCATED WITH THE LARGEST SPA SHOW
Event is co-located with IECSC, the spa industry’s largest event, enabling thousands of additional buyers to your booth including estheticians, nail technicians, cosmetologists, spa owners and managers.

BENEFITS OF PARTICIPATING

MAIN OBJECTIVES FOR ATTENDING
94% purchase products & equipment for salon
86% are there to take classes
89% purchase products for self
96% find new product lines
97% learn new trends

"The CHI-Farouk team put on a great show. Anna Cantu was fantastic, she had such great skills and performed like a rock star! The music, the excitement was awesome."
STAGGERING REACH
Gain access to hundreds of top tier media.

At IBS/NY 2022 we were able to meet and connect with hundreds of new stylists/owners right on the show floor.”
Josh Owens, President, HaloCouture
86% of attendees are there to take classes

- Hair color
- Hair cutting/Styling
- Business
- Barbering
- Wellness & self-care
- Makeup

EDUCATION

EXHIBITORS CAN OFFER CLASSES!
YOUR EXHIBITOR PACKAGE INCLUDES:

- Booth space (10’x 10’ minimum)
- Standard company sign (7”x 44”)
- Two (2) chairs and one (1) 8’ table
- 8’ draped backwall and 3’ draped sidewall
- Company name in all event marketing materials that feature exhibitor lists including ibsnewyork.com
- $45/nsf

We sold 85% of our inventory in the first few hours of the show at IBS/NY 2022. I had to literally break into my show floor display to sell products!”

Jeff Schwartz, Sales, Sr. Executive VP Sales and Distribution, Olaplex
TO RESERVE A BOOTH AND/OR SPONSORSHIP PACKAGE

CONTACT:

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eevers@questex.com

INTERNATIONAL BEAUTY SHOW

NEW YORK
MARCH 5-7, 2023
JAVITS CONVENTION CENTER
ibsnewyork.com