INTERNATIONAL

ESTHETICS COSMETICS & SPA

CONFERENCE

THE PREMIER EVENT FOR WELLNESS EDUCATION

2023 SALES PROSPECTUS

MARCH 5-7, 2023

JAVITS CENTER, NEW YORK CITY

CO-LOCATED WITH INTERNATIONAL BEAUTY SHOW

IECSCNEWYORK.COM

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Welcome to **IECSC**, the Northeast's largest spa and wellness show. Discover why this event is the most opportune experience for you to showcase your brand.

EXHIBITOR BENEFITS

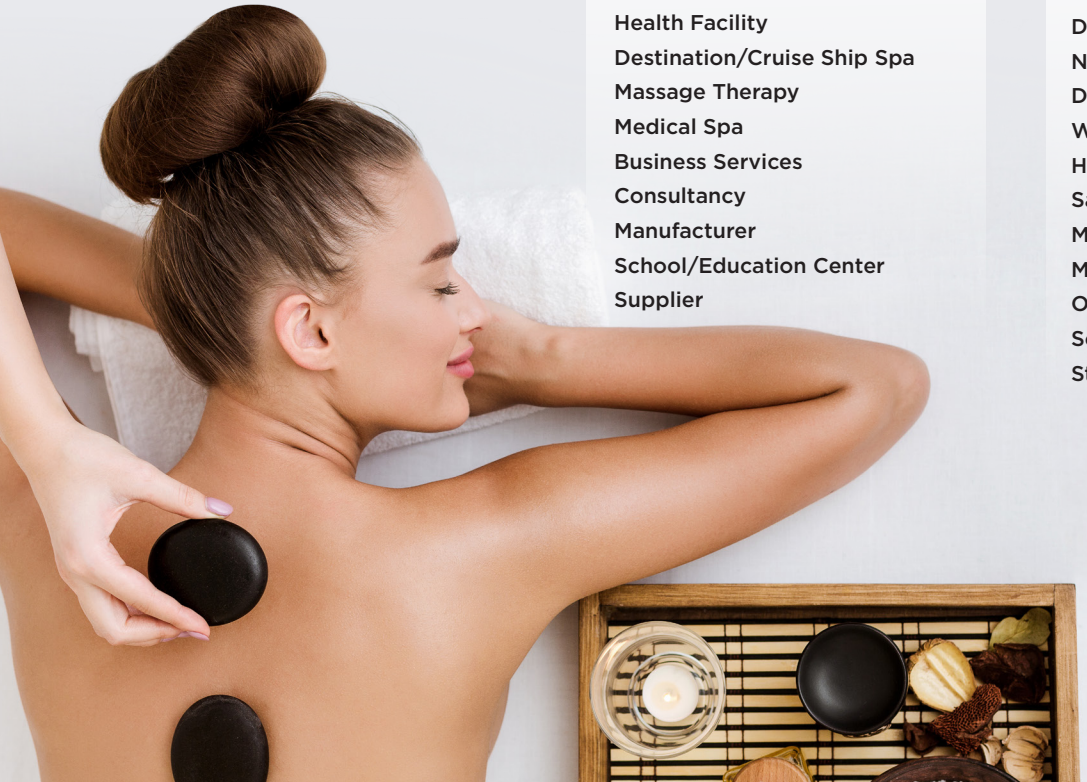
- Meet thousands of buyers including spa owners/ managers, estheticians, cosmetologists, massage therapists, and makeup artists.
- Opportunity to present products and services to a captive audience via classroom.
- Top tier coverage from hundreds of national and local media.
- Co-located with IBS New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

> **I was so pleased! I cannot wait to return next 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 pretty good 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 and equipment for self

ROLE IN PURCHASING

Source: 2022 post-show survey

STAGGERING REACH

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

GAIN ACCESS TO HUNDREDS OF TOP TIER MEDIA

abc · COSMO Latinas · Time Inc. · PIX@ NEWS · Time Out New York · THE HUFFINGTON POST · MODALité · Women's Health · UNIVISION · ADWEEK · ESTETICA · CNBC · MODERN SALON · CNN · NBC · USA TODAY · The New York Times · FOX NEWS · CBS 2 WCBS-TV NEW YORK · TODAY · Galore · CONDÉ NAST · COSMOPOLITAN · The Examiner · bir · hb hairbrained.me sHair your passion · Mashable

OVER
480K
SPA PROFESSIONAL EMAIL SUBSCRIBERS

80K+
SPA/SALON OWNERS/MANAGERS

american spa
+
INTERNATIONAL ESTHETICS COSMETICS & SPA CONFERENCE

210K
COMBINED SOCIAL REACH

YOUR EVENT PRESENCE

EXHIBITOR PACKAGE INCLUDES:

- 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
- Company name in all event marketing materials that feature exhibitor lists including iecscnewyork.com
- $45/nsf

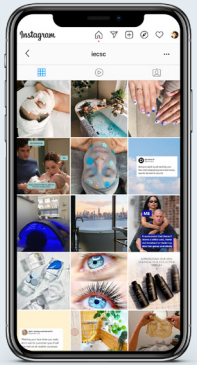
> wide variety of vendors; fabulous classes; the venue was perfect. My first show and I plan to attend again and again.

MARKETING & PROMOTIONAL OPPORTUNITIES

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

- On-site
- Digital
- Sponsorships
- Social

EXPLORE



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TO RESERVE A BOOTH AND/OR SPONSORSHIP PACKAGE, PLEASE CONTACT:

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