EVENT OVERVIEW 2024

March 3-5, 2024
Javits Convention Center
ibsnewyork.com

June 22-24, 2024
Las Vegas Convention Center
ibslasvegas.com
The International Beauty Show attracts enthusiastic salon owners and beauty professionals from around the world who are looking to find new brands, purchase innovative products & tools, and learn from top industry educators. With more than 100 years of industry success, IBS continues to help companies like yours grow and increase brand impact.
THOUSANDS BEAUTY PROFESSIONALS FROM MULTIPLE CATEGORIES
Connect with thousands of beauty professionals from around the country and the globe including cosmetologists, hair stylists, colorists, barbers, nail technicians, makeup artists, lash specialists, and estheticians.

ROBUST CONFERENCE DRAWS ATTENDANCE
A well-rounded conference program curated by American Salon including hair, nails, makeup, eyebrow and eyelashes, and business building draw 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 SALON
IBS is presented by our sister brand, American Salon, one of the most pivotal and well-known platforms in the industry for over 145 years. Together we work in tandem to promote the event to draw new attendees every year.

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 SPA SHOW
IBS co-locates with the International Esthetics, Cosmetics & Spa Conference (IECSC), the spa industry’s largest event, enabling thousands of additional buyers to your booth including estheticians, nail technicians, cosmetologists, spa owners and managers, and wellness professionals.
The Powerhouse Pavilion: Celebrating Black Beauty Entrepreneurs

This exclusive space is the pinnacle of the event and incorporates inspiring and empowering education panels to provide guidance for any attendee looking to boost their career.

SPONSORSHIP OPPORTUNITIES AVAILABLE

“This pavilion is truly motivating and inspiring for recognizing game changers in the industry. What IBS has done with this pavilion is important as the industry starts to progress, and starts to become more diverse and inclusive. The conversation in this pavilion breaks down barriers. IBS is at the forefront of change.”

— Cornell McBride, President and CEO, McBride Research Laboratories and featured game changer in the Powerhouse Pavilion gallery
The Look & Learn Stage

This hot destination is a veritable social network for trends and education. Attendees watch demonstrations of the latest techniques by renowned artists, enjoy cocktails with colleagues and friends, displayed their artistic skills on the Graffiti Wall and enjoyed a 360-degree selfie extravaganza, all while the deejay played the latest hits. This is an excellent opportunity for multiple sponsors looking to network with engaged attendees as this area will be buzzing.

SPONSORSHIP OPPORTUNITIES AVAILABLE
Attendee Profile — New York Event
IBS NEW YORK AUDIENCE PROFILE

**Company Type**
- 61% Full-Service Salon
- 8% Day Spa
- 7% School
- 6% Nail/Brow/Lash/Wax/ Specialty Service
- 5% Barber Shop
- 13% Other Beauty Industry Businesses

**Job Function**
- Cosmetologist 54%
  - 14% Salon/Spa Owner and Manager
  - 7% Esthetician
  - 4% Nail Technician
  - 3% Barber/Mens Grooming
  - 2% Make-up Artist
  - 6% Student
  - 10% Others allied to the field

**Role in Purchasing**
- Final Decision Maker 42%
  - Recommend 23%

**Type of professional licenses held**
- Barber
- Cosmetology
- Esthetics
- Instructor
- Make-up
- Massage Therapy
- Nail Technician
- Specialty

**Number of workstations**
- 60% 1 – 5
- 24% 6 – 10
- 8% 11 – 15
- 8% Over 15

**Number of workstations**
- 60% 1-5 Workstations
**IBS NEW YORK AUDIENCE PROFILE**

**Staggering Reach!**

1.7 Million combined IBS/American Salon Social Reach

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>USA</th>
<th>New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>56,368 Followers</td>
<td>967,601 Followers</td>
</tr>
<tr>
<td>Facebook</td>
<td>57,485 Followers</td>
<td>684,634 Followers</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>216 Followers</td>
<td>520 Followers</td>
</tr>
</tbody>
</table>

**Top 10 Attendee States**

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>39%</td>
</tr>
<tr>
<td>NJ</td>
<td>20%</td>
</tr>
<tr>
<td>PA</td>
<td>9%</td>
</tr>
<tr>
<td>CT</td>
<td>6%</td>
</tr>
<tr>
<td>MA</td>
<td>5%</td>
</tr>
<tr>
<td>MD</td>
<td>4%</td>
</tr>
<tr>
<td>CA</td>
<td>3%</td>
</tr>
<tr>
<td>VA</td>
<td>2.8%</td>
</tr>
<tr>
<td>FL</td>
<td>2%</td>
</tr>
<tr>
<td>TX</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

**Products Attendees Interested In:**

<table>
<thead>
<tr>
<th>Attendees Interested In</th>
<th>Social Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>1.7 Million combined IBS/American Salon</td>
</tr>
<tr>
<td>Business Software/Tech</td>
<td>967,601 Followers</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>684,634 Followers</td>
</tr>
<tr>
<td>Educational Training</td>
<td>520 Followers</td>
</tr>
<tr>
<td>Equipment/Furniture</td>
<td>216 Followers</td>
</tr>
<tr>
<td>Haircare/Tools</td>
<td>56,368 Followers</td>
</tr>
<tr>
<td>Haircolor/Tools</td>
<td>57,485 Followers</td>
</tr>
<tr>
<td>Wigs/Extensions</td>
<td>967,601 Followers</td>
</tr>
<tr>
<td>Nail Care/Tools</td>
<td>684,634 Followers</td>
</tr>
<tr>
<td>Nail Enhancements</td>
<td>520 Followers</td>
</tr>
<tr>
<td>Publications</td>
<td>216 Followers</td>
</tr>
<tr>
<td>Skin Care</td>
<td>56,368 Followers</td>
</tr>
<tr>
<td>Sundries</td>
<td>57,485 Followers</td>
</tr>
<tr>
<td>Tanning</td>
<td>967,601 Followers</td>
</tr>
</tbody>
</table>

61 Countries Represented
Attendee Profile — Las Vegas Event
IBS LAS VEGAS BY THE NUMBERS

Onsite Social

- 9,861 Profile Views
- 1,154 Content Interactions (Likes, Comments, Shares, Saves)
- 158,017 Impressions
- 1,219 Follower Growth

Social Reach

- 58,456 IBS Followers
- 57,763 IBS Followers
- 964,626 American Salon Followers
- 679,979 American Salon Followers
AUDIENCE PROFILE

Job Function

- Cosmetologist: 25%
- Hairdresser/Stylist: 16%
- Esthetician: 11%
- Salon/Spa Owner/Manager: 13%
- Nail Technician: 7%
- Student: 6%
- Educator: 3%
- Barber/Men’s Groomer: 3%
- Operations: 3%
- Others allied to the field: 13%

- 25% Cosmetologist

Company Type

- Full-Service Salon: 48%
- Nail/Brow/Lash/Wax/ Specialty Service: 15%
- Day Spa: 10%
- School: 10%
- Barber Shop: 4%
- Business Services: 3%
- Other Beauty Industry Services: 10%

Number Of Employees

- 31%: 1 employee
- 31%: 2 to 5 employees
- 16%: 6 to 9 employees
- 9%: 10 to 14 employees
- 5%: 15 to 24 employees
- 2%: 25 to 35 employees
- 6%: Over 35 employees

- 95% of participants wish to return to a future show.

Sources: Convention Data Services 2023 registration data. 2023 post-show survey.
AUDIENCE PROFILE

Type of professional licenses held:
- Barber
- Cosmetology
- Esthetics
- Instructor
- Make-up
- Massage Therapy
- Nail Technician
- Specialty

Products Attendees Interested In:
- Apparel
- Business Software/Tech
- Cosmetics
- Educational Training
- Equipment/Furniture
- Haircare/Tools
- Haircolor/Tools
- Nail Care/Tools
- Nail Enhancements
- Publications
- Skin Care
- Sundries
- Tanning
- Wigs/Extensions

Role in Purchasing:
- 50% Final Decision Maker

Top 10 Attendee States:
- CA 29%
- NV 21%
- AZ 8%
- UT 6%
- TX 5%
- FL 3%
- WA 3%
- CO 2.3%
- NM 2.1%
- OR 2%

Supplier Satisfaction in Opportunities to Meet New Brands: 85%

Countries Represented: 45

Sources: Convention Data Services 2023 registration data. 2023 post-show survey.
Top Reasons for Exhibiting at IBS
• Quantity and quality of attending buyers
• They previously exhibited
• Reputation of International Beauty Show
• Quality of event marketing

Thousands of Beauty Professionals Come to IBS to:
• Discover new products and services
• Participate in valuable education
• Learn new trends
• Purchase products/equipment for salon
• Purchase products/equipment for self

“Exhibiting at IBS allows us to network with others in the industry but also allows us to build our customer base. And Student Day is awesome!”
— Sinnamen Success, Pureo All Natural Products

“We're getting a lot of new clients and the opportunity that we found here has been nothing short of excellent. It's packed here and we'll be here for the foreseeable future.”
— Jeff Fuhr, BAMS

“We gained over 20 new stores in about 7 new states for our products! Plus, the staff and buyers were exceptionally friendly and kind!”
— Jennifer Cook, Sugar Sand Tan LLC
IBS NY 10’x10’ BOOTH PACKAGE INCLUDES:

- Booth space (10’x10’)
- 8’ draped back wall and 3’ draped side wall
- Standard company sign 7” x 44”
- (2) chairs and (1) 8’ skirted table
- Listing in on site Plan of the Day, mobile app and on website.*

IBS LAS VEGAS 10’x10’ BOOTH PACKAGE INCLUDES

- Booth space (10’x10’)
- 8’ draped back wall and 3’ draped side wall
- Standard company sign 7” x 44”
- (1) electrical outlet
- (2) chairs and (1) 8’ skirted table
- 300 lbs of drayage
- Listing in on site Plan of the Day, mobile app and on website.*

*Listing contingent on marketing close date.
To see the full International Beauty Show story, click here.

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