

— INTERNATIONAL —
BEAUTY
— SHOW —

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

June 22-24, 2024
Las Vegas Convention Center
ibslasvegas.com

EVENT OVERVIEW 2024

Presented by

AMERICAN SALON

Co-located with

— INTERNATIONAL —
ESTHETICS, COSMETICS & SPA
— CONFERENCE —



INTERNATIONAL BEAUTY SHOW

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.





BENEFITS OF PARTICIPATING

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.

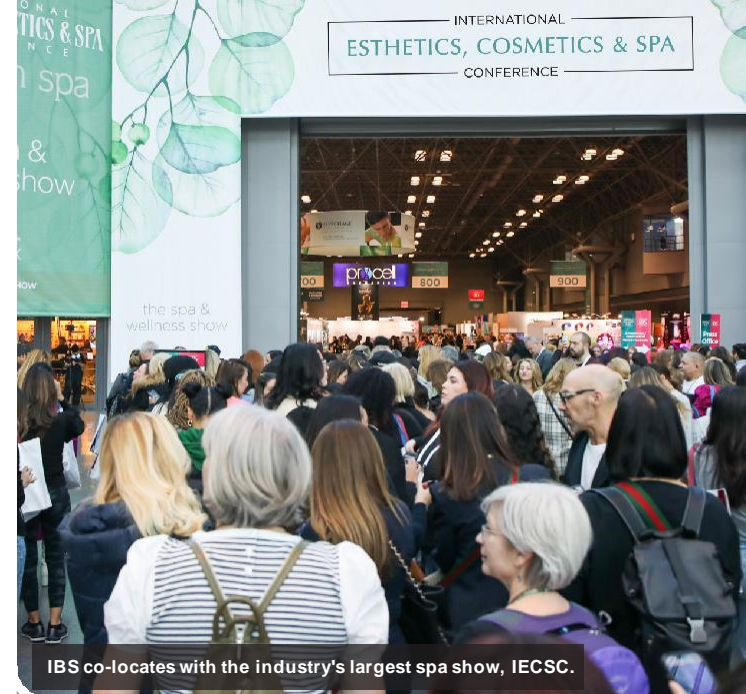
TOP TIER MEDIA COVERAGE

Tremendous coverage from hundreds of top media in the nation, including the hottest influencers and podcasters.

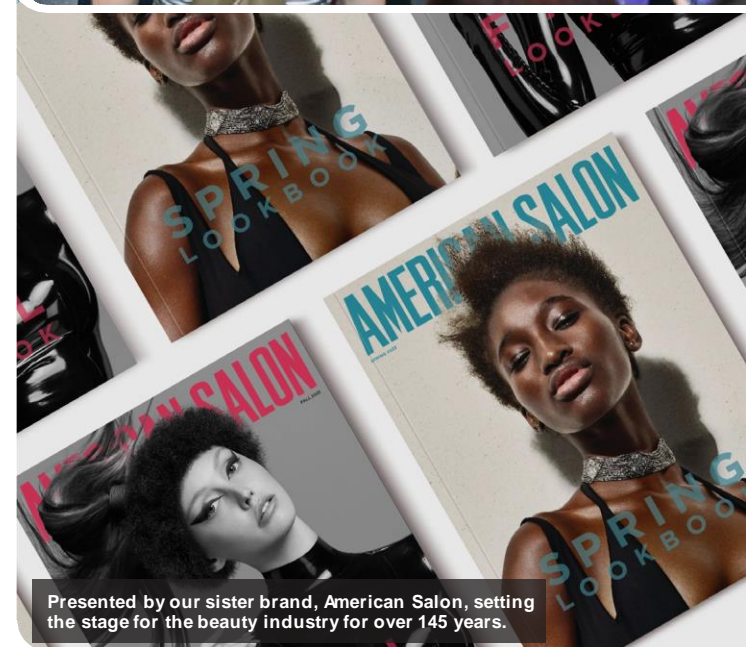
CO-LOCATED WITH THE LARGEST SPA SHOW

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.

Our family of brands draws a database of professionals like no other.



IBS co-locates with the industry's largest spa show, IECSC.



Presented by our sister brand, American Salon, setting the stage for the beauty industry for over 145 years.



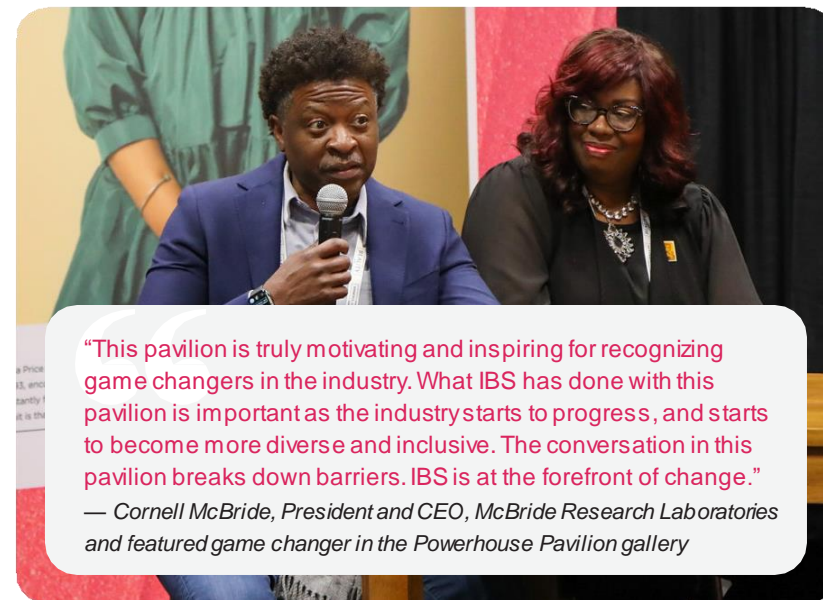
— INTERNATIONAL —
BEAUTY
— SHOW —

SHOW FLOOR ACTIVATIONS

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



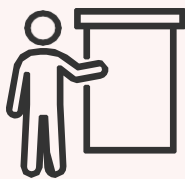
Attendee Profile — New York Event

IBS NEW YORK BY THE NUMBERS



133

Classes



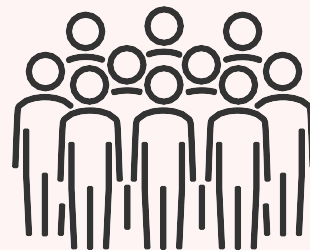
64

Educators



7,048

Students



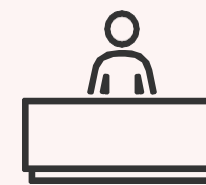
30,000+

Combined
IBS/IECSC Attendance



22,576

Attendees



200

Exhibitors



268,414

Page Views



92,786

Web Visitors



5,907

Active Mobile App Users



243

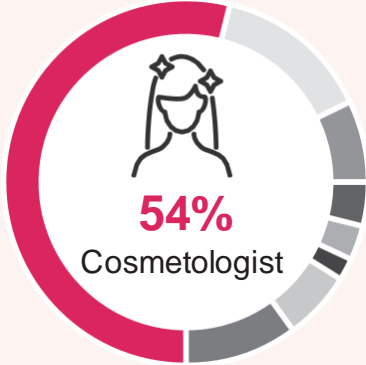
Registered Press



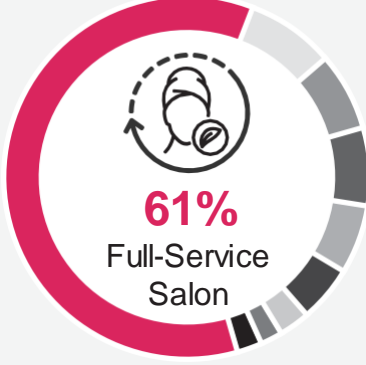
551,454

Media Impressions

IBS NEW YORK AUDIENCE PROFILE



- 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

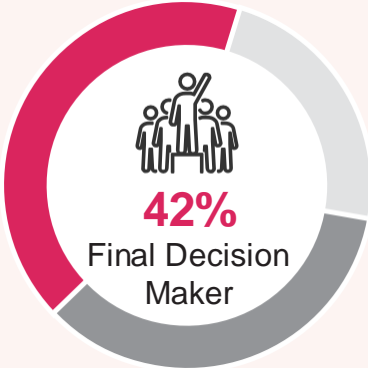


- Company Type
- 61% Full-Service Salon**
- 8% Day Spa
 - 7% School
 - 6% Nail/Brow/Lash/Wax/ Specialty Service
 - 5% Barber Shop
 - 13% Other Beauty Industry Businesses

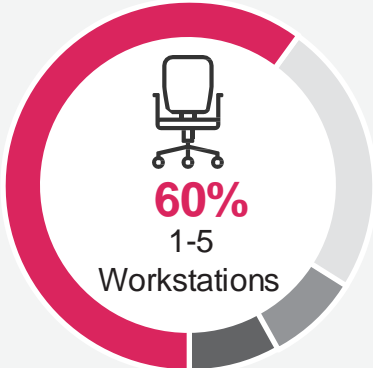
Type of professional licenses held

Barber
Cosmetology
Esthetics
Instructor
Make-up
Massage Therapy
Nail Technician
Specialty

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



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



IBS NEW YORK AUDIENCE PROFILE

Staggering Reach!

1.7 Million

combined IBS/American Salon
Social Reach



56,368
Followers



57,485
Followers



216
Followers



967,601
Followers



684,634
Followers

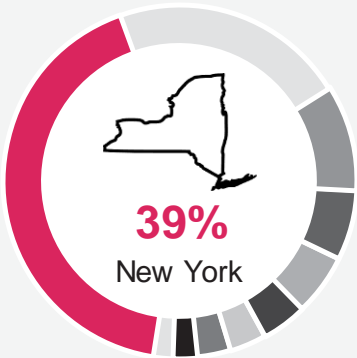


520
Followers

AMERICAN SALON

Products Attendees Interested In:

Apparel	Nail Care/Tools
Business Software/Tech	Nail Enhancements
Cosmetics	Publications
Educational Training	Skin Care
Equipment/Furniture	Sundries
Haircare/Tools	Tanning
Haircolor/Tools	Wigs/Extensions



Top 10 Attendee States

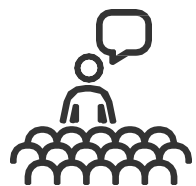
39%	New York
20%	NJ
9%	PA
6%	CT
5%	MA
4%	MD
3%	CA
2.8%	VA
2%	FL
1.8%	TX



61
Countries
Represented

Attendee Profile — Las Vegas Event

IBS LAS VEGAS BY THE NUMBERS



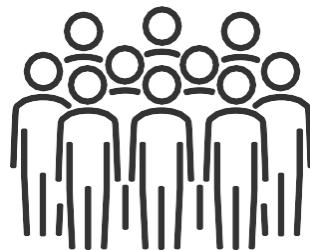
143

Classes



58

Educators



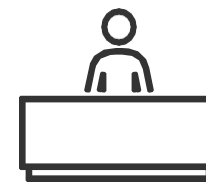
19,000

Combined
IBS/IECSC Attendance



7,997

Attendees



239

Exhibitors



225,742

Page Views



89,966

Web Visitors



6,063

Active Mobile App Users



40

Registered Press



77,000+

Media Impressions

IBS LAS VEGAS BY THE NUMBERS

Onsite Social



9,861

Profile Views



158,017

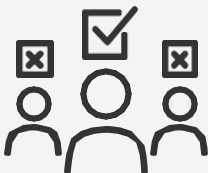
Impressions



1,154

Content Interactions

(Likes, Comments, Shares, Saves)



1,219

Follower Growth

Social Reach



58,456

IBS Followers



57,763

IBS Followers



964,626

American Salon
Followers

AMERICAN SALON

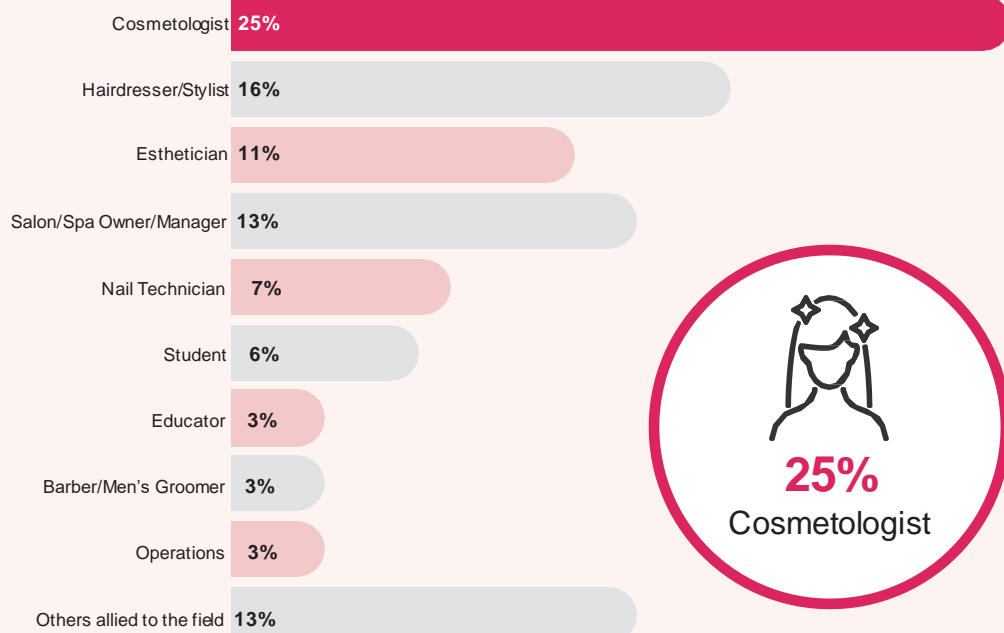


679,979

American Salon
Followers

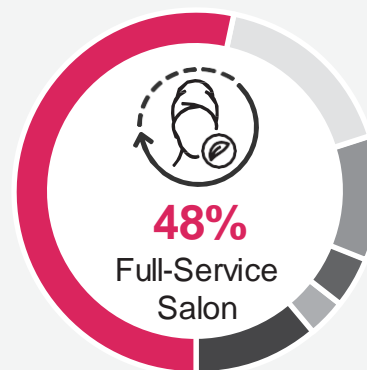
AUDIENCE PROFILE

Job Function



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

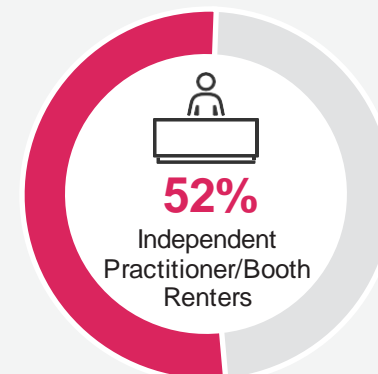
Company Type



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

Number Of Employees

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



AUDIENCE PROFILE

85%

Supplier
Satisfaction in
Opportunities
to Meet
New Brands

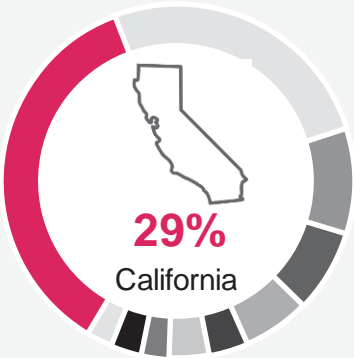
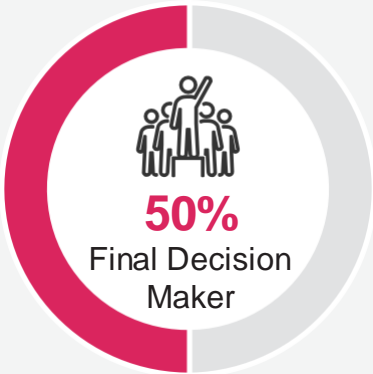
Type of professional
licenses held

- Barber
- Cosmetology
- Esthetics
- Instructor
- Make-up
- Massage Therapy
- Nail Technician
- Specialty

Products Attendees Interested In:

- | | |
|------------------------|-------------------|
| Apparel | Nail Care/Tools |
| Business Software/Tech | Nail Enhancements |
| Cosmetics | Publications |
| Educational Training | Skin Care |
| Equipment/Furniture | Sundries |
| Haircare/Tools | Tanning |
| Haircolor/Tools | Wigs/Extensions |

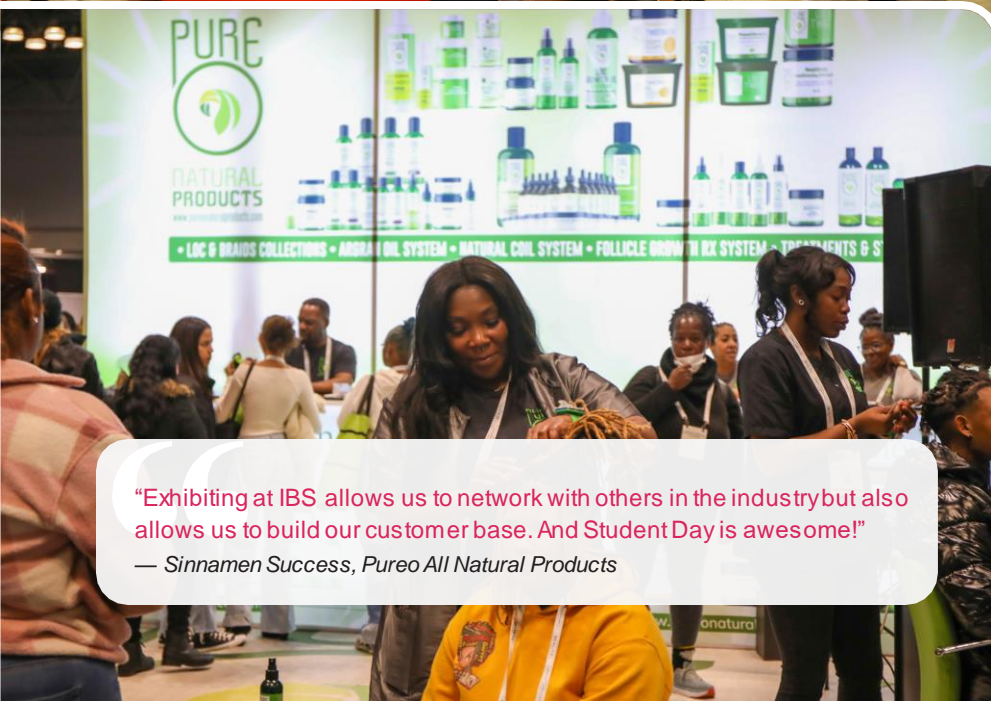
Role in Purchasing



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% |





"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

INTERNATIONAL BEAUTY SHOW

WHY THE INTERNATIONAL BEAUTY SHOW HAS BEEN SO SUCCESSFUL FOR OVER 100 YEARS

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



"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

"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

BOOTH PACKAGES

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.



INTERNATIONAL BEAUTY SHOW

To see the full International Beauty Show story, [click here](#).

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Las Vegas Convention Center
ibslasvegas.com

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