

INTERNATIONAL  
**BEAUTY**  
SHOW

**March 3-5, 2024**  
Javits Convention Center  
[ibsnewyork.com](http://ibsnewyork.com)

**June 22-24, 2024**  
Las Vegas Convention Center  
[ibslasvegas.com](http://ibslasvegas.com)

## EVENT OVERVIEW 2024

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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.*







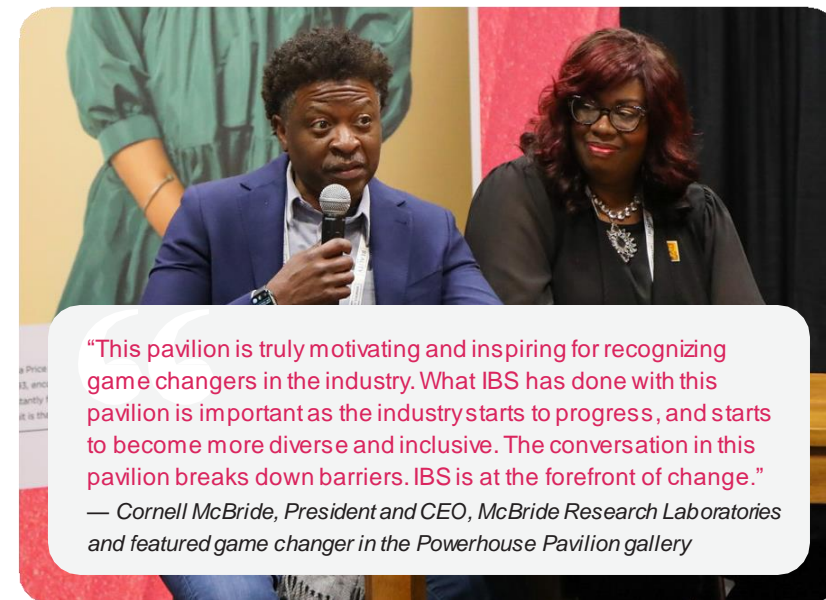
INTERNATIONAL  
**BEAUTY**  
SHOW

## 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

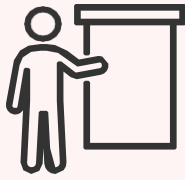


## IBS NEW YORK BY THE NUMBERS



**133**

Classes



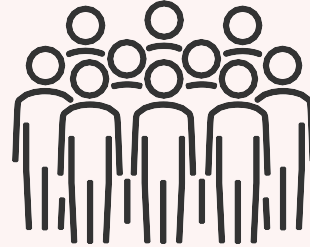
**64**

Educators



**7,048**

Students



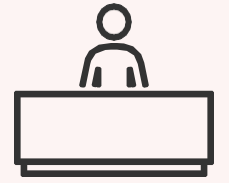
**30,000+**

Combined  
IBS/IECSC Attendance



**22,576**

Attendees



**200**

Exhibitors



**268,414**

Page Views



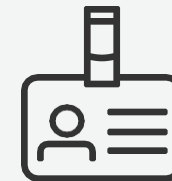
**92,786**

Web Visitors



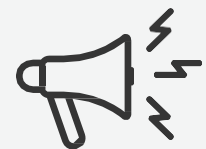
**5,907**

Active Mobile App Users



**243**

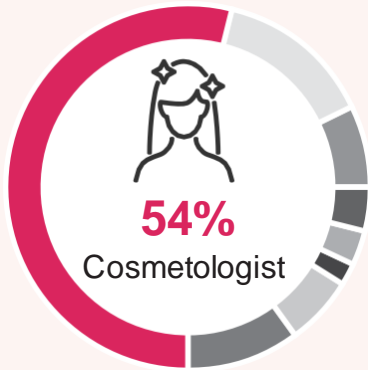
Registered Press



**551,454**

Media Impressions

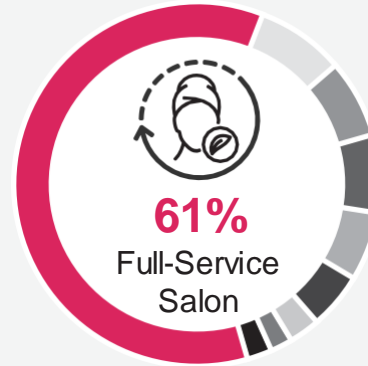
## IBS NEW YORK AUDIENCE PROFILE



### 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

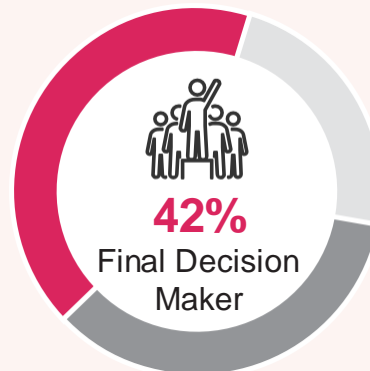
Nail Technician

Specialty

### Role in Purchasing

**42% Final Decision Maker**

23% Recommend



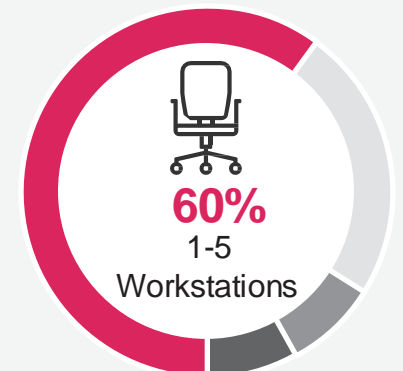
### Number of workstations

**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

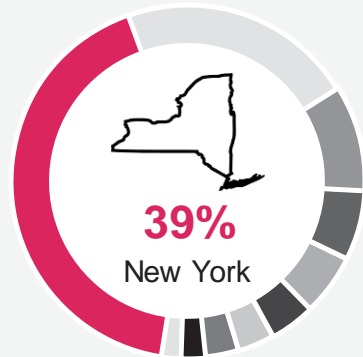


**520**  
Followers

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

<b>39%</b>	<b>New York</b>
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

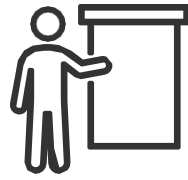


## IBS LAS VEGAS BY THE NUMBERS



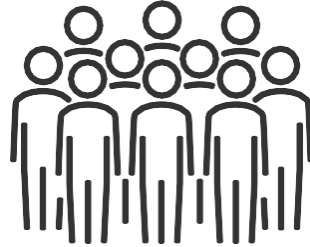
**143**

Classes



**58**

Educators



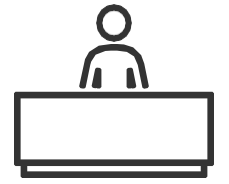
**19,000**

Combined  
IBS/IECSC Attendance



**7,997**

Attendees



**239**

Exhibitors



**225,742**

Page Views



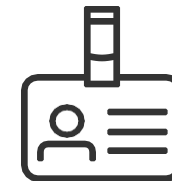
**89,966**

Web Visitors



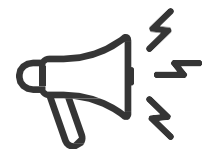
**6,063**

Active Mobile App Users



**40**

Registered Press



**77,000+**

Media Impressions



## IBS LAS VEGAS BY THE NUMBERS

### Onsite Social



**9,861**

Profile Views



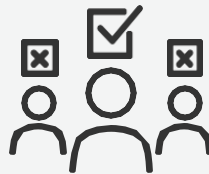
**158,017**

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**



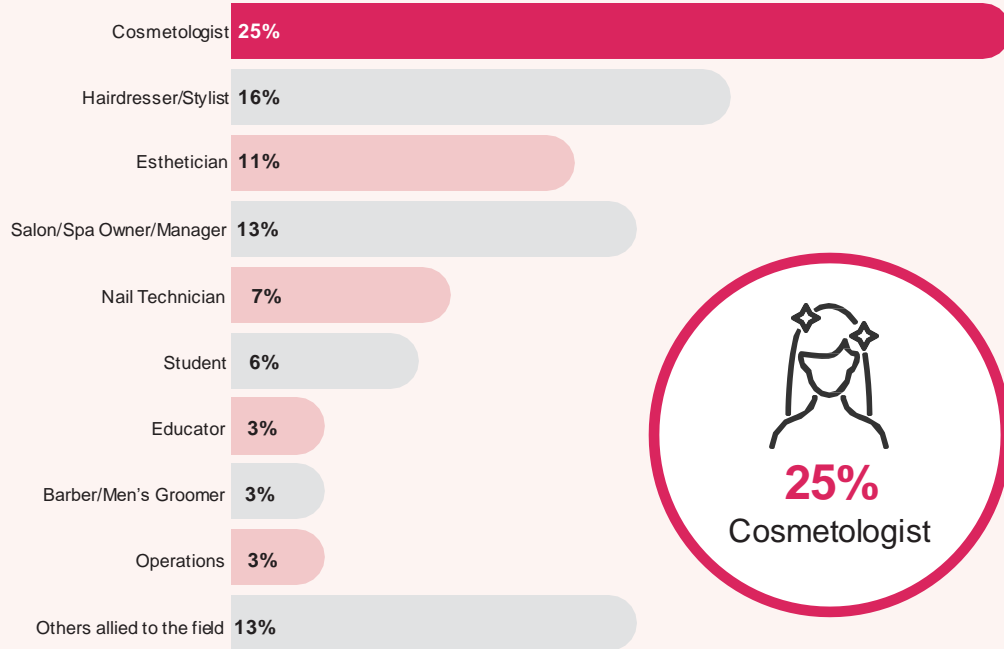
**679,979**

American Salon  
Followers



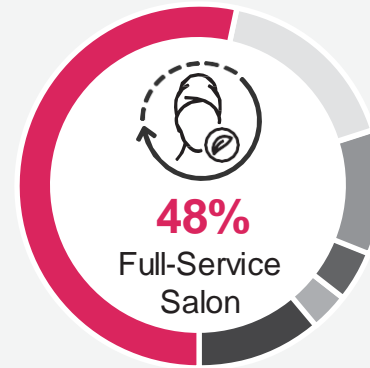
## AUDIENCE PROFILE

### Job Function



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

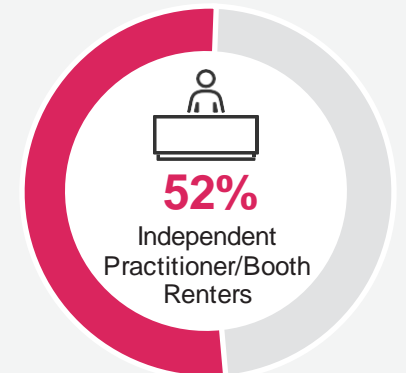
### Company Type



- 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

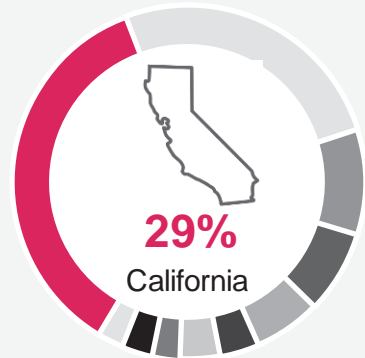
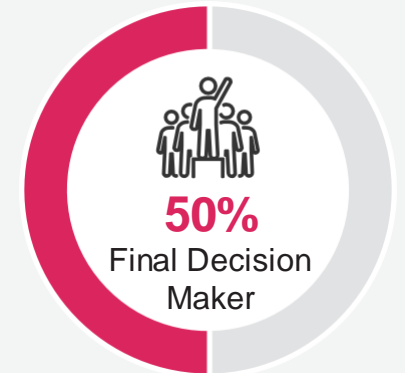
### Type of professional licenses held

- 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

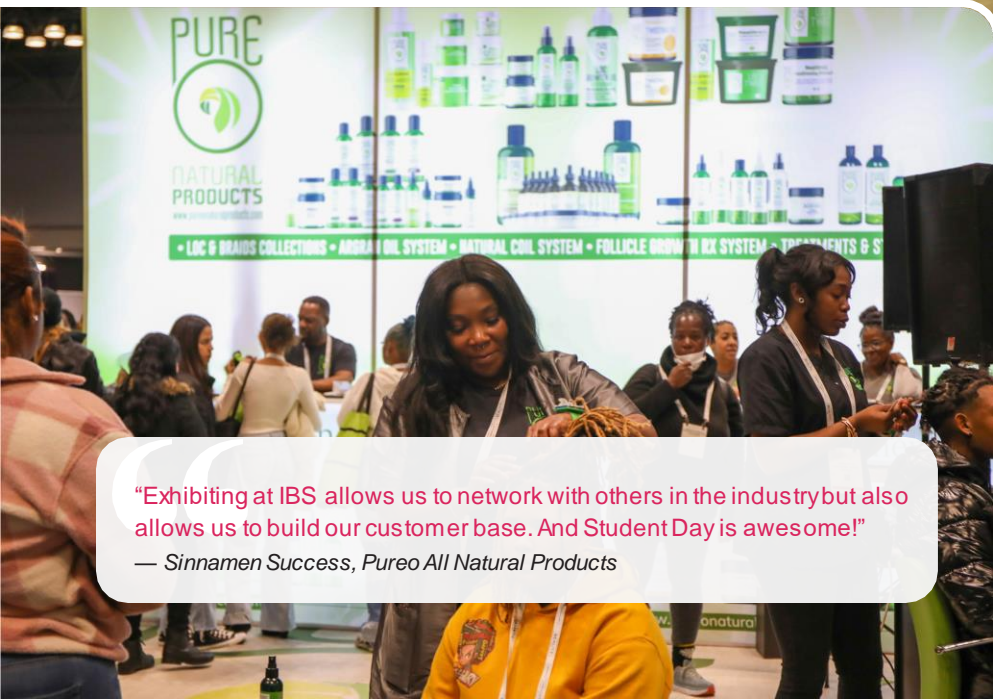


### Top 10 Attendee States

<b>CA</b>	<b>29%</b>
NV	21%
AZ	8%
UT	6%
TX	5%
FL	3%
WA	3%
CO	2.3%
NM	2.1%
OR	2%







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’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

“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  
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## 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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