

# Los Angeles

## 2018 Spectrum International Beauty Expo

15<sup>th</sup> YEAR ANNIVERSARY • JOURNEY TO SUCCESS

MARCH 18-19, 2018

**Expected Attendees:** Professional stylists, barbers, estheticians, makeup artists, nail technicians, school owners, instructors' and students.

### History of Attendance:

Year	# of Attendees	Year	# of Attendees
2003	1,500	2004	1,500
2005	2,700	2006	3,000
2007	3,500	2008	4,923
2009	5,921	2010	6,500
2011	6,800	2012	6,700
2013	6,968	2014	7,668
2015	7,700	2017	6,525

**Promotional Format:** Direct mail campaign, telemarketing, door-to-door marketing, e-mail notifications, social media sources, major ad in Bronner Bros.' Fantasy Magazine and other publications, press release to local and national media outlets, web site marketing at other beauty industry related events.

**Marketing Areas:** Southern California, Northern California, Arizona, Oregon, Midwest, East Coast, nationally and internationally with the distribution of expo information and tickets on the Internet and in industry magazines.

### Expo Schedule:

Sunday	March 18, 2018	9:00 a.m. - 5:00 p.m.
Monday	March 19, 2018	9:00 a.m. - 5:00 p.m.

### Classroom Size:

Seating capacity for 100	\$1,400.00
Seating capacity for 150	\$1,700.00

### Booth Size: 8 x 10-includes table and 2 chairs

Exhibit Booth-In line	\$1,000.00
Corner Booth	\$1,200.00

**A 50% deposit is required to reserve classroom or exhibit booth space. The initial 50% deposit is due by August 1, 2017. The final 50% is due by February 1, 2018.**

**The Power and Purpose of Trade Shows:** Though exposure trade shows continue to be a proven way to build new business and a cost-effective way to reach thousands of potential customers.

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