

# Los Angeles

## 2019 Spectrum International Beauty Expo

**"JOURNEY TO GREATNESS!"**

**FEBRUARY 24-25, 2019**

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

**Promotional Format:** Direct mail campaign, telemarketing, door-to-door marketing, e-mail notifications, social media sources, 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	February 24, 2019	9:00 a.m. - 5:00 p.m.
Monday	February 25, 2019	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 September 1, 2018. The final 50% is due by January 15, 2019.**

**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.

**Visit our website at [www.sibe.la](http://www.sibe.la)**