

2020 Spectrum International Beauty Expo

“BEAUTY HAS NO ENDING!”

March 15-16, 2020

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	March 15, 2020	10:00 a.m. - 5:00 p.m.
Monday	March 16, 2020	10:00 a.m. - 5:00 p.m.

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

Exhibit Booth-In line	\$1000.00
Corner Booth	\$1200..00

A 50% deposit is required to reserve classroom or exhibit booth space. The initial 50% deposit is due by September 1, 2019. The final 50% is due by February 15, 2020.

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