

EXPO IMAGE

INTERNATIONAL CONFERENCE MANAGEMENT, INC

Thousands
are
coming.

WILL
YOU
BE
THERE?



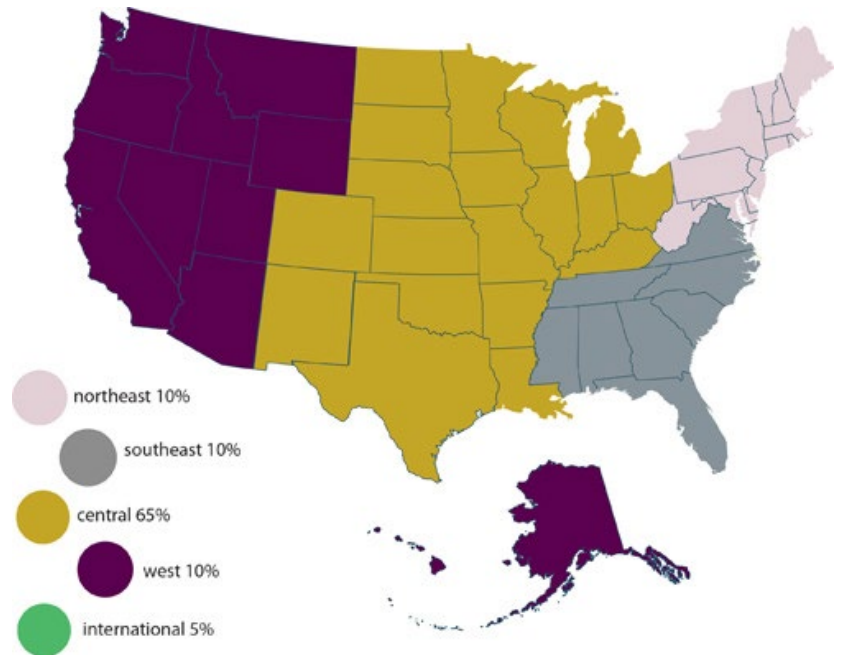
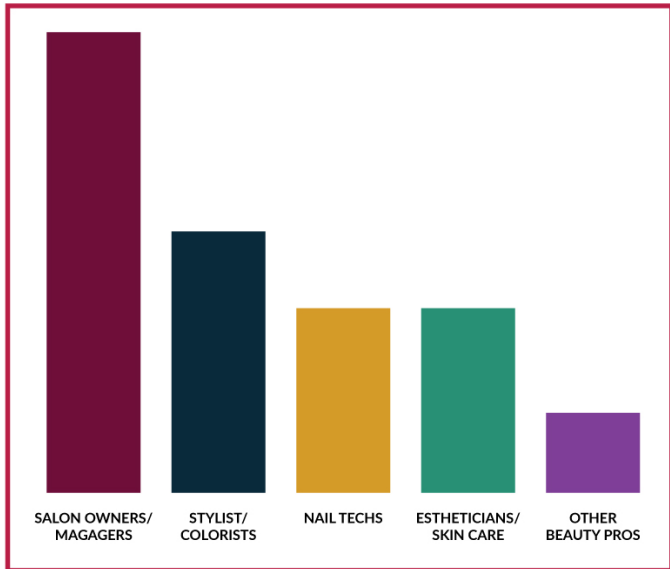
CALL OR
EMAIL TODAY!
www.theimageexpo.com
info@theimageexpo.com
877-219-3976

EXHIBITOR
PROSPECTUS

WHY EXHIBIT AT IMAGE EXPO?

Sell to 1000's of Salon Professionals from all over the country. There's no better event in the region to accomplish your goals than IMAGE Expo.

Who Attends the Show



We Market Our Exhibitors

As an exhibitor you are provided with thousands of dollars of promotion well before the event. Your company will be promoted via:

- The Show Website: your logo placed on imageexpo.com which receives thousands of hits per month.
- Your logo listed in the Show Preview Guide, the official Show Directory, and direct mail which is sent to over 100,000 potential attendees
- IMAGE Expo provides every exhibitor the opportunity to present education or demos at the show, creating more exposure opportunities for you
- Exhibitors are provided with access to the IMAGE Expo logo and a number of other marketing materials to help promote their presence at the show

IMAGE BUYERS BY THE NUMBERS...

- 78% of attendees spent at least \$300 on products and services at the show
- Attendees combined to spend over 1.5 Million Dollars on products and services at the show
- 92% of attendees rated the show good or great
- Over 86% of attendees say they will definitely attend next year
- 90% will recommend the show to friends or colleagues
- Over 92% of exhibitors were satisfied or very satisfied with the show
- 83% of exhibitors sold more products/services than expected
- 92% of exhibitors rated show attendance as good or great

EXHIBITOR TESTIMONIALS

“The Little Engine That COULD!! This first year show was just as successful as any other show we have done and in some cases more. We are impressed and will definitely return next year.

Stila Loves The Image Expo!

**Dominick Briguglio, Director
North American Sales & PRO
Stila Cosmetics**

“This was our first time at the IMAGE Expo and we are thrilled we participated! The whole experience was incredible. From the planning stages all the way through show move-out, they worked so hard to make our life easy. IMAGE Expo is an organization who really understands beauty events and knows how to take care of its' customers. Never before have I worked with an organization that deeply cared more than them. The show was packed and our booth was full of energy both days. We are so excited about how well our lines were received by salon owners and stylists! We can't wait to be a part of future events and grow along with this wonderful company.”

**Norma Fodrie
Princess Beauty Supply**

“The Image Expo is definitely something to watch for and you will want to jump on this train because it will be one of the top shows in our industry. For this being their first show, I give them an A++. Their customer service is superb. The educational classes offered and support given to the industry leaders in education will be a game changer in the industry.”

**Naja, Celebrity Nail Stylist
Nail Talk Radio**

“NovaLash has been participating in tradeshow for going on 7 years now and The Image Expo was by far the best show we have done! The Image Expo team was so enjoyable to work with; the pre-show chaos that we have come to accept as inevitable was eliminated almost completely because of their ongoing support throughout the entire process. From the beginning stages of choosing a booth to the final day break down — I was never without a helping hand from Image. When participating in a tradeshow of this magnitude I have never had more personal support from the tradeshow team.”

“Thanks for bringing Houston's first IMAGE Expo! Everyone had a great time. Staff was easy to work with. I made tons of new contacts who have already signed on to carry my products!”

**Kaylen Young
The Lipstick Lady**

At NovaLash we have multiple markets that we are focusing on, from cosmetologists and estheticians to consumers to beauty school owners, educators and students, and the attendees of The Image Expo represented each one of these markets. We were able to personally connect with professionals from each one of our target markets all in one show — which is very rare! We are thrilled to have had the opportunity to establish a relationship with everyone from The Image Expo and will continue to activate the NovaLash Beauty Lounge at their shows in the future! There is no doubt in our mind that The Image Expo will become one of the top beauty tradeshow in the country because they truly understand the importance of customer service.”

**Ali Moon, Marketing and Public Relations
Novalash Eyelash Extensions**

“I have to say that my experience with the staff of the Image Expo was superior in customer service. The staff was very happy to answer any questions I had and called me back when I left messages, and returned emails. The staff for Image Expo handled everything in a professional and pleasant manner no matter how busy they were. I am super impressed and loved the hospitality of the staff; I did not feel like a number, I was treated just as important as any large company head would be treated even though I am a small company. I had the pleasure of teaching 2 classes at the Expo and I will definitely do it again.”

Teaching classes brought buyers to my booth. All in all it was a success for Smink Cosmetics. I'm sure you will see me at the Image Expo in Anaheim!

**Kat Black
Smink Cosmetics**

“We had a great show! We launched an innovative new product the AirCurler with great success. Everything was great from the set up to the attendees and show management made this a fun event. **Loved it!**”

**Adriana Born, President
Air Curler**

for a complete list of testimonials visit www.theimageexpo.com

HOW WE MARKET



Education!

Over 200 seminars and workshops covering hair, nails, barber, business, makeup, day spa and much more by the best artists in the world.

Image Show Preview Guide

Up to 100,000 show preview guides mailed to the beauty industry. Guide offers complete details on main stage artists, all education, and exhibitors at the event. Preview guide is sent directly to salon/spa owners & managers, barbers, nail technicians, estheticians, makeup artists & cosmetology schools. The show preview guide is a detailed look into all of the educational classes offered as well as information on the companies exhibiting.



We have special early bird pricing

providing reasonable opportunities for all in the industry to be a part of IMAGE Expo. The early bird ticket rates provide the lowest and most affordable ticket price of any beauty show its' size. After all, IMAGE Expo is an industry event and everyone deserves the opportunity to enjoy all the fabulous benefits of attending.



Email Marketing

Over 2 million opt-in emails during the course of show promotion will be sent to current and previous attendees providing updates on new educators, exhibitors as well as any special show promos taking place.



We use social media and strategic online marketing

for constant show updates. Updates consist of promoting new exhibitors, new education, and new artists. IMAGE Expo's staff of highly skilled social media specialists works to build relationships with potential attendees and exhibitors to help garner additional exposure for the show.



Our ticket distribution

by distributors/exhibitors of the show allows beauty professionals an even more convenient way to purchase their ticket to the show. Exhibitors provide tickets to sales reps to promote and sell at all the salons and spas they service.



The IMAGE Expo has Main Stage presentations all day long by master artists from all over the world! Celebrity artists like Tabatha Coffey, Kim Kimble, Nick Arrojo, Michael O'Rourke, Farouk, and Ted Gibson have appeared at the IMAGE Expo Show!

We make thousands of phone calls

each week to salon/spa owners & managers, barbers, nail technicians, estheticians, makeup artists & cosmetology schools informing them of the event and offering to take their ticket order.



OUR MAIN STAGE ATTRACTS!

IMAGE EXPO MAIN STAGE HEADLINERS



Tabatha Coffey



Kim Kimble



Sherry Ratay



Michael O'Rourke



Raul Martez



Ted Gibson



Beth Minardi



Aloxxi



Nick Arrojo



Brazilian Blowout



Justin Thomas



Patrick Bradley

IMAGE Expo offers one of the most comprehensive and diverse educational programs in the beauty industry.



EDUCATION AT THE IMAGE EXPO

