



The power of a visual presence **BEFORE, DURING, AND AFTER** the IMAGE Expo Show

**October 27 & 28, 2024**

Sunday 9:00am - 5:00pm :: Monday 9:00am - 4:00pm

# ADVERTISING & SHOW SPONSOR KIT

**Amy Shoulders**

National Advertising Director

877-219-3976

amy@theimageexpo.com

VISIT OUR WEBSITE FOR MORE: [WWW.THEIMAGEEXPO.COM](http://WWW.THEIMAGEEXPO.COM)

# REACH YOUR TARGET AUDIENCE



## THE POWER OF A HUGE MARKETING CAMPAIGN IN ONE MAGAZINE: THE OFFICIAL SHOW

Stand out at the IMAGE Expo when you advertise in the Official Show Directory. Let attendees know you will be in the show before they arrive, direct them to you during the show, and make sure they remember you after the event.

### WHY ADVERTISE

- Professional, glossy, full-color magazines have a longer shelf life than any other printed piece.
- Show guides are mailed before the show and posted online on the website. This is your chance to generate sales before the show, as well as let your target customer know why he should come see you and not your competitor at this event. Decision-makers who attend our show use the guide to plan their visit, since visiting every booth is rarely an option. Direct mail marketing remains the #1 method by which attendees learn about exhibitions, according to The Center for Exhibition Research (CEIR).
- Every exhibitor and attendee at the IMAGE Expo receives a copy of the show guide. Your full-color ad gives you the edge in promoting your products and services. This gives the attendee added incentive to visit your booth.
- Save money by using the show guide as your flyer. It is easier to walk away from an event with a comprehensive reference than a bag full of loose flyers.



# OFFICIAL SHOW DIRECTORY



## SHOW DIRECTORY AND RESOURCE GUIDE

The official magazine of the show will not only be distributed to every attendee at IMAGE Expo, but it is also a great way for you to leave a lasting image of your presence at the event. The shelf life of our magazine is second to none!

**Let Buyers Know to See You! Generate the exposure you need to grow!**

Thousands of beauty professionals attend IMAGE Expo each year to find new products and services for their business. Competition is fierce and you have to separate yourself somehow.

Our advertising and sponsorship opportunities do just that. You can't buy from someone you've never heard of. Get in front of our fabulous beauty professionals so they know you're the source for what they need.

Invest in your business today.



# WHAT ARE MY ADVERTISING OPTIONS?

## SPONSORSHIP PACKAGES

### STAND OUT TO THOUSANDS!

#### GOLD

\$2,500

- Premium position banner hung at registration
- Double truck ad
- Footer web ad
- Logo on registration page "ticket"
- Social media post / email campaign sent to registered attendees
- Company logo on sponsor sign
- 4 concourse signs 26 x 22 in the exhibit hall
- 2 meterboards exclusive to you in the exhibit hall



#### SILVER

\$1,500

- Standard position banner
- Full Page ad
- Header page web ad
- Logo on registration page "ticket"
- Social media post / email
- Company logo on show sponsor sign
- Logo on 36 x 24 sign at entrance to hall
- 1 meterboards exclusive to you in the exhibit hall

**SALON & SPA WHOLESALE**

Perlacolor Revolutionary Multidimensional Italian Color Line \$4\*

Passport Prevent Breakage During Chemical Services \$30\*

JOON Award Winning Saffron Hair Elser \$14\*

Luminae Spotlight Ultra Lightener 9+ Levels of Lift \$20\*

**Booth 302**  
For Show Specials and Free Education!  
\*Tax Included

7830 Westpark Dr. Houston, TX 77063 713.532.1111

Sign Up for Free Education at [www.salonwholesaler.com/education](http://www.salonwholesaler.com/education)

Follow us on Facebook and Instagram @SalonWholesaler

*receive certificate same day!*

Felecia Howard  
Bozzie PCEP/Bozzie Hair Designs  
register at [theimageexpo.com](http://theimageexpo.com)

Get 1 CE credit for attending the **BOZZIE** class!  
\$15 charge at booth 101

"Where education is the law"  
713.598.1959

**THE IMAGE EXPO 2015**  
YOU ARE INVITED TO COME & CHECKOUT! TRENDS 2015  
Natural Hair Styling Techniques w/Avonature Natural Features Products  
Presenting Avon's "New Texture Release System" by Avonature (Premiered)  
May 17th & 18th - Sunday & Monday  
10:30 am - 1:30pm  
3rd Floor Classroom #T18  
"BEE CLASS" \$200 HOURS RENEWAL \$45.00

*available classes:*  
The Sculptation  
3hr Texturing  
3hr Teaching Methods for Instructors

**texture RELEASE™**

FREE YOUR HAIR  
FREE FROM HARSH CHEMICALS  
FREE FROM FORMALDEHYDE

Bozzie Professional CE Provider is teaming up with Avon Industries to promote the New Texture Release for all hair types.  
For all your continuing education credit...*pre-register now.*

Seats are filling fast.  
DON'T MISS OUT.

#### BRONZE

\$1,000

- Half Page ad
- Mid-page web ad
- Social media post / email
- Company logo on sponsor sign
- 1 meterboards in the exhibit hall exclusive to you
- 2 concourse signs 26 x 22 in the exhibit hall

**IMAGE**

2015 WAYS TO MAKE IT! 2015

FEATURING

**SHOW PREVIEW GUIDE**  
SUNDAY & MONDAY  
MAY 7th & 8th  
**2017**  
George R. Brown Convention Center  
Houston, TX 77056

Save up to \$35 Pre-register Now

[www.theimageexpo.com](http://www.theimageexpo.com)

# WHAT ARE MY ADVERTISING OPTIONS?

## WEBSITE MARKETING

877.219.3976 info@theimageexpo.com

IMAGE  
INTERNATIONAL CONFERENCE MANAGEMENT, INC.

Buy Tickets Now

Image Expo Exhibit Info Why Attend Classes Hotel & Travel About IMAGE Contact Us Testimonials

Header Banner \$300/month  
1240x300 Pixels  
Put Yourself on Every Page of the Site!

Membre of PBA Professional Beauty Association IBA

HOUSTON IMAGE EXPO  
George R. Brown Convention Center  
October 23 & 24, 2022  
Sunday 9:00a.m. - 5:00p.m. | Monday 9:00a.m. - 4:00p.m.

IMAGE Expo Houston Highlights  
theimageexpo

Days 52 Hours 15 Minutes 55 Seconds 38

2022 Exhibitors

INDUSTRY NEWS

TOP 15 BEAUTY TRADE SHOWS IN THE UNITED STATES OF AMERICA

The Top 15 Beauty and Healthcare Trade Shows in the United States

The Beauty and Healthcare industry has always been a substantial contributing factor to the GDP of America. With the industry growing in manifolds and its ever-evolving and continuous introduction of science and technology in the field, there is always something new to learn from the experts.

Learn More

IMAGE Expo 14,972 likes

Like Page Shop on Website

IMAGE Expo 22 hours ago

Last two days to get you tickets for \$25 only!!! Hurry up and avail this amazing offer before the deadline. Call us at 877-219-3976 or go to our website and register online at [www.theimageexpousa.com](http://www.theimageexpousa.com)  
This offer end on August 31st, 2022.

Footer Banner \$250/month  
1240x200 Pixels  
Put Yourself on Every Page of the Site!

© 2022 IMAGE Expo 13740 Research Blvd., Building I, Austin, TX 78750 877.219.3976 info@theimageexpo.com

## THE COST

### HEADER

Stand out in the crowd and put your business on EVERY page of the IMAGE Expo site.

- Position yourself by the menu bar
- Emphasize your brand to your target audience
- Link to your Website
- Design included if needed

**\$300 per month**

### MID-PAGE

Being on the homepage is the BEST place to be! Put yourself right in the middle of our content so you'll be sure to be seen!

- Generate quality leads
- Link to your Website
- Design included if needed

**\$200 per month**

### FOOTER

Be the last thing on everyone's mind when they are down browsing the IMAGE Expo site.

- Position yourself by the contact information
- Emphasize your brand to your target audience
- Link to your Website
- Design included if needed

**\$350 per month**

# AD SPECIFICATIONS & DESIGN SERVICES

**ALL ARTWORK AND MATERIALS MUST BE RECEIVED 1 MONTH IN ADVANCE OF THE SHOW.**

**Please follow the directions below to ensure that your ad will print correctly:**

## TO SUBMIT CAMERA-READY ADS:

All ads must be CMYK, at least 300 dpi and sized in the correct ad dimensions. Please note that if Image Expo has to resize your ad, we cannot guarantee that it will be aesthetically correct. Please submit your ad via PDF, JPEG, AI, EPS, PSD, or an Adobe Design Program, CS4, CS5, CS6, or CURRENT CLOUD.

## TO SUBMIT ARTWORK FOR AD DESIGN:

Clients must send the following information to

**amy@theimageexpo.com**

Logo and images must be at least 300 dpi. Please note that images from the Internet are only 72 dpi and are not print quality. Acceptable file formats are TIFF, PDF, JPG or EPS.

Please send via email or you can also send via SENDSPACE online. Label all materials with your company name, city, and telephone number. If ad materials are not received, your ad will be typeset using your company name, booth number and telephone number. Image Expo and its agents accept no responsibility for poor output quality due to improperly submitted materials.

**Note: We cannot accept ads, logos or images in MS Word, Publisher or Powerpoint files, or in any format other than those outlined above. If we receive files in those formats, PLEASE note that we cannot guarantee printed outcome.**

## IN-HOUSE GRAPHIC DESIGN SERVICE FEES

Please contact Amy about having your ad designed for you. If you are in need of having an ad prepared, we ask you contact as soon as possible to make sure that this is proofed and approved in an appropriate time frame.

## EMAIL BLAST REQUIREMENTS

For best outcomes, we suggest that emails are:

A banner of 600 px wide and less than 600 px long with some text works best for mobile viewing of emails.

Images should be under 1500 px long.

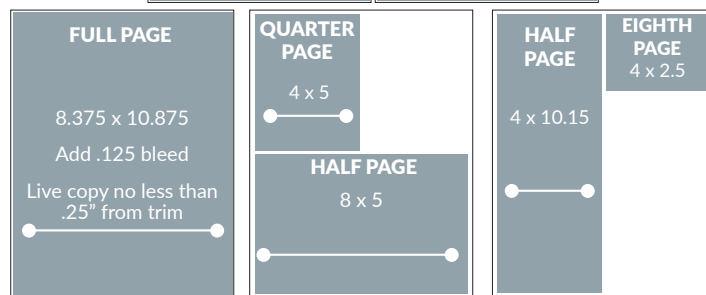
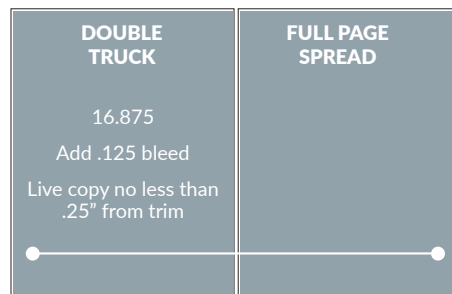
We send out HTML based emails so you can send jpegs which we splice or clean HTML code.

### EBLAST

600 px  
wide

x

1500 px  
long



### Digital Requirements:

- Digital Files Only
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

### File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator (Flattened layers)
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts - screen and printer docs - and all digital resources such as photo scans, logos, etc.

### Artwork Resolution:

- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

## WEB AD REQUIREMENTS

All web graphics should have a resolution of 72dpi, Files types can be .png, .jpg, or .gif.

Home Banner should be 1240 px wide and 80 px tall.

**HEADER BANNER**  
1240 px wide x 300 px high

Mid-page ad should be 1240 px wide and 323 px tall.

**HOME PAGE BANNER**  
1240 px wide  
x  
323 px high

Footer web ads should be 1240 px wide and 200 px tall.

**FOOTER BANNER**  
1240 px wide x 200 px high

## METERBOARD REQUIREMENTS

- Meterboard images should be 36 inches wide and 77 inches tall.
- The image should include a .25 inch bleed.
- Live copy should be no less than .25" from trim.

### METER BOARD

36 in wide  
x  
77 in high



# 2024 Houston IMAGE Expo show!

## October 27 & 28, 2024

Sunday 9:00am - 5:00pm :: Monday 9:00am - 4:00pm

George R Brown Convention Center

1001 Avenida De Las Americas // Houston, TX 77010 // Hall B

[amy@theimageexpo.com](mailto:amy@theimageexpo.com)

## Advertising/Sponsorship Agreement

Date \_\_\_\_\_

Company Name (how it will appear in the SHOW Listing and sign): \_\_\_\_\_

Key Contact: \_\_\_\_\_ Show Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

(office use only) assigned booth # \_\_\_\_\_ Sales Associate \_\_\_\_\_

**Email graphics & logo to [amy@theimageexpo.com](mailto:amy@theimageexpo.com)**

### Sponsorship Packages

Gold \$2500 ☐

Silver \$1500 ☐

Bronze \$1000 ☐

### Magazine Ad Rates

Double Truck \$1000 ☐

Back Cover \$1200 ☐

Inside Front Cover \$800 ☐

Full Page \$600 ☐

Half Page \$300 ☐

Quarter Page \$250 ☐

### Web Advertising

Header \$300/mo ☐

Mid-Page \$200/mo ☐

Footer \$350/mo ☐

### Special Instructions:

### Payment Information:

**Authorize to International Conference Management, Inc**

Type of Card: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Disc. Amex. VISA MC CVC Code \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Name as it is on Card: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

### Office Use Only:

Amount:\$ \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ Auth.# \_\_\_\_\_ Batch# \_\_\_\_\_