

# EXPO **IMAGE**

INTERNATIONAL CONFERENCE MANAGEMENT, INC

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

*Largest Hair & Beauty Show in Texas*  
#HoustonImageExpo2019

**Featured Headliners**

- Balay Lama, Candy Shaw
- Legendary Colorist, Marco Pelusi
- Curl Expert, Lauren Moser Samuels
- Clipper Cutting Expert, Rodrick Samuels

**OFFICIAL SHOW MAGAZINE**

SUNDAY 9AM - 5PM | MONDAY 9AM - 4PM  
*Houston*  
MAY 5 & 6  
George R Brown Convention Center, Hall E

TheImageExpo.com  
877.219.3976

1 CE credit just for attending the show!  
Purchase at registration

Photo by Sunlights Balayage, Inc.

SUNDAY 9AM - 5PM | MONDAY 9AM - 4PM  
*Houston*  
George R Brown Convention Center, Hall E

**HAIR | NAILS | MAKEUP | SKINCARE | BARBER | LASHES | BEAUTY BUSINESS**

**TOP 4 reasons to attend**

- Education**  
Free classes! When buying a ticket, you have access to over 200 classes!
- Exhibit Floor**  
The beauty industry will premiere the latest products and trends!
- Workshops**  
Covering hair extensions, color, nails, and more!
- CE Credits**  
Satisfy all of your CE requirements and have a great time doing it!

**Largest PROFESSIONAL BEAUTY SHOW IN TEXAS**  
MAY 5 & 6

**FEATURED HEADLINERS**

- Balay Lama, Candy Shaw
- Legendary Colorist, Marco Pelusi
- Curl Expert, Lauren Moser Samuels
- Clipper Cutting Expert, Rodrick Samuels

**1 CE Credit for attending Just \$10 at registration**

Purchase Tickets:  
Online - TheImageExpo.com  
Call - 877-219-3976

**THEIMAGEEXPO.COM**  
**IMAGE IS EVERYTHING**

Photo by Sunlights Balayage, Inc.

the hair beauty show in Houston  
#HoustonImageExpo2018

**Show Directory HOUSTON**  
MAY 20 & 21, 2018  
WWW.THEIMAGEEXPO.COM

2016 show preview guide

Save up to \$35 Register Now!

**EASY WAYS to register!**  
online at  
www.theimageexpo.com  
...or call 877.219.3976

GET 1 CE CREDIT FOR ATTENDING!  
\*See Exhibit Booth #1001

featuring!  
George R. Brown Convention Center  
1001 Avenida De Las Americas • Houston, TX 77030 • Hall E

8:00am  
ready, professional, and cosmetology students only

# 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!**

*Largest*  
Hair & Beauty  
Show in Texas  
#HoustonImageExpo2019

THE IMAGE  
EXPO  
BY EDUCATIONAL CONFERENCE MANAGEMENT, INC.

OFFICIAL  
SHOW  
MAGAZINE

SUNDAY 9AM - 5PM MONDAY 9AM - 4PM  
*Houston*  
MAY 5 & 6  
George R Brown Convention Center, Hall E  
Photo by Sunlights Balayage, Inc.

1 CE credit just for attending the show!  
Purchase at registration

**Featured Headliners**

Balay Lama, Candy Shaw  
Legendary Colorist, Marco Pelusi  
Curl Expert, Lauren Moser Samuels  
Clipper Cutting Expert, Rodrick Samuels

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

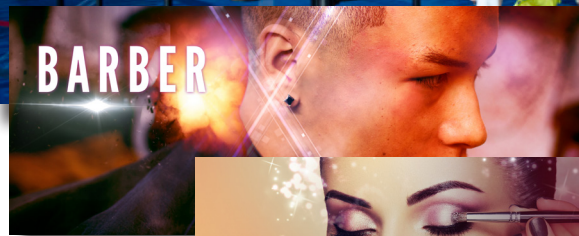
# STAND OUT TO THOUSANDS!

### GOLD

\$2,500

- Premium position banner hung at registration
- Double truck ad in show magazine
- Header web ad on website
- Logo on registration page "ticket confirmation"
- Social media post / email\*
- Company logo on sponsor sign
- 2 Coroplast meterboards exclusive to you in the exhibit hall

\*Email Campaign sent to registered attendees (2 pre-Show)



### SILVER

\$1,500

- Standard position banner
- Full Page ad
- Footer page web ad
- Logo on registration page "ticket confirmation"
- Social media post / email\*
- Company logo on show sponsor sign
- 1 Coroplast meterboards exclusive to you in the exhibit hall

\*Email Campaign sent to registered attendees (1 pre-Show)

**SALON & SPA WHOLESALER**

Perlacolor Revolutionary Multidimensional Italian Color Line \$4\*

Passport Prevent Breakage During Chemical Services \$30\*

JOON Award Winning Saffron Hair Elixir \$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.salonandspawholesaler.com/education](http://www.salonandspawholesaler.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 class!  
\*\$15 charge at booth 101

**BOZZIE**

"Where education is the key!"  
713.598.1959

**THE IMAGE EXPO 2015**  
YOU ARE INVITED TO COME & CHECK OUT!!  
FEBRUARY 2015  
Natural Hair Styling Techniques  
w/ Kerastase Natural Features Products  
Presenting Bozzie's  
"New Texture Release System"  
w/ Avlon Industries  
May 17th & 18th - Sunday & Monday  
10:30 am - 1:30pm  
3rd Floor Classroom #718  
"FREE CLASS"  
\*CEU HOURS RENEWAL \$6.00

available classes:  
The Scapulation  
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 Avlon Industries to promote the New Texture Release for all hair types.

For all your continuing education credit...*pre-register now.*

Seats are filling fast.  
DONT MISS OUT.

### BRONZE

\$1,000

- Half Page ad
- Mid-page web ad
- Biweekly Social media post
- Company logo on sponsor sign

**THE IMAGE EXPO**

2 DAYS of FUN & PROFITS!

FEATURING  
CELEBRITY STYLIST ERIN BAILEY

**SHOW PREVIEW GUIDE**  
SUNDAY & MONDAY  
MAY 7th & 8th  
**2017**

George R. Pappas  
Conventions Center  
1801 Westpark Dr. Houston, TX 77063  
713.532.1111

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 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!

Member 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

EPHANY ESTHETICALLY PROGRESSIVE

Eunice

EXPO ENTERPRISE

FAROUK CHI BIOSILK

FRESH SHEARS

**Home Page Banner \$200/month**  
1240x327 Pixels

**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 14,977 likes  
Like Page Shop on Website

IMAGE Expo  
OCTOBER 23RD & 24TH  
GET YOUR TICKETS  
125 TODAY | 175 DOOR PRICE  
877.219.3976  
WWW.THEIMAGEEXPO.COM

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  
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.

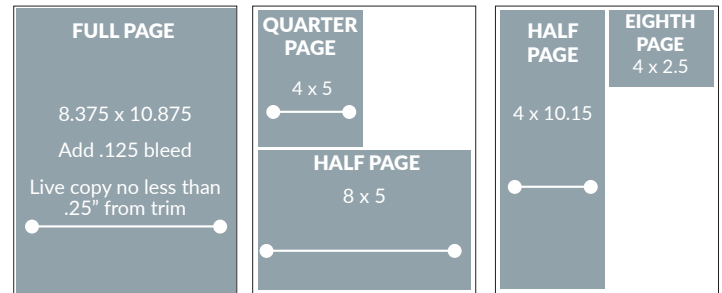
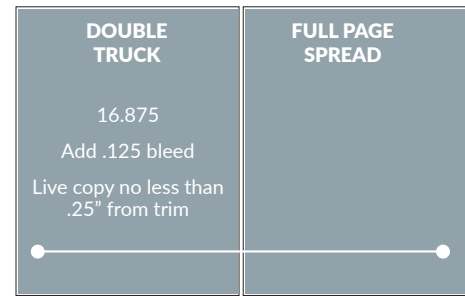
We send out HTML based emails so you can send jpegs which we splice or clean HTML code.

### 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



INTERNATIONAL CONFERENCE MANAGEMENT, INC  
 International Conference Management, Inc  
 13740 Highway 183, Building I  
 Austin, TX 78750  
 P. (512) 249-5303  
 P. (877) 219-3976  
 F. (512) 249-5023

# 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 \$2200
- Back Cover \$1400
- Inside Front Cover \$1200
- Full Page \$1000
- Half Page \$600
- Quarter Page \$450

#### 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# \_\_\_\_\_