

# ISSE 20<sup>th</sup>

intl. salon + spa expo


**PBA** Professional Beauty Association

## EXHIBITING & MARKETING OPPORTUNITIES

January 26 - 28, 2019  
Long Beach, California

[PROBEAUTY.ORG/ISSE](http://PROBEAUTY.ORG/ISSE)

THE BIGGEST & BEST BEAUTY EXPO ON THE WEST COAST

@probeautyassoc   #ISSELB



# ISSE 2019

Every year, more than 40,000 salon owners and professionals attend ISSE Long Beach - to buy and try products for their salons, attend classes, get inspired, and engage in the biggest beauty experience on the West Coast.

Exhibit at ISSE 2019 to get your brand in front of thousands of salon professionals. ISSE attendees have purchasing power and last year, over 95% of attendees purchased products and tools, with the average attendee purchasing over \$200!

**CONTACT ISSE SALES:**

**SALES@PROBEAUTY.ORG**



## TOP 3 REASONS STYLISTS, INDEPENDENT CONTRACTORS AND SALON OWNERS ATTEND ISSE:

**Purchase Products**



**Attend Educational Classes**



**Exposure to New Trends**



## MEMBERSHIP THAT'S RIGHT FOR YOUR BUSINESS.

PBA Business Members receive industry news, free business resources and access to networking opportunities. Join today - [probeauty.org/join](http://probeauty.org/join) or 480.455.3460.

## WHY EXHIBIT AT ISSE LONG BEACH?

- ISSE offers unparalleled opportunities to promote your brand and reach the widest possible audience
- Connect your brand with more than 40,000 licensed professionals with buying power and influence
- Meet face-to-face with national and international beauty professionals

What are your goals? Connect with our sales team and let us help you develop an ISSE exhibiting package to meet them!

**All exhibitors must be PBA Members**

### OUR EXHIBITOR PACKAGE INCLUDES:

- A 10' x 10' booth space
- Standard carpet
- 300 lbs. of drayage at no charge
- One 8' draped table and two chairs
- Pipe and drape
- One ID sign
- One wastebasket
- Five exhibitor badges

**\$26 per square foot**  
**Corner booth, an additional \$300 per corner**

# ISSE

int. salon + spa expo

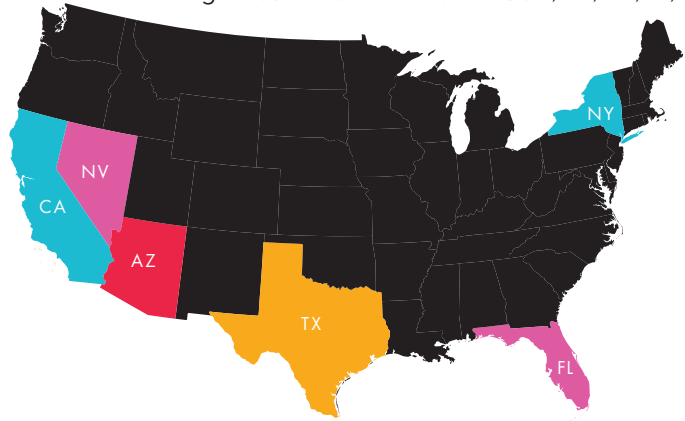
**Additional opportunities are available, contact our sales team to learn more - and reserve your space!**

**TRISHA THIEDE: 480.455.3461**  
**HEATHER GUINTA: 480.455.3461**  
**SALES@PROBEAUTY.ORG**

# AUDIENCE FOR THE BIGGEST AND BEST BEAUTY EXPO AND AWARDS SHOW ON THE WEST COAST.

More than 40k+ licensed professionals attended ISSE 2018 to purchase the hottest brands for their salons/spas, discover trends and learn new techniques from the industry's leading exhibitors, platform artists and educators.

**THE MARKET** Attendees come from all over the country, with the highest attendee count from: CA, NY, AZ, FL, TX.



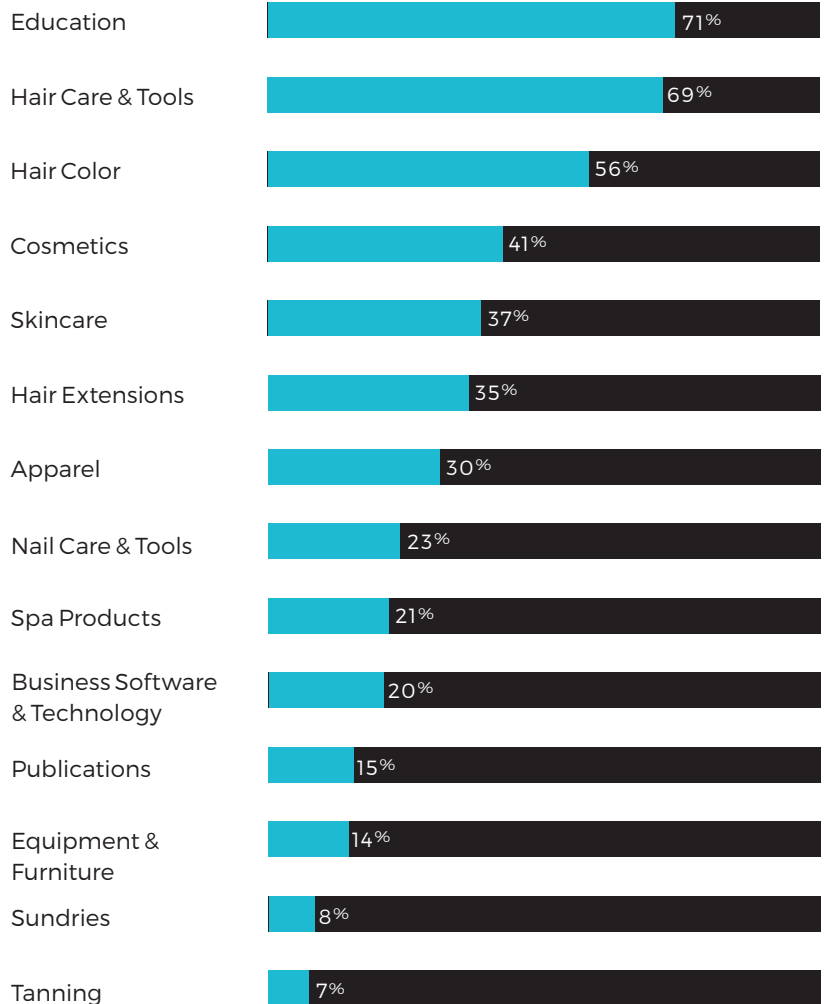
## ISSE ATTENDEE PROFILE



## THEY COME TO:



## THEY ARE LOOKING FOR:



# ISSE MARKETING

ISSE reaches a global audience of licensed beauty professionals with buying power. Our marketing strategy attracts millions of active salon and spa professionals through highly targeted digital, direct mail, print, PR, influencer, and social campaigns - and drives them to the show floor to purchase.

## OUR 2018 CAMPAIGN INCLUDED:

- A direct mail campaign targeting 300,000+ licensed professionals
- An email campaign with 1.3+ million impressions
- A print and digital advertising campaign in leading beauty professional publications with 15+ million impressions
- A comprehensive social campaign with a 100k+ targeted industry professional reach!

## OUR 2018 INFLUENCERS REACHED 14 MILLION:



Johnny Ramirez



Larisa Love



Linh Phan



Chita Beseau



Presley Poe



Anh Co Tran



Rickey Zito



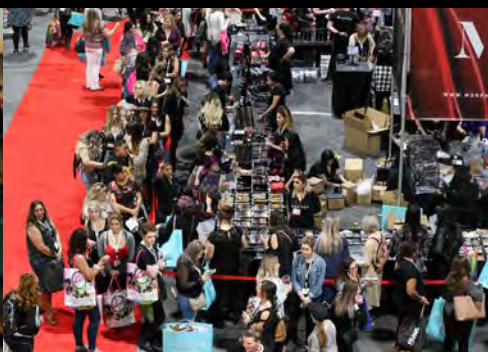
Donald Godfrey



Maggie Hancock



Shelley Gregory





# EDUCATION

Last year, ISSE featured 200+ educational classes in hair, nails, skin and business; including a line-up of hands-on hair and nail classes presented by notable beauty professionals and brands, including:



Candy Shaw



Major League Barber



John Mosley



Matty Conrad



Sexy Hair



Charlie Price



Lauren Moser & Rodrick Samuels



Gordon Miller



Oscar Bond



Ted Gibson



Pravana Color Collective



Shelley Gregory



Martin Parsons



Naeemah LaFond



Sassoon Academy

## ISSE LONG BEACH 2018 FEATURED SOME OF THE INDUSTRY'S TOP BRANDS, INCLUDING:

amika:

andis<sup>®</sup>  
every style. every groom. every cut.

aquage

h

HattoriHanzo Shears

MOROCCANOIL

WAHL<sup>®</sup>  
PROFESSIONAL

OLAPLEX.

Ouidad  
THE CURL EXPERTS<sup>™</sup>

PRAVANA<sup>®</sup>

PULPRIOT

REDKEN  
5TH AVENUE NYC

BRAZILIAN  
PROFESSIONALS

RUSK<sup>®</sup>  
fashion+culture+attitude

★ sexyhair

SUNLIGHTS<sup>®</sup> balayage

überliss

VIDAL SASSOON

VICTORY  
BARBER & BRAND

In addition to exhibiting, enhance your brand's reach with additional advertising opportunities. Contact our sales team to reserve your package!

# DIGITAL OPPORTUNITIES

## SPONSORED E-BLASTS

LIMITED AVAILABILITY

INVESTMENT:  
**\$2,500**

Your pre or post-show branded email is sent to over 80,000 ISSE prospects and registrants. These e-mails are created by you and will be sent out by PBA on your behalf. A limited number of opportunities are available.

**ORDER DEADLINE: 1/4/19**



## MOBILE APP

INVESTMENT:  
**\$2,500**

The ISSE Mobile App is the go-to resource for ISSE attendees! Showcase your brand through the ISSE App to drive visits to your booth with splash pages, push notifications, and more!

**ORDER DEADLINE: 12/14/18**



# PRINT OPPORTUNITIES

## PRINT BUNDLE OPPORTUNITY

INVESTMENT:  
\$2,500

This branding opportunity provides you with a 4-color, full-page advertisement in both the Pre-Show Program and the Onsite Directory.

**ORDER DEADLINE: 9/17/18**

## ONSITE SHOW DIRECTORY

INVESTMENT:  
\$900-4,000

Drive attendees to your booth when you advertise in the ISSE Onsite Show Directory. It's a valuable resource that attendees will take home and share with their colleagues as a reference directory that can be used all year long. Half page, Full page and 2-page spreads available - hurry, premium placement sells out quickly!

**ORDER DEADLINE: 12/3/18**



## FOLD OUT EVENT MAP BOOTH HIGHLIGHT

INVESTMENT:  
\$1,000

Make it easy for ISSE attendees to locate your booth by highlighting it in the official event map, which is distributed to all show attendees.

**ORDER DEADLINE: 12/3/18**



# BANNER & SIGNS

## HANGING BANNERS

**INVESTMENT:**  
**CALL FOR PRICING**  
(VARIES FOR LOCATION & SIZE)

Make a powerful statement as you brand and reinforce your corporate image with a highly-visible hanging banner. Positions are available outside, in Promenade and Pacific Lobbies, and on the Expo floor. Pricing includes installation.



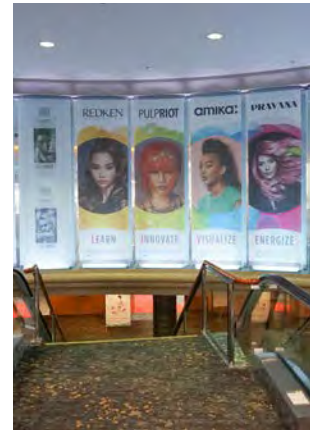
**ORDER DEADLINE: 12/21/18**

## WINDOW CLINGS

LIMITED AVAILABILITY

**INVESTMENT:**  
**CALL FOR PRICING**

Window clings are a prime way to inform beauty professionals where your booth is located and more about your brand before they enter the expo hall. Opportunities are available on Promenade Lobby doors, or showcase your brand right above the show escalator entrance to make a lasting impression as attendees enter and exit the show. Hurry, there are a limited number of spaces available!



**ORDER DEADLINE: 12/7/18**

## METER BOARDS

**INVESTMENT:**  
**\$600**  
SINGLE-SIDED  
**\$900**  
DOUBLE-SIDED

Advertise on strategically-placed meter boards in high-traffic areas of the show. Whether you're launching a new product or just want to invite attendees to your booth, these signs are sure to get their attention! These 8ft tall signs give you the opportunity to deliver your company message. Additional opportunities are available after the order deadline for an additional cost. Please contact us for details.



**ORDER DEADLINE: 12/7/18**



# BANNER & SIGNS

## YOU ARE HERE BOARDS

INVESTMENT:  
\$1,000

Help salon and spa professionals find you by highlighting your booth on the "You Are Here" boards strategically placed throughout the convention center.

ORDER DEADLINE: 12/7/18



## ISSE OVERHEAD AISLE SIGNS

LIMITED AVAILABILITY

INVESTMENT:  
\$600 EACH

Help attendees navigate the event floor with an Overhead Aisle Sign. Located on the lower portion of the numbered aisle signs, nearest to your booth location on the expo floor. Includes printing and installation. Additional opportunities are available after the order deadline for an additional cost. Please contact us for details.



ORDER DEADLINE: 12/7/18

## OUTDOOR HANGING BANNER

LIMITED AVAILABILITY

INVESTMENT:  
CALL FOR PRICING

Be one of the first brands ISSE attendees notice as they enter the show with an outdoor hanging banner. This can't miss branding opportunity is positioned outside of the convention center. Includes printing and installation.



ORDER DEADLINE: 12/21/18

# BRANDING & SPONSORSHIP OPPORTUNITIES

## REGISTRATION SPONSOR

INVESTMENT:  
**\$10,000**

Be the exclusive company to greet licensed salon and spa professional attendees as they register on-site at the convention center. Availability is limited to one exhibitor.



Registration Sponsorship includes:

- One full page, 4-color ad in the on-site show directory
- One half page in the pre-show directory
- High-impact branding on signage in the registration area
- Logo recognition as the exclusive online registration sponsor on the ISSE website
- Company name and link on e-mail confirmation to all pre-registered attendees
- One e-mail blast to pre or post-show attendees
- Your booth location highlighted on "You Are Here" boards placed throughout the convention center
- Company logo on attendee badge lanyard
- One product in the PBA Beauty Bar

**ORDER DEADLINE: 9/17/18**



# BRANDING & SPONSORSHIP OPPORTUNITIES

## ISSE GREETER

3 AVAILABLE  
1 SATURDAY, 1 SUNDAY,  
1 MONDAY

INVESTMENT:  
**\$3,000**

Your staff will greet thousands of attendees as they arrive at the convention center. It's your chance to make a lasting impression by distributing your company flyer and/or travel size product at the show entrances. Exhibitor may provide one greeter for the Pacific entrance, and one for the Promenade entrance per day.

**ORDER DEADLINE: 12/14/18**

Limited to one company per day

## PBA BEAUTY BAR

LIMITED AVAILABILITY

INVESTMENT:  
**\$250** FOR ONE PRODUCT  
**\$500** FOR UP TO THREE  
DIFFERENT PRODUCTS

The PBA Beauty Bar is a fun and innovative way for ISSE attendees to sample your product and drive business to your booth! Located in the highly visible PBA Hub area, sponsor companies supply 1,000 sample products in 15ml or .5oz sizes, and for a suggested donation of \$5, ISSE attendees can choose five samples. All proceeds benefit the PBA Disaster Relief Fund.



In addition to this highly visible opportunity, your brand will receive logo placement in the onsite directory, select signage, and receive exposure on the ISSE app.

**THE PBA DISASTER RELIEF FUND IS A PROGRAM OF THE PBA FOUNDATION, A 501(C)(3) CHARITABLE ORGANIZATION.**

**ORDER DEADLINE: 12/7/18**

# PBA MEMBER & POTENTIAL MEMBER BRANDING & SPONSORSHIP OPPORTUNITIES

## BEAUTY AND THE BAG

INVESTMENT:  
**\$1,000**  
PLUS 500  
PROMOTIONAL ITEMS

The PBA Member Engagement Team actively recruits new PBA Members at various industry events throughout the year. As an incentive to join onsite, attendees receive a complimentary gift bag filled with beauty swag. Place your product, travel kit or special gift in the bag and you will receive a full year of promotion, starting at ISSE Long Beach.

Sponsorship includes:

- Company name listed on ISSE website and in Onsite Directory
- Sponsor ribbons for company staff
- Company recognized as program participant on PPT shown at stages and within the PBA Member booth/area

**ORDER DEADLINE: 12/7/18**

## STAY CHARGED

INVESTMENT:  
**\$1,000**

Showcase your company logo on an attendee device-charging kiosk, located in the highly visible PBA membership hub during ISSE 2019.

Sponsorship includes:

- Company graphics featured on power kiosk
- Sponsor ribbons for company staff
- Company name listed on ISSE website and in Onsite Directory
- Company name listed in the PBA Member Hub area
- Company recognized on PPT shown at stages, and in the PBA Member Hub area

**ORDER DEADLINE: 12/7/18**



## ADDITIONAL OPPORTUNITIES

### ATTENDEE BAGS

INVESTMENT:  
**\$10,000**

Maximize your company's exposure as the official attendee bag sponsor for ISSE. These complimentary bags are given to every attendee as they enter the show.

Sponsorship includes:

- One full page, 4-color advertisement in the onsite show program
- Insert in attendee show bag
- One Overhead aisle sign
- Your logo & booth location highlighted on "You Are Here" boards
- One e-mail blast to pre-show prospects.

Sponsor to produce 10,000 bags to be distributed, Saturday, Sunday, and Monday.

**ORDER DEADLINE: 12/3/18**

### CENTER STAGE VIDEO SPOTS

LIMITED AVAILABILITY

INVESTMENT: **\$600**

This is the perfect way to gain valuable exposure for your company and/or drive attendees to your booth. Your 90 second (max) product/company commercial will be played on two occasions during the Center Stage breaks - one break on Sunday and one break on Monday.

**ORDER DEADLINE: 12/7/18**

### ROLLING POWERPOINTS

LIMITED AVAILABILITY

INVESTMENT: **\$375**

Showcase your brand with a rolling PowerPoint slide displayed on the big screens on the two ISSE stages. Promote your company to thousands of salon and spa professionals as they gather before, and in-between show performances. Your slide will appear a minimum of eight times during presentations and continually throughout the event in all theaters.

**ORDER DEADLINE: 12/7/18**

# ISSE LONG BEACH 2019 TERMS & CONDITIONS

- 100% of total fee is due within 30 days of signing this agreement. If contract is submitted within 30 days of the event, full payment is due immediately upon receipt of signed agreement. All fees are non-refundable.
- It is understood that this form shall be legally binding between ISSE Long Beach Management, hereinafter known as PBA, and your company, hereinafter known as Sponsor/Advertiser, only upon acceptance by PBA.
- Fulfillment of items contracted will begin upon receipt of deposit.
- The terms of this agreement may not be modified, except by written Agreement, signed by both parties.
- Sponsor/Advertiser shall be responsible for providing the "finished" Promotional Opportunity (i.e. artwork, product, etc.) as required by the deadline date and for meeting the exact specification indicated in the confirmation letter. In the event that such deadline is not met by the Sponsor/Advertiser, the opportunity in question shall revert back to PBA without obligation or refund of monies. Only confirmed exhibitors are eligible for advertising/sponsorship at this event.
- If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heir and successors of the Sponsor/Advertiser. This Agreement constitutes the entire Agreement between Sponsor/Advertiser and PBA concerning ISSE Long Beach 2019 Sponsorship Opportunities.
- Cancellation: Any Sponsor/Advertiser wishing to cancel this contract must do so in writing to Show Management. If such notice is received by Show Management before fulfillment begins, an administrative fee of 10% of total cost will be assessed. If notice is received after fulfillment begins but before fulfillment is completed, 50% of total fee shall be due to Show Management. All fees paid to PBA are non-refundable and non-transferable.
- Initiation of this proposal does not constitute a hold on items contained until fully executed by Sponsor/Advertiser and the Professional Beauty Association (PBA).

Sponsorship Requested: \_\_\_\_\_ Cost: \$ \_\_\_\_\_  
 Advertisement Requested: \_\_\_\_\_ Cost: \$ \_\_\_\_\_  
 Total Cost: \$ \_\_\_\_\_

# ISSE LONG BEACH 2019 AGREEMENT & ACCEPTANCE

Company Name: \_\_\_\_\_  
 Contact Name (Please Print): \_\_\_\_\_ Date: \_\_\_\_\_  
 Contact Signature: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**Payment Information:** An Invoice will be sent to you once your order has been processed. You will be able to pay directly online with a credit card if that is your preferred method.

**SEND CHECK TO:**

Professional Beauty Association  
 15825 N. 71st Street, Suite 100  
 Scottsdale, AZ 85254

