

2025 IECSC Sponsorship Opportunities

PRESENTED BY

american spa

As of 01/07/24

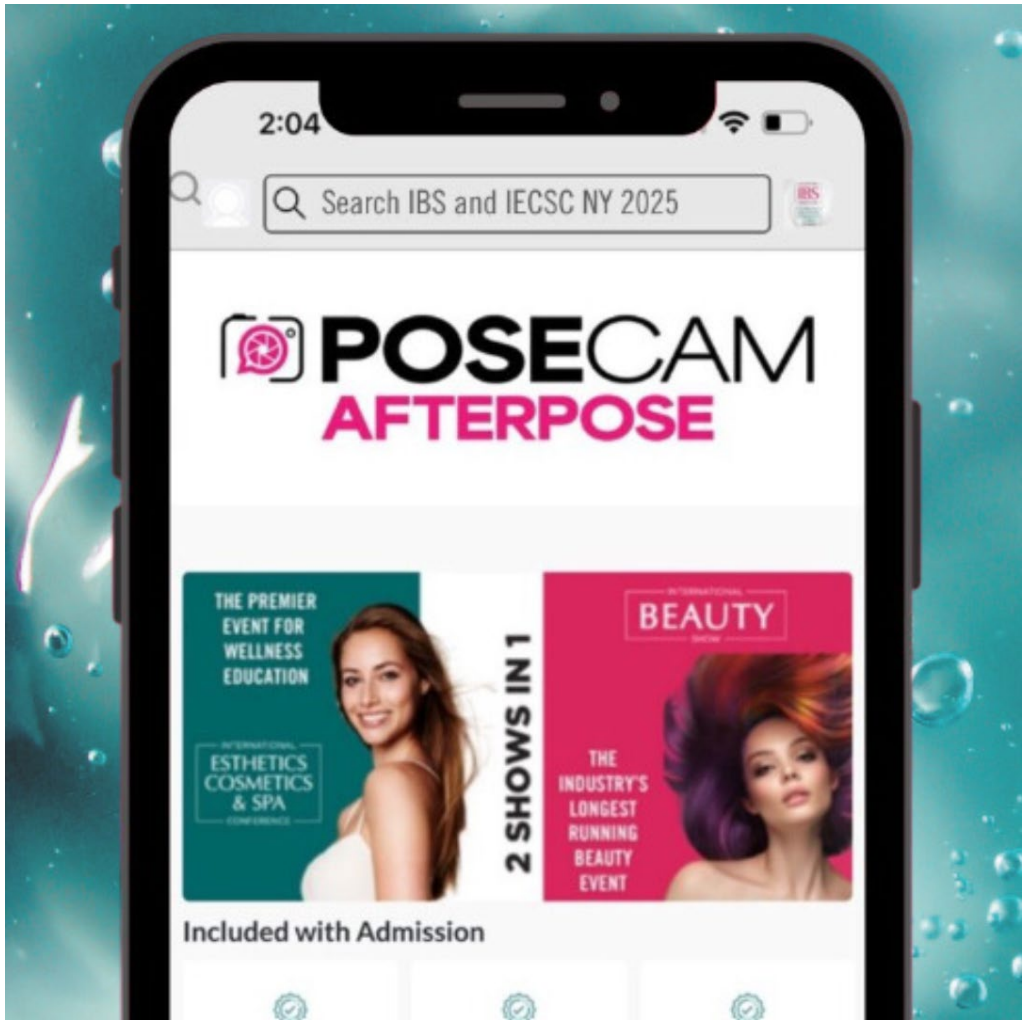


The Questex team works diligently to create sponsorship opportunities that promise enhanced ROI for our exhibitors. Sponsorships can help your brand cut through the clutter of a crowded event environment by increasing brand awareness, generating new leads, and making a greater impact with your target audience.

“Every year, no matter what, we get the best turnout! Spas, students, spa owners, even medical esties, they always come here and we like to show up for them because they always show up for us here.”

— BECCIE DELAFUENTE, HYDRAFACIAL

Digital Opportunities



MOBILE APP SPONSOR

If your goal is to maximize your exposure onsite, becoming a mobile app sponsor is the way to go! Thousands of eyeballs may be on the app navigating their way around the show and your brand will be the first thing they see when logging on.

Availability: Exclusive

As part of our commitment to be Net Zero by 2050, we've moved to a new digital directory, and this is where all attendees will get their show information. So put your brand in the palms of their hands for show floor navigation, exhibitor listings, push notifications, polls, surveys, and more!

Sponsorship Includes

- Sponsor logo appears on loading page of app (see sample to left).
- Targeted push notifications (1 per day).
- Top of Exhibitor List banner ad.
- 3 banner ads (in available placements).
- Sponsor logo on onsite mobile signage.
- Sponsor logo + company message on email and website promotion.

New York (exposure to IECSC **and** International Beauty Show audiences): $12,500
Las Vegas (exposure to IECSC **and** International Beauty Show audiences): $12,500
Florida: $5,000

Digital Opportunities

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

TOP OF EXHIBITOR LIST AD BANNER

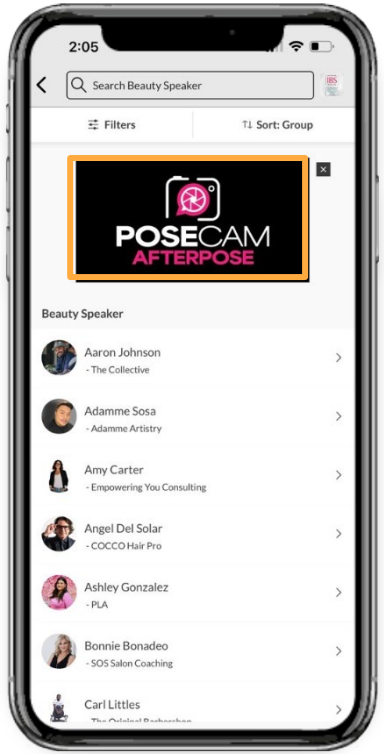
Stay at the top of our attendee's minds with this budget-friendly opportunity! Your profile will appear at the top of the Exhibitor list and users will not have to filter through the list of exhibitors to find you.

Only 8 spots available per show.

New York: $1,250

Las Vegas: $1,150

Florida: $775

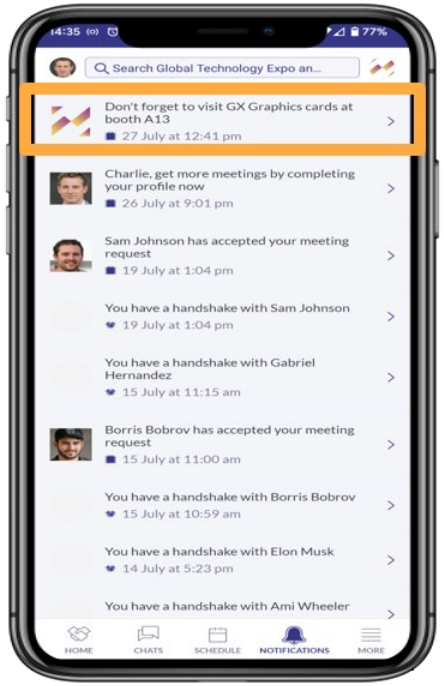


PUSH NOTIFICATIONS

Get your brand's message out there with custom push notifications. All notifications will be sent to all selected attendees. When clicked, the notification will take users directly to your company's profile or a website of your choice.

Only 12 available per show.

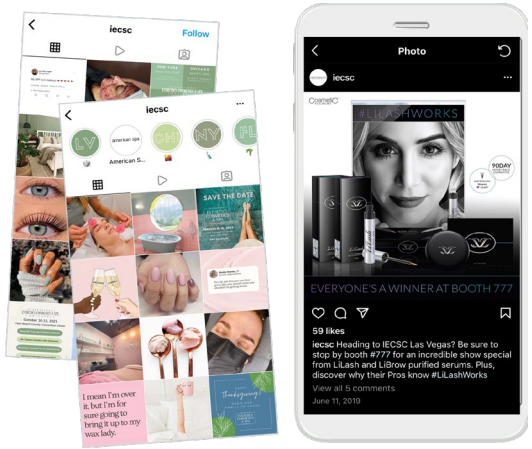
$260 per message



2025 pricing, availability and details subject to change.

Digital Opportunities

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE



DEDICATED SOCIAL MEDIA POST

One social media post on the IECSC official Facebook and Instagram pages is a great way to increase your brand's awareness and get you in front of thousands of potential customers. Add *American Spa* in the mix and get a combined reach of nearly 216,000!

Included: one social media post on IECSC Facebook OR Instagram page.

Other opportunities available. Ask your sales representative for details.

New York: $1,350

Las Vegas: $1,350

Florida: $1,350



FLOORPLAN BUTTON AD

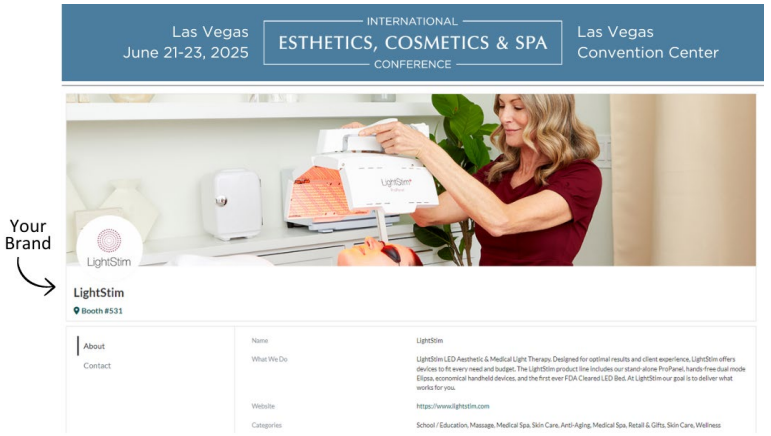
Maximize your presence at IECSC and advertise on the online floorplan to reach thousands of attendees! Gain unparalleled exposure on the IECSC website and make sure everyone knows you'll be there. Don't miss this opportunity to shine!

Only 3 available per show.

New York: $1,350

Las Vegas: $1,250

Florida: $775



ENHANCED EXHIBITOR LISTING

Boost your message both onsite and online in a budget friendly and highly effective way! With an enhanced listing, your company name, address, website links, images and more will live on the online exhibitor list for all attendees to see. Maximize your impact and reach potential customers with this opportunity!

New York: $875

Las Vegas: $775

Florida: $575

2025 pricing, availability and details subject to change.

Digital Opportunities

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE



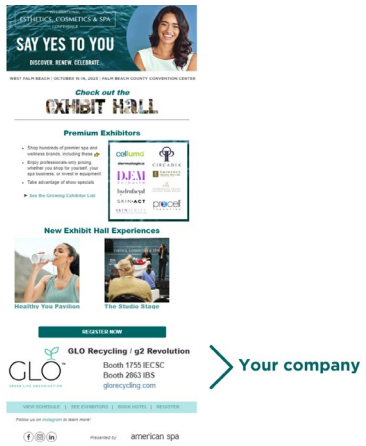
TARGETED CUSTOM EMAIL

Bring everyone to your booth or get them to remember you were there by sending an email before, during, or after the show to the list of all pre-registered attendees.

New York: $2,750

Las Vegas: $2,500

Florida: $1,750



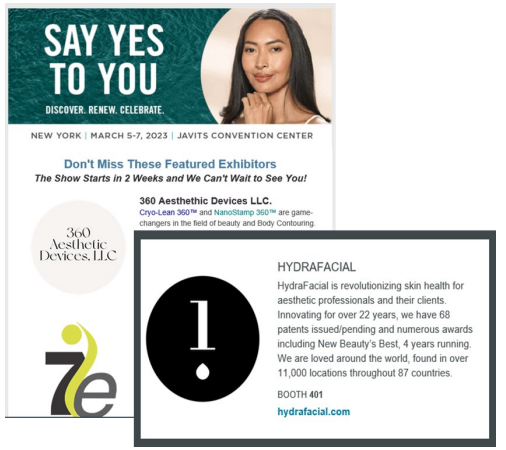
ATTENDEE EMAIL SPONSORSHIP

Promote your brand to thousands of spa and wellness professionals in an attendee email promotion that includes your company name, logo, booth number, and website with link.

New York: $1,250

Las Vegas: $1,150

Florida: $800



FEATURED EXHIBITORS EMAIL

Promote your product or brand with a feature in an email to thousands of prospects that includes a short 50-word description, company name, booth number, and logo that links to your website.

New York: $1,800

Las Vegas: $1,550

Florida: $1,100

2025 pricing, availability and details subject to change.

Show Programs

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

Thousands of industry professionals rely on the Show Preview and Plan of the Day to get the inside scoop on the latest trends, products, equipment and techniques that will be featured at the largest regional spa and wellness event.







SHOW PREVIEW

Advertise in the printed pre-show preview and reach your potential customers before they hit the show floor! The Show Preview allows for pre-show printed and digital advertising exposure to thousands of potential attendees.

	FULL PAGE	HALF PAGE
New York	$7,000	$4,200
Las Vegas	$4,100	$2,625

PLAN OF THE DAY

At IECSC, attendees onsite will rely on the printed Plan of the Day to navigate the massive exhibit hall and conference program. Have all eyes on you and attract more traffic to your booth with an advertisement!

Only 15 spots available.

New York: $1,250

Las Vegas: $1,150

Florida: $775

2025 pricing, availability and details subject to change.

Registration Opportunities





SHOW BAGS

Enhance your brand's visibility by offering personalized shopping bags adorned with your company logo to attendees. Bags are handed out during registration and will remain visible to everyone throughout the entire event, and carried home with each attendee, making them a valuable branding opportunity!

Sponsor is responsible for production and shipping. Bag must include IECSC logo and be approved by Show Management.

Bags

New York: $5,200 + bag

Las Vegas: $5,200 + bag

Florida: $2,600 + bag

Insert only

New York: $2,700 + product

Las Vegas: $2,700 + product

Florida: $1,350 + product





ATTENDEE BADGE & LANYARD

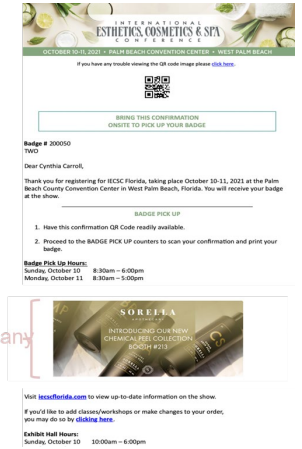
Gain high visibility by providing branded badges and lanyards with your logo for all to see! Be the exclusive provider of the badges and lanyards which are distributed in the registration area and given to attendees.

New York: $15,000

Las Vegas: $13,000

Florida: $6,000

Sponsor must provide 2-clip lanyard.



REGISTRATION CONFIRMATION EMAIL

Make sure your brand is seen by every single IECSC attendee and add your logo and booth number to emails that are sent to the thousands of spa and wellness professionals who register for our event online.

New York: $5,500

Las Vegas: $5,500

Florida: $2,700

2025 pricing, availability and details subject to change.

Registration Opportunities

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE



REGISTRATION HAND-OUTS

Reach thousands of potential customers and push attendees to your booth by handing out flyers in the registration area. Limited to five companies (one hand-out each) to promote high visibility, your company's hand-out will garner attention, pique interest and help boost your onsite sales. Your staff, models or IECSC staff can distribute the hand-out. You choose and customize the sponsorship!

Only 5 available.

New York: $2,700 + handout

Las Vegas: $2,700 + handout

Florida: $1,350 + handout



ONSITE REGISTRATION AREA

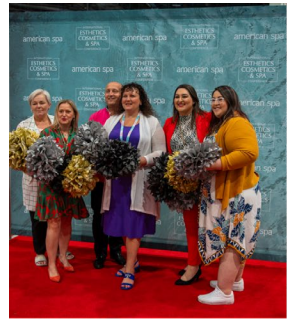
Sponsor the registration area and grab the attention of thousands of attendees! Your logo will be exclusively featured on signage, banners and panels within the registration area and if you choose, registration team members can hand out flyers and wear t-shirts and/or hats featuring your brand. The Registration Area Sponsorship opportunities are endless as are the benefits to your brand!

Availability: Exclusive

New York: $12,600

Las Vegas: $12,600

Florida: $6,300





STEP & REPEAT AREA

Position your logo alongside spa industry influencers! Countless selfies featuring your logo will be shared on social media, amplifying your visibility and optimizing your chances for strong brand recognition. Location at the discretion of show management.

Only 5 available.

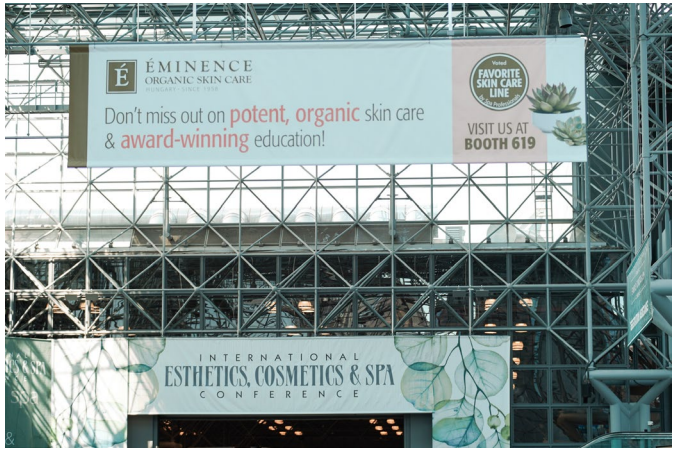
New York: $3,100

Las Vegas: $3,100

Florida: $1,550

2025 pricing, availability and details subject to change.

Onsite Branding



HANGING BANNERS & AISLE SIGNS

Stay at the top of our attendees' minds (literally) and highlight your brand in some of the most trafficked areas in the convention hall. Allow attendees to easily identify your brand and location on the massive show floor no matter where they are.

New York: $11,025 (includes production)/$5,400 + banner

Las Vegas: $11,025 (includes production)/$5,400 + banner

Florida: $6,300 (includes production)/$3,150 + banner



FLOOR GRAPHICS

Be one of the first brands attendees see as they enter and exit the Convention Center with custom 4'x4' floor graphics. Your company's identity will be a "step ahead" of your competitors and will be seen by everyone who enters the Convention Center.

New York: $1,875 per graphic

Las Vegas: $1,875 per graphic

Florida: $950 per graphic



DOOR & WINDOW GRAPHICS

Window and door graphics are the perfect way to inform everyone of your brand's hottest products. Grab the attention of thousands of attendees as they enter the Convention Center doors with eye-catching 2'x2' graphic.

New York: $725 per graphic

Las Vegas: $725 per graphic

Florida: $725 per graphic

2025 pricing, availability and details subject to change.

Onsite Experiences



OPENING RIBBON CUTTING CEREMONY

Join forces with IECSC for a ribbon-cutting extravaganza at the Exhibit Hall entrance. Bask in the excitement, share the spotlight, and capture everyone's attention as we welcome guests into the show. Inquire about featuring your brand on the scissors for an added touch of visibility!

Availability: Exclusive

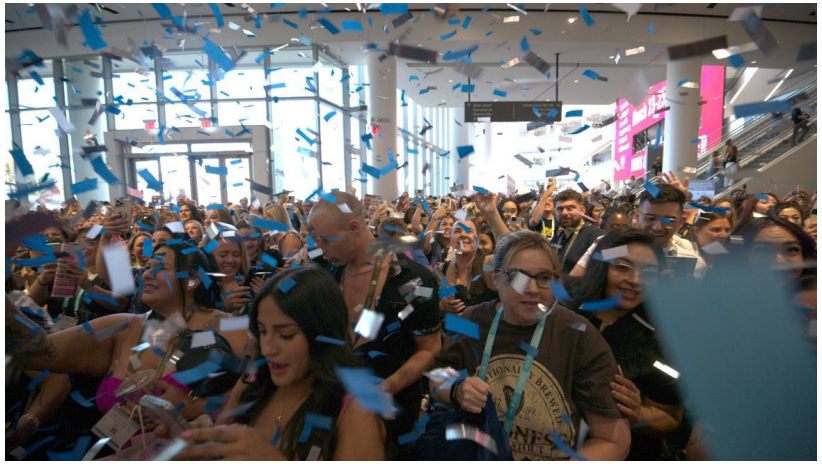
New York: $3,500

Las Vegas: $3,500

Florida: $3,000







Onsite Branding



POP-UP BANNER

Make your brand visible to attendees as they enter the show floor, navigate registration, or attend classes. Utilize freestanding signage as an exceptional way to engage potential customers and steer them toward your booth all show long.

Banner supplied by sponsor.

New York: $1,625 + banner (limit of 2)

Las Vegas: $1,625 + banner

Florida: $815 + banner

Onsite Experiences

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE









PRODUCT FOCUSED EDUCATION CLASSROOM

Share your expertise, elevate your brand, and connect with enthusiastic spa and wellness professionals eager to learn from you. Demonstrate and educate attendees on why your products and services need to be a part of their business.

Your 60-minute class will also be promoted in all marketing materials where the Conference Program is presented.

Price is based on room capacity. Limited supply.

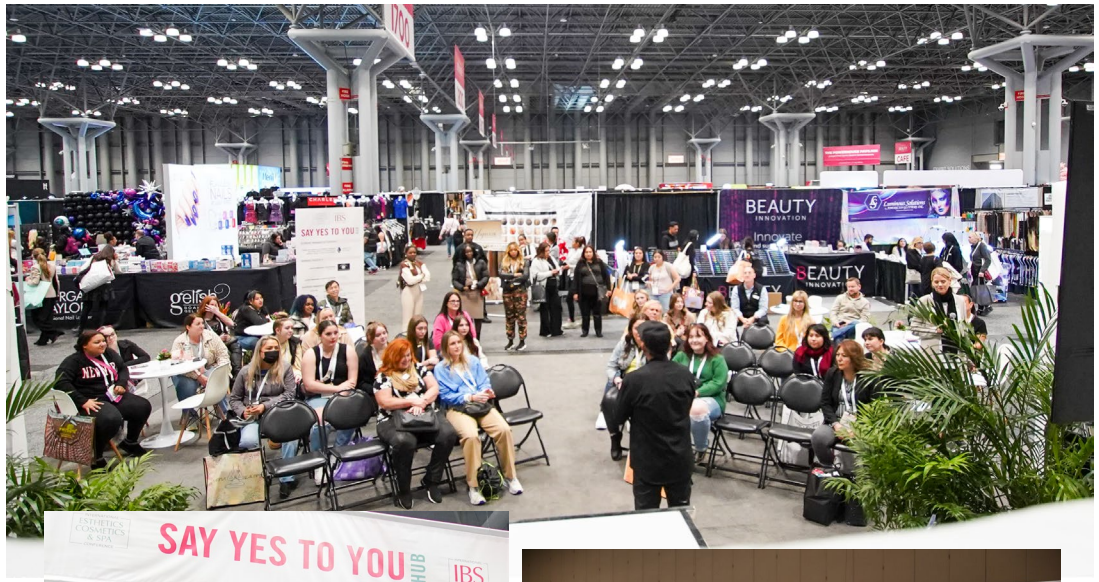
New York
30 Seat Classroom: $1,150
75 Seat Classroom: $1,375

Las Vegas
30 Seat Classroom: $740
50 Seat Classroom: $1,000
75 Seat Classroom: $1,100
100 Seat Classroom: $1,250

Florida
45 Seat Classroom: $750
75 Seat Classroom: $800
100 Seat Classroom: $875

2025 pricing, availability and details subject to change.

Onsite Experiences (Available in New York and Las Vegas)







SAY YES TO YOU HUB

Situated within the IBS Exhibit Hall, the Say Yes to You Hub beckons as a sanctuary for unwinding, recharging, and embracing self-love. This is the premier location to visibly capture the attention of attendees from all three industries - spa, wellness and beauty as they will be visiting this location throughout all three days to participate in classes and nurture their mind, body, and soul.

All Hub Sponsorship opportunities include the following recognition package:

- Recognition as an Event Sponsor
- Logo on sponsor recognition page
- Logo placement on Say Yes to You Hub webpage
- Logo on prospective attendee emails
- Logo on onsite signage wherever sponsors are recognized
- Logo recognition on show app
- Logo inclusion in Plan of the Day recognition (if contracted 10 weeks prior to show date)
- Logo inclusion in Show Preview; digital and/or print if applicable (if contracted 15 weeks prior to show date)

Additional promotional elements are included with each opportunity as indicated on next page.

Say Yes to You Hub - Sponsorship Opportunities

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE



HUB HOST

Set the tone as attendees arrive and network in the Hub.

Sponsorship Includes:

- Recognition Package noted on prior page, **plus**
- Your representative in The Hub during show hours
- Opportunity to introduce educators/speakers/presenters
- Branded café tables
- Pop-up banner (sponsor-supplied) within The Hub
- Opportunity to host Community Pop-ups
- Access to contact information of Hub visitors.

Exhibitors: $10,000
Non-Exhibitors: $12,500



RIBBON DISPLAY

Place your brand on the popular Ribbon wall.

Includes

- Recognition Package, **plus**
- Logo on Ribbon kiosk
- Ability to customize 10 ribbon statements

Exhibitors: $6,500
Non-Exhibitors: $9,500



HEADSHOTS

Add your brand to one of the most popular areas visited on the show floor.

Sponsorship Includes:

- Recognition Package noted on prior page
- Sponsor logo displayed on headshot station signage
- Ability to distribute samples or literature

Exhibitors: $8,500

Non-Exhibitor: $11,900

2025 pricing, availability and details subject to change.

New York Digital Opportunity

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

NEW YORK OUTDOOR MARQUEE

Located **outside** the Javits Convention Center, this outdoor marquee on Eleventh Avenue generates more than 831,000 viewable impressions per day from the north side and 614,000 viewable impressions per day from the south side.



WHAT'S INCLUDED

Sponsor receives a 10-second spot that will play 9 times an hour, equaling 1.5 minutes per hour and will repeat every hour of our event. Spot will run the duration of the show – starting the day before show open through the last show day.

AVAILABILITY: 12 Spots

- Screen size: width 1080px, height 810px
- Images: JPG or PNG 72dpi
- No videos
- Deadline for artwork: March 1, 2025

$6,000

New York Digital Opportunity

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

NEW YORK INDOOR TV NETWORK

Your ad or video will play on the Indoor TV Network, which includes the new Crystal Palace LED Screen in the Javits Convention Center. Spot will run the duration of the show – starting the day before show open through the last show day.





There are 67 TV screen locations throughout the building.

Breakdown by floor:

- Level 1: 44 screens.
- Level 2: 15 screens on South Concourse.
- Level 3: 8 screens in Crystal Palace and Service Center.

WHAT'S INCLUDED

Sponsor provides a one-minute spot. The minute will repeat every hour of our event. Javits safety messaging like "No smoking" and "Please recycle" and internal paid advertising will play in a rotation with the sponsor spots. Spot will run the duration of the show – starting the day before show open through the last show day.

Specs:

- Sponsor to provide artwork
- Screen size- width: 1920px height: 1080px
- Images: JPG or PNG 72dpi
- Videos: MP4 with H.264 compression
- The TV Network has sound capabilities. We recommend including closed captioning in video ads because attendee volumes can be greater than the TV volumes at times.
- Deadline for artwork: March 1, 2025

AVAILABILITY: 45 Spots

$8,000

2025 pricing, availability and details subject to change.

Las Vegas Digital Opportunity

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

WEST HALL LOBBY SPECTACULAR & HIGH IMPACT PILONS

Showcase your brand on the giant West Hall Lobby Spectacular screen and two hi-impact pylons. Your .08 spot will run in a 2-minute loop for all three days of the show.

SPONSORSHIP INCLUDES:

- :08 spot will run in a 2-minute loop on West Hall Lobby Spectacular screen
- :08 spot will run in a 2-minute loop on two (2) West Hall Hi-Impact Pylons
- Logo recognition on event website, attendee prospect emails, printed and digital Plan of the Day, mobile show app, and onsite signage, starting on the contract date.

Availability: 10

$5,500





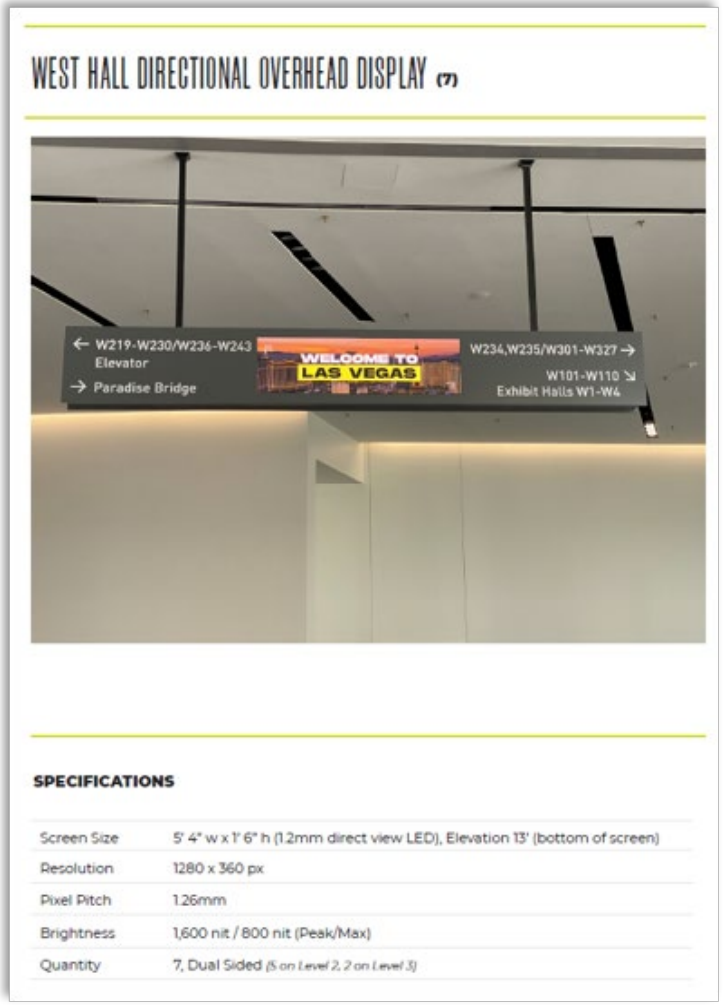




2025 pricing, availability and details subject to change.

Las Vegas Digital Opportunity

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE



WEST HALL DIRECTIONAL OVERHEAD DISPLAY (7)

SPECIFICATIONS

Screen Size	5' 4" w x 1' 6" h (1.2mm direct view LED), Elevation 13' (bottom of screen)
Resolution	1280 x 360 px
Pixel Pitch	1.26mm
Brightness	1,600 nit / 800 nit (Peak/Max)
Quantity	7, Dual Sided *(5 on Level 2, 2 on Level 3)*

WEST HALL DIRECTIONALS SPONSORSHIP

Showcase your brand on the West Hall Directional Overhead Displays located on Levels 2 & 3 where all the classes will be taking place.

Availability: 10

- :08 spot which will run on a 2-minute loop for all three days of the show
- Seven, dual-sided displays (five on Level 2, two on Level 3)

$900

2025 pricing, availability and details subject to change.

Las Vegas On-Site Experience

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

Come together for one or two unforgettable evenings with IECSC and IBS Las Vegas attendees! The Opening Night party will take place at one of the hottest nightclubs in Las Vegas, while the Networking extravaganza offers a more relaxed lounge vibe that's just as festive. Both parties provide an excellent opportunity to showcase your brand to hundreds of attendees from IECSC and the International Beauty Show in Las Vegas.

SATURDAY NIGHT OPENING PARTY

Las Vegas Event only

Location and Time TBD
Note: this is not a private event

SPONSORSHIP INCLUDES:

- 1 post on IECSC and IBS Instagram OR Facebook pages (combined reach 225,000+)
- VIP entry for 20
- Ability to provide product activation, gift bag or samples at exit
- Spa AND Beauty Recognition Package (both shows included!)
    - Logo on sponsor recognition webpage
    - Logo on activation webpage
    - Logo in email promotions in sponsor recognition section
    - Onsite Signage wherever sponsors are recognized: locations TBD
    - Logo in sponsor recognition on mobile app
    - Logo in sponsor recognition in Plan of the Day (if contract finalized 10 weeks prior to show date)
    - Logo in sponsor recognition in Show Preview; digital and print (if contract finalized 15 weeks prior to show date)

$5,500









2025 pricing, availability and details subject to change.

Las Vegas On-Site Experience

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

Come together for one or two unforgettable evenings with IECSC and IBS Las Vegas attendees! The Opening Night party will take place at one of the hottest nightclubs in Las Vegas, while the Networking extravaganza offers a more relaxed lounge vibe that's just as festive. Both parties provide an excellent opportunity to showcase your brand to hundreds of attendees from IECSC and the International Beauty Show in Las Vegas.









SUNDAY NIGHT NETWORKING PARTY

Las Vegas Event only

Location and Time TBD

SPONSORSHIP INCLUDES:

- 1 post on IECSC and IBS Instagram OR Facebook pages (combined reach 225,000+)
- VIP entry for 15
- Ability to provide cocktail napkins, swizzle sticks and table tent cards
- Ability to provide product activation, gift bag or samples at exit
- Spa AND Beauty Recognition Package (both shows included!)
    - Logo on sponsor recognition webpage
    - Logo on activation webpage
    - Logo in email promotions in sponsor recognition section
    - Onsite Signage wherever sponsors are recognized: locations TBD
    - Logo in sponsor recognition on mobile app
    - Logo in sponsor recognition in Plan of the Day (if contract finalized 10 weeks prior to show date)
    - Logo in sponsor recognition in Show Preview; digital and print (if contract finalized 15 weeks prior to show date)

4 sponsor limit

$2,750

2025 pricing, availability and details subject to change.

Florida Digital Opportunity

INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

PALM BEACH COUNTY CONVENTION CENTER EXTERIOR DIGITAL DISPLAY BOARD

Located **outside** the Show location, this outdoor marquee on Okeechobee Boulevard generates more than 30,000 viewable impressions per day.



Sponsor logo will be displayed on a slide with 1 to 6 listings that will run for :03 - :05 per rotation for the duration of the Show.

Availability: multiple

- Screen size: width 1920px x height 1080px
- Deadline for artwork: September 10, 2025

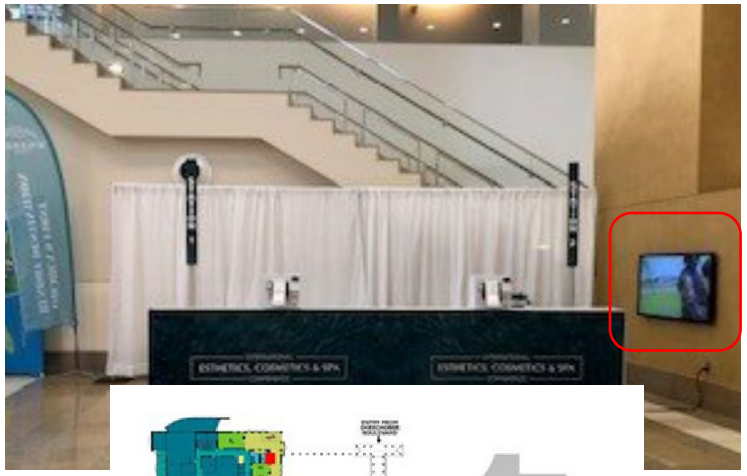
$1,500

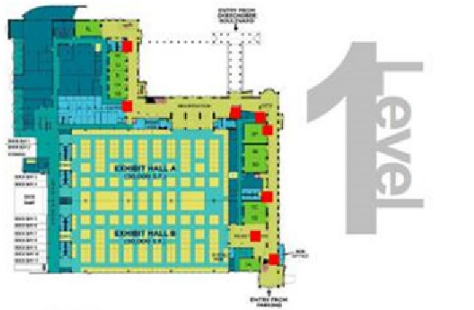
Florida Digital Opportunity

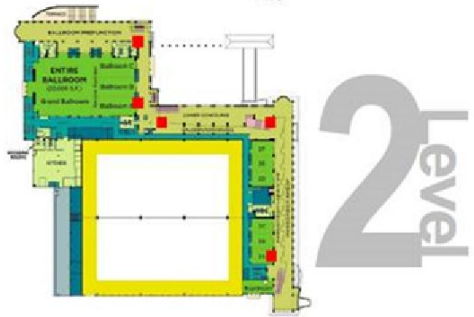
INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE

PALM BEACH COUNTY CONVENTION CENTER INTERIOR DIGITAL MONITORS

Showcase your brand **inside** the Show location on 13 strategically located digital monitors.







:03-:05 second video or static slide spot which will run in a rotation for both days of the show.

Availability: multiple

- Screen size: width 800px x height 600px
- Deadline for artwork: September 10, 2025

$2,500

INTERNATIONAL

ESTHETICS, COSMETICS & SPA

CONFERENCE

March 23-25, 2025
Javits Convention Center
New York

June 21-23, 2025
Las Vegas Convention
Center, Las Vegas

September 28-29, 2025
Palm Beach County
Convention Center, Florida

For more information on how to enhance your presence at IECSC, contact:

Allyson Klingensmith
Sales Development Representative
aklingensmith@questex.com
+1 212.895.8276

american spa

