



# IBS international beauty show

## NEW YORK MARCH 8-10, 2020

### THE IBS NEW YORK BARBERSHOP



## LIVE ON THE SHOW FLOOR

PRODUCTS • EXPERTS • EDUCATION • COMPETITIONS • AWARDS

Exhibit at the IBS Barbershop and receive incredible brand exposure throughout the barber and men's grooming industry. This exclusive area on the show floor will attract thousands of enthusiastic beauty professionals who are eager to buy your products and learn your techniques!

## BOOTH PACKAGE OPTIONS

### “FADE” INTO IBS BARBERSHOP

EXHIBITOR BOOTH ONLY – \$2,000\*

NEW CLIENTS ONLY – Booth only.

- **10x10 booth package**
- Pipe and drape
- 8 foot draped table
- 2 chairs
- Waste basket
- 7" x 44" booth ID sign

*\*Flooring and insurance required.  
Electrical and internet not provided.*

### “UNDERCUT FADE”

BOOTH & BRANDING – \$4,500\*

NEW & EXISTING CLIENTS – For existing IBS clients, this is a great option for additional booth exposure.

- **10x10 “FADE” package, PLUS...**
- Logo on barber banner above stage
- Logo placement on dedicated barbering page in Show Directory
- Inclusion in attendee email highlighting IBS Barbershop
- Social media post on Instagram
- Enhanced floor plan booth listing

*\*Flooring and insurance required.  
Electrical and internet not provided.*

### “HIGH TAPER FADE”

BOOTH, BRANDING, & EDUCATION – \$7,000\*

EXISTING CLIENTS ONLY – For existing IBS clients seeking additional booth exposure and education at IBS Barbershop

- **“UNDERCUT FADE” booth package, PLUS...**
- 45 min education slot on barbering stage
- Call out by MC
- Logo placement on step and repeat located in IBS Barbershop

## IBS BARBERSHOP – COMPETITIONS / SPONSORSHIPS / BRANDING ONLY (between 214,000 to 290,000 impressions)

CURRENT IBS EXHIBITORS – If you're not looking for another booth, you can still participate and get outstanding branding with these sponsorship options!

### “GRADE 1” SUPPORTING SPONSOR \$2,800\*

- Logo placement on step and repeat located in IBS BarberShop
- Logo on barber banner above stage
- Logo placement on dedicated barbering page in Show Directory
- Inclusion in attendee email highlighting IBS Barbershop
- Social media post on Instagram

### “GRADE 2” SPONSOR A BARBER COMPETITION (LIMITED AVAILABILITY) \$3,200\*

- **“GRADE 1” supporting sponsorship package, PLUS...**
- Call out by MC as competition sponsor

### “GRADE 3” SPONSOR A COMPETITION & AWARD (LIMITED AVAILABILITY) STARTING AT \$5,000\*

- **“GRADE 1 & 2” packages, PLUS...**
- Award (trophy)
- Call out by MC as competition and award sponsor
- Presentation of award to competition winners

**CUSTOM PACKAGES CAN BE CREATED, CONTACT YOUR SALES REP TODAY!**

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