



IBS international  
beauty show

NEW YORK MARCH 8-10, 2020

## STAND OUT FROM THE CROWD!

### ADVERTISE IN THE OFFICIAL SHOW PREVIEW

Hundreds of thousands of beauty professionals rely on **IBS New York's Official Show Preview** to get the inside scoop on the latest trends, styles, techniques and products to be showcased at the hottest beauty event in the nation.

The **Show Preview** highlights the show's exciting stage performances, educational classes, special events and much more! Also included is a comprehensive Exhibitor List, listing the companies that will line the exhibit floor, providing in-booth education, innovative products, and countless networking opportunities to the more than 66,500 professionals who attend IBS New York from across the country.

### Unbeatable distribution & reach

The IBS New York Official Show Preview will be distributed with the January issue of the industry's leading magazine, *American Salon*. It will also mail as a stand alone piece to **100,000+ prior and prospective IBS New York attendees**, helping you efficiently reach and hit your sales goals.

### Who sees your Ad in the Official Show Preview?

- **More than 60,000+** Previews will co-mail with *American Salon* magazine.
- **More than 100,000+** Previews will direct mail to hot prospects and past attendees.

**Total Distribution = 160,000+ beauty professionals!**

### Premium placement still available!

**SPACE CLOSE:** October 31, 2019

**MATERIALS DUE:** NOVEMBER 1, 2019



### RESERVE YOUR SPACE TODAY!

**TRACY HOLLOWAY**  
COMPANIES A-E, W-Z  
212.895.8229  
tholloway@questex.com

**JANE PRAVDA**  
COMPANIES F-M, U-V  
212.895.8248  
jpravda@questex.com

**VERONICA GONNELLO**  
COMPANIES N-T  
212.895.8244  
vgonnello@questex.com

PRESENTED BY  
**AMERICAN SALON**

CO-LOCATED WITH  
INTERNATIONAL  
**ESTHETICS, COSMETICS & SPA**  
CONFERENCE