



# IBS international beauty show

## NEW YORK MARCH 8-10, 2020

Serve up your targeted message via web advertising to a curated and targeted audience.

**TOTAL AUDIENCE  
75,000 BEAUTY PROS**

**PACKAGE A**  
\$3,000 - Ad served 1x

**PACKAGE B**  
\$5,000 - Ad served 2x

Advertiser to provide ad units in the following sizes:

- 160 x 600 pixels
- 728 x 90 pixels
- 300 x 250 pixels

### RESERVE YOUR SPACE TODAY!

**TRACY HOLLOWAY**  
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## REACH YOUR TARGET AUDIENCE

### WHAT IS A TARGETED AD CAMPAIGN?



Among the most effective forms of digital advertising, Targeted Ad Campaigns uses “cookies” to track the visitors of one site and reach them with ads on other sites. In this case, **YOU can retarget our website visitors!**

## THE FOCUS OF EVENT MARKETING, THE FLEXIBILITY OF DIGITAL...



**TARGETED AUDIENCE**  
The beauty pros you are trying to reach



**DIGITAL REACH**  
From Facebook to WSJ, retarget beauty pros wherever they go



**QUANTIFIABLE ROI**  
Detailed reporting breaks down your results and value



**EXTENDED EXPOSURE**  
Continue engaging our attendees beyond the few days of the event

### PRE-EVENT



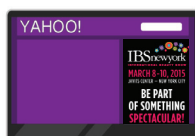
- Build brand awareness
- Drive booth traffic
- Promote your workshop

### POST-EVENT



- Follow-up messaging
- Lead generation/nurturing
- Special offers to attendees

## YEAR-ROUND OPPORTUNITIES



The event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted...

**Targeted Ads to the rescue!** Those cookies still exist, allowing you to continue reaching these beauty pros in the many months ahead!