PROFESSIONAL BEAUTY ASSOCIATION PRESENTS
LONG BEACH
international salon and spa expo
BRANDING & SPONSORSHIP OPPORTUNITIES
THE BIGGEST & BEST BEAUTY EXPO ON THE WEST COAST
PROBEAUTY.ORG/ISSE  #ISSELB
ISSE LONG BEACH 2017
JANUARY 28-30, 2017 | LONG BEACH, CA

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Advertising and sponsorship opportunities are an impactful way for you to reach the highly targeted International Salon and Spa Expo (ISSE) audience of licensed salon and spa professionals. Participating in one of the many branding opportunities at the show will increase your visibility, drive traffic to your booth, and increase sales.

As a sponsor or advertiser, you will receive exclusive benefits and special recognition before, during and after the show. Whatever your budget, the Professional Beauty Association (PBA) staff can create a plan that is right for your company.

Advertising and sponsorship opportunities are available to ISSE exhibitors only. Speak with your sales representative for specific deadline dates corresponding to each opportunity.

PBA MEMBERSHIP IS REQUIRED TO EXHIBIT AT ISSE EVENTS. IF YOU’RE NOT ALREADY A MEMBER, JOIN TODAY AND MAKE THE MOST OF YOUR PBA MEMBERSHIP DURING ISSE, AND THROUGHOUT THE YEAR.

FREE DRAYAGE, HANDLING DISCOUNTS & PERKS

PBA Business members receive 300 lbs. of free drayage (the cost to move your exhibit materials within the convention center from the dock to your booth) and 10% off installation/de-installation labor, automatically credited to your GES convention services on-site invoice. Members also receive a discounted $5 small package handling rate (up to 50lbs. each). Individual Members may purchase one show ticket at 50% off and Business Members may purchase up to three (3) show tickets at 50% off. * Members also enjoy discounts on paid education.

* Depending on Business Membership level, additional benefits may apply.

PBA BOOTH & MEMBER LOUNGE

PROMOTIONAL OPPORTUNITIES

• Significant discounts on advertising and sponsorship opportunities.
• Visit the PBA Booth on-site with any questions about your PBA Member Benefits.

NOT A PBA MEMBER?

Learn more about how PBA Membership advances your career and the entire industry. Visit probeauty.org/join or contact the PBA Membership Team at 480.455.3460.
FREE OPPORTUNITIES

SOCIAL MEDIA

“Like” us on Facebook, follow us on Twitter! Get the latest news and updates regarding ISSE Long Beach. Interact with attendees, media, beauty influencers! Upload photos, post comments, and let our followers know you will be at ISSE Long Beach.

ONLINE DIRECTORY LISTING

Before the show, attendees will visit the online exhibitor list to plan their visit. Login to the exhibitor portal to make sure your company profile is up-to-date, including brands you carry, show specials, etc.
DIGITAL OPPORTUNITIES

E-BLASTS/SPONSORED CONTENT
LIMITED AVAILABILITY

INVESTMENT: $1,500

Your pre-show branded email blast sent to over 40,000 ISSE prospects and registrants. These emails are created by you and will be sent out by PBA on your behalf. Promotion must pertain to exhibitor’s presence at ISSE and include ISSE Logo, show dates and website. E-blast artwork is subject to PBA approval.

ORDER DEADLINE: 1/6/17

WEBSITE BANNER ADS
LIMITED AVAILABILITY

INVESTMENT: $350

The official on-line source for all ISSE information, probeauty.org/isse attracts thousands of qualified salon and spa professionals every day. Banner ads (294x75), placed on highly visible pages are an effective and affordable marketing tool. Receive on-line space during the show’s busiest time: November - February 1.

ORDER DEADLINE: 1/6/17

DIGITAL MOBILE APP

INVESTMENT: $2,500

Contact your Account Manager for available opportunities and deadlines.
PRINT OPPORTUNITIES

NEW PRINT BUNDLE OPPORTUNITY

This new branding opportunity provides you with a 4-color full page advertisement in both the Pre-Show Program and the On-Site Directory. Contact your Account Manager for more details.

INVESTMENT: $2,500

ORDER DEADLINE: 9/9/16

ON-SITE SHOW DIRECTORY

INVESTMENT: $1,500

Drive attendees to your booth when you advertise in the ISSE On-Site 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. Contact your sales rep for premium position availability. Full page and 2-page spreads available.

ORDER DEADLINE: 12/2/16

FOLD OUT EXPO HALL MAP BOOTH HIGHLIGHT

INVESTMENT: $1,000

Make it easier for attendees to locate you by highlighting your booth on the official fold-out expo hall map, which is distributed to all salon and spa professionals.

ORDER DEADLINE: 12/2/16

MATERIAL REQUIREMENTS

Upon receipt of your signed contract, you will be contacted by a Sponsorship Coordinator. Your Sponsorship Coordinator will give you more detailed specifications, guidelines and deadline dates for all the marketing and promotional opportunities you selected.
BANNERS & 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, throughout the convention center. Positions are available outside, in Promenade and Pacific Lobbies, and on the Expo floor. Exhibitor must provide banner subject to PBA specifications and approval. Pricing includes installation costs. Contact your Account Manager for pricing and availability.

ORDER DEADLINE: 12/16/16

WINDOW CLINGS

LIMITED AVAILABILITY

INVESTMENT: CALL FOR PRICING

Window clings are a great way to inform beauty professionals where your booth is located and what you are promoting before they even get inside the expo hall. Window clings are 12” tall x 24” wide and are sold in packs of six (6). Positions are available on the Promenade Lobby doors and windows above the escalators leading to the Expo Hall. Use this prime advertising space to make a lasting impression as attendees enter and exit the show.

ORDER DEADLINE: 12/12/16

METER BOARDS

INVESTMENT:
$600/$750* SINGLE-SIDED
$900/$1,150* DOUBLE-SIDED

Advertise on strategically-placed meter boards in high-traffic areas of the show (specify Promenade or Pacific Lobby placement). 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. Advertiser artwork is subject to PBA approval.

ORDER DEADLINE: 12/12/16
*12/13/16 or after
**BANNERS & SIGNS**

**YOU ARE HERE BOARDS**

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

**INVESTMENT:** $1,000

**ORDER DEADLINE:** 12/12/16

**Better Deal!**

Add placement on the Fold Out Expo Hall Map for an additional $250 investment.

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**ISSE OVER-HEAD AISLE SIGNS**

LIMITED AVAILABILITY

Help attendees navigate the expo floor with an Over-Head Aisle Sign. Your sign is located on the lower portion of the numbered aisle signs located nearest to your booth location on the expo floor. Locations are available in the Promenade and Arena expo hall areas. Sponsor must provide the artwork to the specifications provided. Show Management is responsible for all printing and installation costs.

**INVESTMENT:** $600/$750*

**EACH**

**ORDER DEADLINE:** 12/12/16

*12/13/16 or after

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**OUTDOOR HANGING BANNER**

LIMITED AVAILABILITY

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 will be positioned outside of the convention center. Exhibitor must provide banner subject to PBA specifications and approval. Pricing includes installation costs. Contact your Account Manager for pricing and availability.

**INVESTMENT:** CALL FOR PRICING

**ORDER DEADLINE:** 12/16/16
The PBA Beauty Bar is a fun and innovative way to expose your product in a sample size to ISSE attendees. Located in the Pacific Lobby by the PBA Booth, the PBA Beauty Bar is limited to 20 exhibiting companies featuring top-of-the-line products. Each product sample will be housed in a clear dispenser with your company logo/brand clearly displayed. Participating companies are required to have 1,000 sample size products in either 15ml or .5oz.

For a suggested donation of $5, each ISSE attendee visiting the PBA Beauty Bar will choose five samples out of 20 with all donations going directly to CUT IT OUT® (CIO): Salons Against Domestic Abuse program. CIO is dedicated to mobilizing salon professionals across the U.S. to help put a stop to the epidemic of domestic abuse. This program provides salon professionals with educational materials on domestic violence and education, guiding them on how to identify the warning signs, respond to a client who may be the victim of abuse, and refer those in need to local resources.

Companies participating in the PBA Beauty Bar will be supported by the following marketing activities:

- A complete printed list of participating Beauty Bar companies, including product description and logo, will be provided to each PBA Beauty Bar participant
- Public Relations exposure via print ads, press releases and social media
- Beauty Bar logo placement on select on-site signage, pre-show brochure, on-site show directory and ISSE Long Beach website
- Product description and logo on printed piece handed out to all PBA Beauty Bar attendees
- Prime visibility and branding
- Digital App exposure and online booth profile

CUT IT OUT® (CIO): SALONS AGAINST DOMESTIC ABUSE IS A PROGRAM OF THE PBA FOUNDATION, A 501(C)(3) ORGANIZATION. ALL DONATIONS ARE TAX DEDUCTIBLE TO THE FULLEST EXTENT OF THE LAW.

ORDER DEADLINE: 12/12/2016
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.

Sponsorship includes:

- One full page, 4-color ad in the on-site 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 (1) e-mail blast to pre-show attendee prospects
- Your booth location highlighted on “You Are Here” boards placed throughout the convention center.
- Company logo on attendee badge lanyard
- One product placed in the PBA Beauty Bar

Sponsor is responsible for submitting artwork on all print deliverables unless noted otherwise. All artwork is subject to PBA approval.

ORDER DEADLINE: 11/01/16

* time permitting

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 (show bags are excluded and subject to PBA approval) in the registration areas. Exhibitor may provide one greeter for the Pacific lobby and one greeter for the Promenade lobby per day.

ORDER DEADLINE: 12/19/16

Limited to one company per day
ADDITIONAL OPPORTUNITIES

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 (2) occasions during the Center Stage breaks - one (1) break on Sunday and one (1) break on Monday.

ORDER DEADLINE: 12/12/16

ROLLING POWERPOINTS
LIMITED AVAILABILITY

INVESTMENT: $375

Showcase your brand with a rolling PowerPoint slide to be displayed on the big screens of the Center Stage and NAHA Stage. Promote your company brand to thousands of highly-focused attendees as they gather before and in-between show performances. Your company slide will appear a minimum of eight times during presentations and continually throughout the event in all theaters.

ORDER DEADLINE: 12/12/16

ATTENDEE BAGS

INVESTMENT: $10,000

Maximize your company’s exposure as the official attendee bag sponsor for ISSE. These complimentary bags are given to each attendee as they enter the show. Sponsor must provide bags with ISSE Long Beach logo subject to PBA approval. Sponsorship includes:

• One full page, 4-color advertisement in the on-site show program*
• Insert in attendee show bag* (subject to PBA approval)
• One (1) Over-head aisle sign
• ISSE Website - banner advertisement on the ISSE website with a link to your home page
• Your logo & booth location highlighted on “You Are Here” boards
• One (1) e-mail blast to pre-show attendee prospects

Sponsor to produce 10,000 bags to be distributed as follows - Saturday: 2,000; Sunday: 5,000; Monday: 3,000. Show Management is responsible for bag distribution. Sponsor is responsible for submitting artwork on all print deliverables unless noted otherwise. All artwork is subject to PBA approval.

ORDER DEADLINE: N/A
ADDITIONAL OPPORTUNITIES

NEW THE BEAUTY PLATFORM

INVESTMENT: CALL FOR PRICING

New for 2017, ISSE will be hosting a 16’x12’ Beauty Platform on the ISSE show floor. This demonstration stage provides you with a 10 minute opportunity to showcase your brand to a live audience. Product presentations will happen during show hours on Saturday, Sunday and Monday. To get the most out of your demo, and build brand awareness, PBA recommends you provide product samples for the audience. Contact your Account Manager for pricing and availability.

ORDER DEADLINE: 1/16/17

PRESS ROOM SPONSOR

2 AVAILABLE

INVESTMENT: $2,500

Get noticed by the press! Sponsorship includes your logo on press room signage, distribution/product table in press room, and a special mention in the show program and website.

ORDER DEADLINE: 12/13/16
BOOTH SPACE & BRANDING PACKAGES
SALE ENDS 11/30/16

[PACKAGE 1]
Value $4,450
Price: $3,000
10X10 Inline Exhibit Space (Corner Fee is Extra)
Full Page 4C Ad – Onsite Show Directory
Exhibitor List Upgrade

[PACKAGE 2]
Value $5,950
Price: $4,100
10x10 Inline Exhibit Space (Corner Fee is Extra)
Full Page 4C Ad – Onsite Show Directory
Exhibitor List Upgrade
E-Blast

[PACKAGE 3]
Value $8,250
Price: $5,500
10X20 Corner Exhibit Space
Full Page 4C Ad – Onsite Show Directory
Exhibitor List Upgrade
E-Blast

[PACKAGE 4]
Value $4,600
Advertising Bundle Package:
(bundle is for advertising only and cannot be substituted)
Price: $3,500
Full Page 4C Ad – Onsite Show Directory
You Are Here Board (Highlighted Booth Location - 20x20 or larger)
Directory Fold Out Expo Hall Map (Highlighted)
Exhibitor List Upgrade
E-Blast
ISSE LONG BEACH 2017 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 specifications 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 heirs and successors of the Sponsor/Advertiser. This Agreement constitutes the entire Agreement between Sponsor/Advertiser and PBA concerning ISSE Long Beach 2017 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 2017 AGREEMENT & ACCEPTANCE

Company Name: ___________________________________________________________________________
Contact Name (Please Print): ___________________________________________ Date: ________________
Contact Signature: ____________________________________________________________
Phone: _____________________  Contact Email: ___________________________________________

Payment Information: (All payments are non-refundable)
☐ Visa  ☐ Mastercard  ☐ American Express  ☐ Check (Payable to PBA)
Please charge my card $_____________________________
Account Number: ___________________________  Sec. Code: ___________  Exp. Date: ____/____ (mm/yy)
Cardholder’s Name: ___________________________  Signature: ___________________________
Cardholder’s Address (if different from company address on file):
_________________________________________________________________________________

PBA Acceptance: ___________________________ Date: ________________

SEND CHECK TO:
Professional Beauty Association
15825 N. 71st Street, Suite 100
Scottsdale, AZ 85254-2187