

The International Congress of Esthetics and Spa

Les Nouvelles Esthétiques & Spa magazine is proud to sponsor The International Congress of Esthetics and Spa, the premiere industry event for skin care and spa professionals in North America.

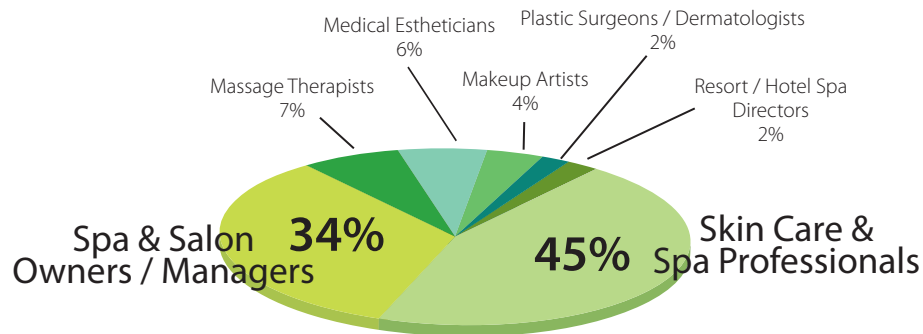
With leaders in education featuring live demos, lectures, panel discussions and advanced education classes, the congresses provide audiences with the opportunity to learn from and interact with the most knowledgeable speakers who have extensive expertise in spa and skin care, medical advances and much more.

In addition, The International Congress of Esthetics and Spa has launched the first pavilion and conference series dedicated to the natural and organic spa sector.

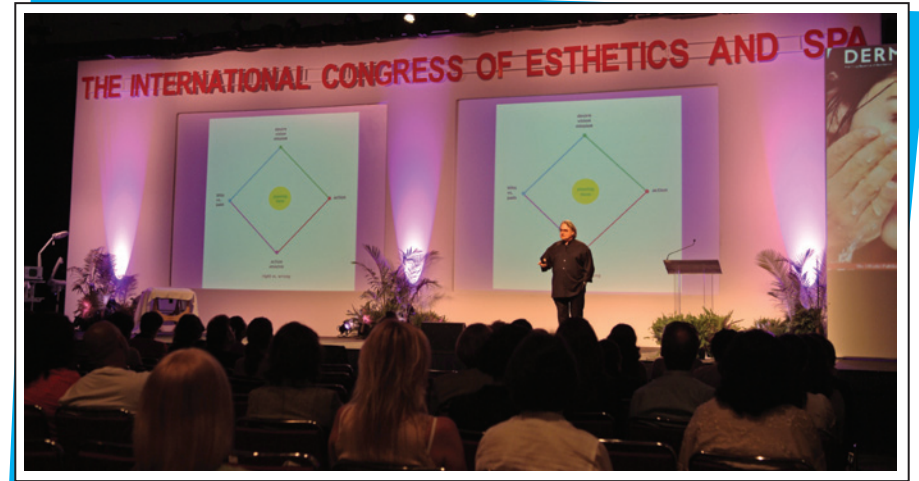
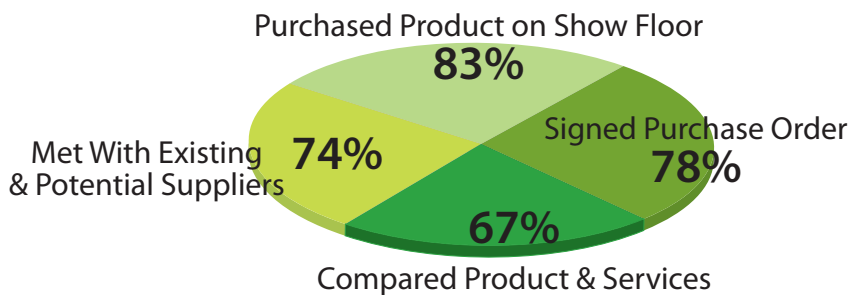
FOUR EXCITING CONGRESSES:

Held annually in Dallas, TX, Miami Beach, FL, Long Beach, CA and Philadelphia, PA, the International Congress of Esthetics and Spa attracts buyers from all facets of the skin care and spa industry.

TARGETED AUDIENCE



TARGETED BUSINESSES



The International Congress of Esthetics and Spa

MARKETING THAT DELIVERS QUALITY BUYERS

■ DIRECT MAIL

100,000 show flyers and 100,000 show programs are distributed to our targeted direct mail database per congress. A digital format of the program is available online and promoted through our e-database.

■ PROGRAM PREVIEW

A 6-page show program preview is included twice in *Les Nouvelles Esthétiques & Spa* magazine.

■ ADVERTISING

A strategic advertising campaign with full color page ads is printed in industry publications.

■ WEBSITE/E-MAIL

Each congress has its own website where visitors can log on for the latest show info. Visitors are provided with immediate info through our weekly e-mail broadcast campaign sent to our 40,000 qualified industry members.

■ PUBLIC RELATIONS

Monthly press releases are sent to every industry trade and consumer spa magazine to generate buzz and interest for The International Congress of Esthetics and Spa. At each congress a press room is available for you to display your press kit and product.

■ BONUS DISTRIBUTION

Over 8,000 complimentary copies of *Les Nouvelles Esthétiques & Spa* are distributed at each International Congress of Esthetics and Spa.

