





## THE SHOW

Grow your business at the Boise Beauty Expo, October 5th, 2019 at Expo Idaho. Boise Beauty Expo is the ultimate lifestyle event, featuring all the needs and interests of women under one roof. Meet hundreds of hundreds of women who want to shop, learn, and be pampered while visiting 100 plus exhibits offering a vast array of products and services including skincare, beauty, health, nutrition, fitness, leisure, travel, education and much more.

## BECOME AN EXHIBITOR

Why participate? Boise Beauty Expo is your gateway to reach a qualified audience and a must in your marketing mix. By exhibiting you have the opportunity to talk one-on-one with hundreds of women in a festive, fun and sales oriented atmosphere. Women represent 85% of consumer spending and that translates into a \$5 trillion market. Create your own success story by joining us!

## BECOME A SPONSOR

Let's work together! Sponsorships are available for every budget. See more details in the following pages or contact IBL Events at 208.376.0464



**MOVE-IN: OCT 4TH, FRI 10AM-4PM**  
**SHOW: OCT 5TH, SAT 10AM-5PM**  
**MOVE-OUT: OCT 5TH 5PM-7PM**



**Expo Idaho (North Hall)**  
**5610 N Glenwood, Boise ID 83714**



### BOOTH PRICING

10x10 \$395  
10x20 \$750  
Includes pipe & drape

Power \$35  
Chair \$5  
Table No Cloth \$30  
Table with Cloth \$45



### ADVERTISING

Digital Marketing, Radio,  
Direct Mail, Billboards,  
Posters, Local Magazines,  
Social Media, TV

Attendance 2000+  
Estimated Guests

**CONTACT US** IBL EVENTS // 208.376.0464 // WWW.IBLEVENTS.COM // INFO@IBLEVENTSINC.COM





## SPONSORSHIP PACKAGES

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### PLATINUM SPONSORSHIP \$10,000 Exclusive

Featured Platinum Sponsor of Boise Beauty Expo  
Includes a 10x20 booth, power, table and chairs  
Show marketing includes "Boise Beauty Expo Brought to you \_\_\_"  
Boise Beauty Expo direct mail campaign specific to your demographic featuring your logo  
TV ad rotation featuring "Boise Beauty Expo Brought to you by \_\_\_"  
Company Flyer/Brochure included in guest welcome bags (for first 500 guests)  
Listed as sponsor on email campaigns, seminar schedule  
Footer Ad included in monthly email blast to over 3000+ local businesses  
Company name included on radio ad rotation  
Optional - Seminar - 45 minute seminar sessions your choice and times  
Company banner displayed prominently on Expo Idaho fence with show banners  
Event banner displayed above entrance to Expo Hall "Boise Beauty Expo Sponsored by \_\_\_"  
Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)

### GOLD SPONSORSHIP \$5,000 (2 Available)

Featured Gold Sponsor of Boise Beauty Expo  
Includes a 10x20 booth power, table and chairs  
Company Flyer/Brochure included in guest welcome bags (for first 500 guests)  
Listed as sponsor on email campaigns, seminar schedule, passport card  
Company Logo included in monthly email blast to over 3000+ local businesses  
Optional - Seminar - 45 minute seminar sessions your choice and times  
Company banner displayed prominently on Expo Idaho fence line with show banners  
Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)

### SILVER SPONSORSHIP \$3,000 (4 Available)

Featured Silver Sponsor of Boise Beauty Expo  
Includes a 10x10 booth space, power, table and chairs  
Company Logo included in monthly email blast to over 3000+ local businesses  
Listed as sponsor on email campaigns, seminar schedule  
Optional - Seminar - 45 minute seminar sessions your choice and times  
Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)

### BRONZE SPONSORSHIP \$1,500 (4 Available)

Featured Bronze Sponsor of Boise Beauty Expo  
Includes a 10x10 booth  
Listed as sponsor on email campaigns  
Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)