



Boise **BEAUTY**

*Expo*

**FEATURE  
YOUR COMPANY**

*And grow your business*

**OCTOBER 3, 2020**

Galaxy Event Center at Wahooz  
10AM-5PM

**WWW.IBLEVENTS.COM**

info@iblevents.com | (208) 376-0464

# Grow your business at the Boise Beauty Expo, October 3rd, 2020 at the Galaxy Event Center!

The Boise Beauty Expo is the ultimate lifestyle event, featuring all the needs and interests of women under one roof. This show features over 100 exhibits offering a vast array of products and services including skincare, beauty, health, nutrition, fitness, leisure, travel, education and more.



**MEET HUNDREDS OF WOMEN FACE-TO-FACE WHILE THEY BROWSE AND SHOP THE LATEST IN BEAUTY PRODUCTS AND SERVICES.**



## WHY EXHIBIT?

**Women represent 85% of consumer spending and that translates into a \$5 trillion market.**  
**CREATE YOUR OWN SUCCESS STORY BY JOINING US!**



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.

**If you're interested in promoting your business and increasing your brand awareness, reserve your booth today!**

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# SPONSORSHIP PACKAGES

## Ultimate Diva Title Sponsor - \$5,000

- Includes a 16x6 booth, power, table and chairs
- Show marketing includes "Boise Beauty Expo Brought to you \_\_\_\_"
- Company Flyer/Brochure included in guest welcome bags (for first 500 guests)
- Listed as sponsor on email campaigns, social media and show website
- Footer Ad included in monthly email blast to thousands of local businesses
- Company name included on radio ad rotation
- Company banner stand displayed prominently at show entrance
- Company logo featured on sponsor board at show entrance
- Optional Passport Card sponsor or Queen of the Selfies sponsor

## Queen of the Selfie Sponsor - \$1,500 (6 Available)

- All attendees who participate in the Queen of the Selfie campaign will visit your booth to take a photo and tag your social media account to increase brand awareness. Works the same as a passport card but gives your company greater boost on social media.
- Includes an 8x6 booth space, power, table and chairs
- Company logo included in email campaigns to thousands of local businesses
- Company logo listed as sponsor on social media, show website, and show poster boards

## Boise Beauty Expo Passport Card Sponsor - \$750 (6 Available)

- Includes an 8x6 booth space
- Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win a prize. Increases foot traffic at booth.
- Company logo listed as sponsor on show website and show poster boards

## Exclusive A La Carte Sponsorship Opportunities

*\*MUST HAVE A BOOTH*

**Afternoon  
Dessert Bar Sponsor**  
\$500

**Coffee and Tea  
Sponsor**  
\$300

**Powder Room  
Sponsor**  
\$200

**Lanyard Sponsor**  
(Includes 500 custom lanyards)  
\$700

**Show Bag Sponsor**  
(Exhibitor must supply own bags)  
\$200

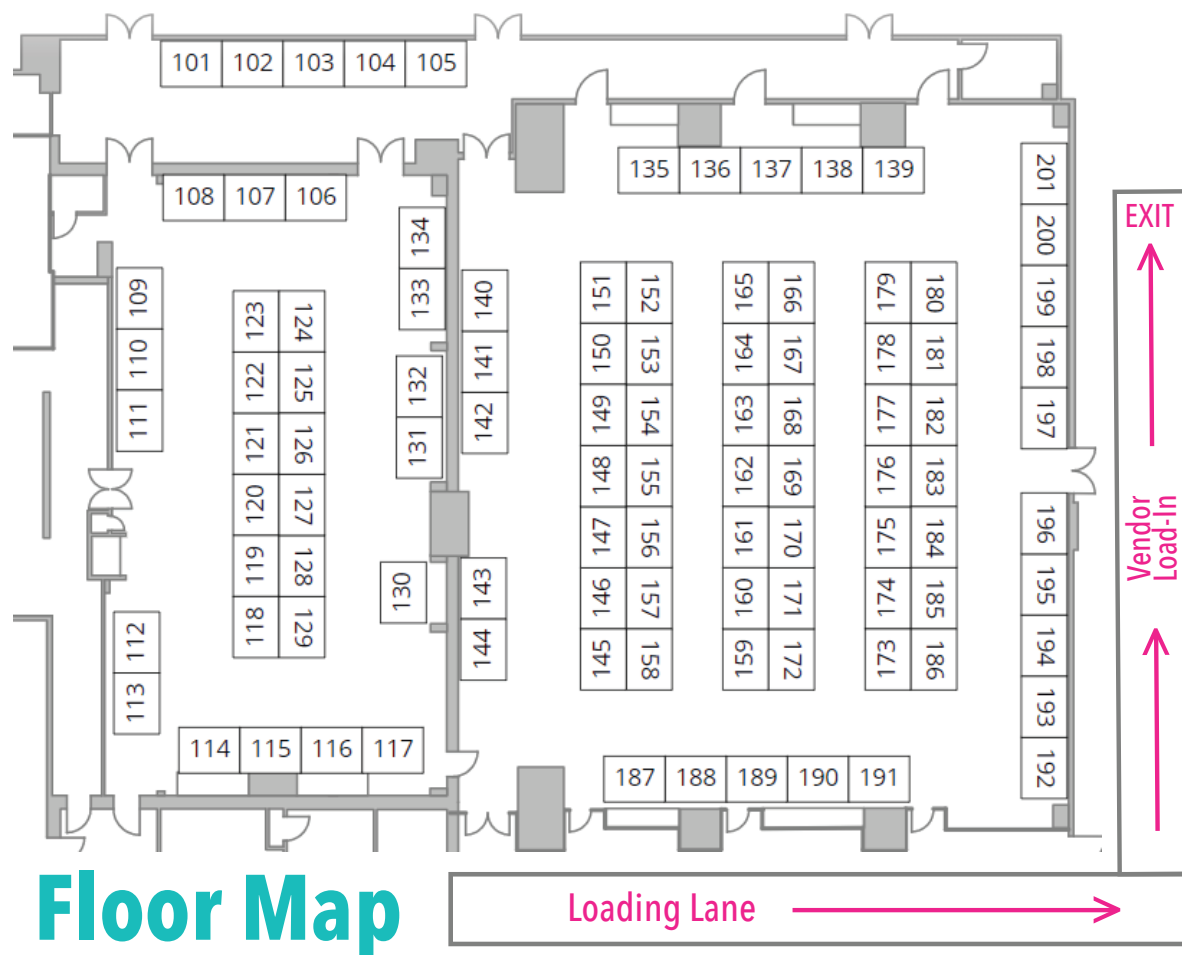


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## SHOW DETAILS & FLOOR MAP

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**2020  
Sponsors**

**COMING  
SOON**

## Floor Map

## DETAILS

**MOVE-IN**  
OCT 2ND  
TIMES TBA

**SHOW**  
OCT 3RD  
10AM-4PM

**MOVE-OUT**  
OCT 3RD  
4PM-6PM

**BOOTH PRICING**  
10x10 \$395  
10x20 \$750

**BOOTH ADD ONS**  
POWER \$35  
CHAIR \$5  
TABLE NO CLOTH \$30  
TABLE WITH CLOTH \$50

**ADVERTISING**  
DIGITAL MARKETING  
RADIO  
BILLBOARDS  
POSTERS  
LOCAL MAGAZINES  
SOCIAL MEDIA

**ESTIMATED ATTENDANCE 2,000+**