

**Los Angeles**

**Spectrum International Beauty Expo**

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**Dear Manufaacterer:**

By all accounts the 2009 *Spectrum International Beauty Expo (SIBE)* was a tremendous success, and the response has been overwhelming! The *SIBE* office continues to receive numerous **phone calls, e-mails** and **letters** of support from the manufacturers, exhibitors and educators who participated in the expo, as well as the expo attendees who were thrilled that they were there. The **2009 SIBE** expo provided over **5,921 true salon professionals and students** with an event that the industry is still talking about. Final attendance records indicate that over 37 states and 3 countries were represented at the expo.

We are now preparing for the **8th Annual Los Angeles Spectrum International Beauty Expo (SIBE)**. The theme of the expo is **"Beauty is Power and Education Is the Key"**. We welcome your participation.

The **2010 SIBE Expo** will be held on Sunday and Monday, March 21-22, 2010 at the LAX Marriott Hotel on Century Boulevard. Again our primary focus is to bring together some of the finest educators, manufacturers and exhibitors who will present the best education possible. We're also hoping to exceed the attendance records that were set this year.

I have enclosed a contract package for the **2010 SIBE Expo**. All classrooms and booths are assigned on a first come-first serve basis. Also please note, that because of expo limitations, we cannot accept verbal holds for classroom or exhibitor space.

Should you have any questions please feel free to contact a *SIBE* representative at 310.680.7367.

Sincerely,

Doris F. Mosley  
**Executive Producer**