

**Los Angeles**  
**2010 *Spectrum* International Beauty Expo (SIBE)**  
**LAX Marriott Hotel, Los Angeles, California**  
**March 21-22, 2010**

**Expected Attendees:** Professional stylist, barbers, estheticians, makeup artists, nails technicians, school owners, instructors' and students.

**History of Attendance:**

2009.....5,921	2006.....3,000	2003.....1,500
2008.....4,921	2005.....2,700	
2007.....3,500	2004.....1,500	

**Over 37 states and 3 countries were represented at the 2009 expo**

**Promotional Format:** direct mail campaign, telemarketing, door-to-door marketing, e-mail notifications, major ad in Salon Sense Magazine and other publications, press release to local and national media outlets, Web site

**Marketing Areas:** Southern California, Northern California, Arizona, Oregon, Midwest, East Coast, nationally and internationally with the distribution of expo information and tickets on the Internet and in industry magazines

**Expo Schedule:**

Sunday March 21, 2010	9:00 a.m.-6:00 p.m.
Monday, March 22, 2010	9:00 a.m.-7:00 p.m.

<b>Classroom Size:</b> Seating capacity for 50	1400.00
Seating Capacity for 120	1700.00

**Booth Size:** 8x10-includes table and 2 chairs

Exhibit Booth- In line	1000.00
Corner Booth	1200.00

**A 50% deposit is required to reserve classroom or exhibit booth space. The initial 50% deposit is due by August 15, 2009. The final 50% is due by December 15, 2009.**

**The Power and Purpose of Trade Shows:** Though exposure trade shows continue to be a proven way to build new business and a cost-effective way to reach thousands of potential customers.

**Visit our website at [www.sibe08.com](http://www.sibe08.com)**

