

the Spa & Wellness Show
IECSC FLORIDA | OCTOBER 21-22, 2018
 BROWARD COUNTY CONVENTION CENTER

Sweeten Your Sponsorship With Our “Cookies”

Serve up your targeted message via web advertising to a curated and targeted audience.



WHAT IS RETARGETING?



Among the most effective forms of digital advertising, RETARGETING uses “cookies” to track the visitors of one site and reach them with ads on other sites. In this case, **YOU can retarget our website visitors!**

TOTAL AUDIENCE
 55,000 SPA & WELLNESS PROFESSIONALS

PACKAGE
 \$2,500 per
 100,000 impressions

Advertiser to provide ad units in the following sizes:

- 160 x 600 pixels
- 728 x 90 pixels
- 300 x 250 pixels

THE FOCUS OF EVENT MARKETING, THE FLEXIBILITY OF DIGITAL...



TARGETED AUDIENCE

The spa and wellness professionals you are trying to reach



DIGITAL REACH

From Facebook to WSJ, retarget beauty pros wherever they go



QUANTIFIABLE ROI

Detailed reporting breaks down your results and value



EXTENDED EXPOSURE

Continue engaging our attendees beyond the few days of the event

RESERVE TODAY!

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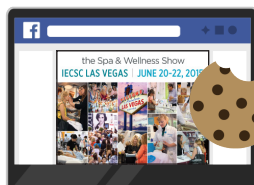
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PRE-EVENT



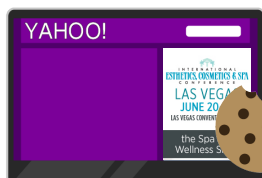
- Build brand awareness
- Drive booth traffic
- Promote your workshop/ happy hour/etc

POST-EVENT



- Follow-up messaging
- Lead generation/nurturing
- Special offers to attendees

YEAR-ROUND OPPORTUNITIES



The event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... **RETARGETING to the rescue!** Those cookies still exist, allowing you to continue reaching these spa and wellness professionals in the many months ahead!