



2024 ISPA CONFERENCE

Exposure

» GUIDE

APRIL 23–25 | PHOENIX, ARIZONA



MAKE (HEAT)WAVES IN THE SPA WORLD

As we gear up for the 2024 ISPA Conference, held at the Phoenix Convention Center in Phoenix, Arizona from April 23–25, ISPA members are radiating a palpable sense of anticipation to forge new partnerships with brands ready to help them achieve their goals.

By securing a placement at the 2024 ISPA Conference, your brand will have the opportunity to reach decision-making spa professionals who represent every facet of the spa experience. Service providers will also be present, eagerly awaiting the chance to engage with your brand.

The Phoenix Convention Center is renowned for its abundant natural light, creating an inviting and energizing atmosphere for attendees. ISPA veterans will recall that the ISPA Conference was previously held at this remarkable facility in 2018. This time around, we are excited to share that the Expo hall boasts a column-free layout, providing a spacious and seamless environment for exhibitors and sponsors to showcase their offerings.

As attendees prepare for the 2024 ISPA Conference, we invite you to dive into this guide and explore the numerous strategic exposure opportunities that ISPA has meticulously designed for sponsors. From high-visibility branding opportunities to targeted networking events, ISPA is committed to ensuring your brand remains in the minds and hearts of attendees long after they've departed from Phoenix.

THE SPA BUYER'S PARADISE

As a non-cash and carry show, the ISPA Conference is where spa professionals from all around the globe convene to identify and interact with new products and companies they believe will be a fitting addition to their organization's operations, retail space or treatment rooms.

The 2024 ISPA Conference, which will be held from April 23–25 at The Phoenix Convention Center in Phoenix, AZ, is your chance to secure unrivaled exposure to our passionate and receptive community. Our attendees arrive with open and excited minds each year, making this event the ideal setting to expand your reach.

CONTACTS

For booth sales, advertising and sponsorships:

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UNLOCK ACCESS THROUGH ISPA MEMBERSHIP

The exposure opportunities highlighted within this guide are available only to ISPA members. Investing in an ISPA membership provides a wealth of invaluable benefits in addition to these exposure opportunities including a complimentary listing in the ISPA Member Directory, unlimited ISPA Career Center job postings, access to more than 100 research studies and reports, a subscription to *Pulse* magazine and much more.

Rates:	
Standard ISPA Vendor Membership	ISPA Premiere Vendor Membership
\$829	\$1,115

SPONSORSHIP OPPORTUNITIES

A brand's cumulative sponsorship spend for the 2024 ISPA Conference will determine their sponsorship level based on the table below:

SPONSORSHIP LEVELS

Level	Sponsorship Spend	Pulse Ad Credit (2024 Issue of Choice)	Booth Credit	Presence at attendispa.com	Inspiration Gift Participation	Sponsor Designation + Mobile App	Badges Included
PLATINUM	\$30,000 or more	Full Page	\$7,570	✓	✓	✓	8
GOLD	\$16,000–\$29,999	1/2 Page	\$3,785	✓	✓	✓	6
SILVER	\$7,300–\$15,999	-	-	✓	-	✓	4
BRONZE	\$5,600–\$7,200	-	-	✓	-	✓	2

2024 PULSE RATES

Complimentary add-on benefits of advertising in *Pulse*:

- Logo inclusion on new issue launch emails to all members and nonmembers in ISPA's database
- Ability to provide a custom URL to accompany your ad in the digital version of *Pulse*
- Get your brand in front of the most engaged, well-connected, leading decision makers in the spa industry

Ad Type	Standard Issue
FULL-PAGE AD	\$2,300 (\$2,990 Conference Special Edition)
DOUBLE-PAGE SPREAD	\$4,600 (\$5,980 Conference Special Edition)
BACK COVER	\$2,900 (\$3,770 Conference Special Edition)
PULSE SHOWCASE	\$550

Pulse partner benefits: Purchase 8 or more ads and become a Pulse Partner

- 15% discount on *Pulse* and digital advertising exposure opportunities
- Recognition on experienceispa.com as a Pulse Partner with logo
- Inclusion in a special *Pulse* Partners issue of Trendables
- Receive premium Group 1 booth placement for the 2024 ISPA Conference

Registration Bags | Investment: \$52,000

Let your logo get carried away! As attendees check-in onsite, the Registration Bag is one of the first things attendees receive, giving your brand unique exposure through logo placement on the bags. Additionally, attendees become a walking billboard for your brand – during Conference and globally as they return home from the event.

Highlighted benefits include:

- Sponsor logo on each Conference Registration Bag.
- Opportunity to place a gift in all bags.

Knowledge Builder Sessions | Investment: \$30,000

One of the main reasons attendees come to the ISPA Conference is to receive professional education from insightful session speakers. Adorn the high-traffic Knowledge Builder hallway with your branding and be associated with unforgettable takeaways.

Highlighted benefits include:

- Sponsor logo placement within each education room.
- Opportunity to include an ad or brand video (60 seconds or fewer) within the slideshow displayed before each session starts.

Name Badge Lanyard | Investment: \$29,900

Go everywhere with attendees by placing your logo on the official Conference lanyard. As name badges must be worn to all ISPA Conference events, this lanyard is a prime branding opportunity.

Highlighted benefits include:

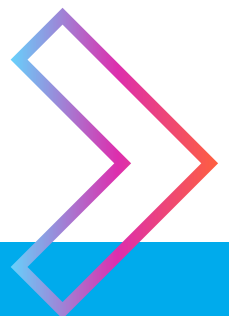
- Logo placement on the attendee lanyards.

Experience Center | Investment: \$21,150

Showcase your products, offer treatments and host meetings in an intimate setting by securing a spot in the ISPA Experience Center. In this VIP area, your brand will stand out from the rest and offer memorable experiences to attendees.

Highlighted benefits include:

- Dedicated room for you to fully brand and customize.
- Opportunity to promote pre-booking of treatment/experience appointments to the attendees via attendispa.com, the mobile app and various other resources.





Power Sessions | Investment: \$20,600

Make an immediate impact from the Main Stage as the exclusive Power Session sponsor, where your brand will set the tone for these inspiring and well-attended sessions featuring renowned keynote speakers. Each day of Conference will feature a different sponsor and price varies based on day selected by sponsor.

Highlighted benefits include:

- Logo display on screens near Main Stage.
- Opportunity to place a gift on the chairs for attendees prior to the start of the session.
- Opportunity to provide a brand video (60 seconds or fewer) to be played prior to the start of the session.
- Opportunity to greet attendees as they enter the session.

ISPA Conference Mobile App | Investment: \$19,500

The entire ISPA Conference is in the hands of attendees through the official #ISPA2023 mobile app. As one of the app's co-sponsors, your brand will be viewed each time an attendee views the app for information on sessions, speakers, sponsors and more.

Highlighted benefits include:

- Ad placement on app homepage with ability to link to a URL of choice.
- Ability to send one push notification to attendees during each day of Conference.

Conference Journal | Investment: \$16,000

The wealth of knowledge and inspiration shared through Power Sessions, Knowledge Builder Sessions and Town Halls call for a handy journal for note-taking. Give a gift to attendees and associate your brand with elevating industry insights.

Highlighted benefits include:

- Logo inclusion on a journal notebook given to all attendees in their registration bags.

Wi-Fi Sponsor | Investment: \$15,500

Every attendee will receive complimentary access to Wi-Fi, which will be available throughout the event space utilizing your brand name or messaging as the official password, included on signage and print materials.

Hotel Keycards | Investment: \$15,000

Be the first brand attendees see onsite when they check into the Sheraton Phoenix and receive their hotel keycard. Your brand will be present with attendees each time they enter their room.

Highlighted benefits include:

- Branded hotel keycards for all ISPA guests staying at the Sheraton.

Registration Host | Investment: \$12,000

Set the tone for attendees as they arrive and network in the Registration area by displaying your brand in a welcoming fashion.

Highlighted benefits include:

- Opportunity to display products, offer treatments and network with attendees for a short time period one day of Conference near key traffic areas.
- Opportunity to display products on a high boy table during open registration hours.

Experience Lab | Investment: \$9,400

In this 10x10' pre-set space, your brand will be able to interact with attendees in a unique and intimate setting. Sponsors will be responsible for managing their own treatment schedule and/or walk-up guests.

Highlighted benefits include:

- Branded backwall of one 10 x 10 treatment space within the Facial Room located near the Experience Center.
- Inclusion of a pre-set space with a portable treatment table, cocktail table with two chairs and a wastebasket.
- Opportunity to provide treatment booking details for ISPA to share on attendispa.com and the ISPA Conference mobile app.

Headshot Station | Investment: \$9,200

ISPA members love freshening up their professional appearance, seen most clearly through the lens of the Headshot Station. Set up next to this high-traffic location in the Expo and put a smile on countless faces.

Highlighted benefits include:

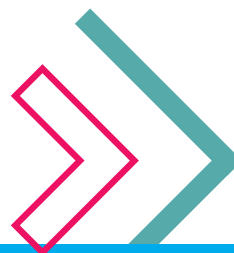
- Branded kiosk next to the Headshot Station on the Expo floor.
- Ability to display products and have company representative present to interact with attendees before and after their headshot.

Elevator Cling | Investment: \$8,000 per elevator

The 2024 ISPA Conference will span three floors in the Phoenix Convention Center. Be a part of attendees' ascent to unparalleled industry insights, connections and experiences.

Highlighted benefits include:

- Feature your branding on a cling that spans the exterior side of elevator doors in the Phoenix Convention Center.





Daily Lunch | Investment: \$7,800

Secure a brand presence in one of the most high-traffic areas of the ISPA Conference during a peak time of day. Your brand will have unobstructed access to spa buyers during lunch hours for one day of the event.

Highlighted benefits include:

- Skirted highboy table in the Lunch area for product displays
- Opportunity to display a sponsor-supplied pop-up banner stand
- Interacting with attendees in a high traffic area with minimal competition nearby.

Restroom Amenities | Investment: \$7,500 per set

Place your samples on display in the high-traffic restroom areas and let attendees experience your products each day.

Highlighted benefits include:

- Opportunity to display products and samples within designated restrooms.
- Opportunity to display approved signage within the restrooms.
- Sponsor logo placement on Restroom Amenities signage.

ISPA Giving Back | Investment: \$7,350

The Live and Silent Auctions are a favorite of ISPA Conference attendees, who are always on the lookout for hot new items up for grabs from the generous ISPA community of donors. The Live Auction will take place on the Main Stage, while the Silent Auction provides digital exposure on Handbid.

Highlighted benefits include:

- Sponsor logo placement on Auction collateral including online donation and Auction site, signage and post-event thank you letters.
- Special sponsor recognition during the Live Auction.

Digital Daily Pulse | Investment: \$6,700

At the start of each day, Conference attendees receive an email with a breakdown of that day's activities and important reminders. Be among the first brands seen each day by attendees with this valuable digital opportunity.

Highlighted benefits include:

- Exclusive sponsor of one edition of Daily *Pulse* that will be emailed to all attendees.
- Sponsor feature within the newsletter up to 100 words of text.
- Logo or banner ad presence in email.



Inspiration Gift | Investment: \$5,900 (\$2,900 for exhibitors and silver level sponsors)

Place your product directly into the hands of spa attendees through the Inspiration Gift, which sends your latest and greatest offerings home with excited potential partners.

Highlighted benefits include:

- Ability to place a product in an attendee gift bag that will be distributed onsite.

Virtual Attendee Orientation | Investment: \$5,000

Few events strive to educate event attendees as thoroughly as ISPA. Become familiar among Conference attendees before they travel to Phoenix by sponsoring the Pre-Conference orientation webinar.

Highlighted benefits include:

- Receive a thank you mention at the beginning and end of the Virtual Attendee Orientation webinar.
- Option to provide a giveaway to leave a lasting impression on the audience.

Experienceispa.com Header Banner | Investment: \$2,400/month

Claim premium placement at the top of experienceispa.com with a banner ad that will link to a URL of your choice.

Pulse Full-page Ad | Investment: \$2,300+

Boost your brand presence with the ISPA community before, during and after the event by advertising in *Pulse* magazine. Be sure to add your booth number so event attendees can know where to find you on the ISPA Expo floor.

ISPA Trendables | Investment: \$650/feature or \$3,500/takeover

Highlight your latest and greatest product in this email that hits the inboxes of over 5,000 spa industry professionals looking to revitalize their retail areas or offerings in the year ahead.



BECOME AN EXHIBITOR

Stand out! A spot on the Expo floor gets your products and services in front of potential customers. And best of all, you get to interact with them and explain what separates your product from the pack.

Booth Size	2024 Rate	Badges Included
EMERGING BRAND KIOSK	\$2,850	2
10' X 10'	\$3,385–\$4,500*	4
10' X 20' SPLIT ISLAND	\$9,500	8
10' X 30' SPLIT ISLAND	\$13,400	10
20' X 20' ISLAND	\$18,475	12
20' X 30' ISLAND	\$26,200	14

**Tiered pricing determined by location of booth.
A vendor company must be a current ISPA member AND must be an exhibitor OR sponsor to attend the ISPA Conference.*

BOOTH PLACEMENT TIMELINE

Group	Eligible Companies	Placement Begins
GROUP 1	Platinum Sponsors and <i>Pulse</i> Partners	Tuesday, August 15
GROUP 2	Gold Sponsors and 6+ <i>Pulse</i> Advertisers	Tuesday, August 22
GROUP 3	Silver Sponsors and 4+ <i>Pulse</i> Advertisers	Tuesday, August 29
GROUP 4	Exhibitors with 5 Consecutive Years	Tuesday, September 7
GROUP 5	Returning 2023 Contracted Exhibitors	Thursday, September 14
GROUP 6	ISPA Resource Partners	Thursday, September 21