



# ELEVATE

## Experience Center Planning Guide

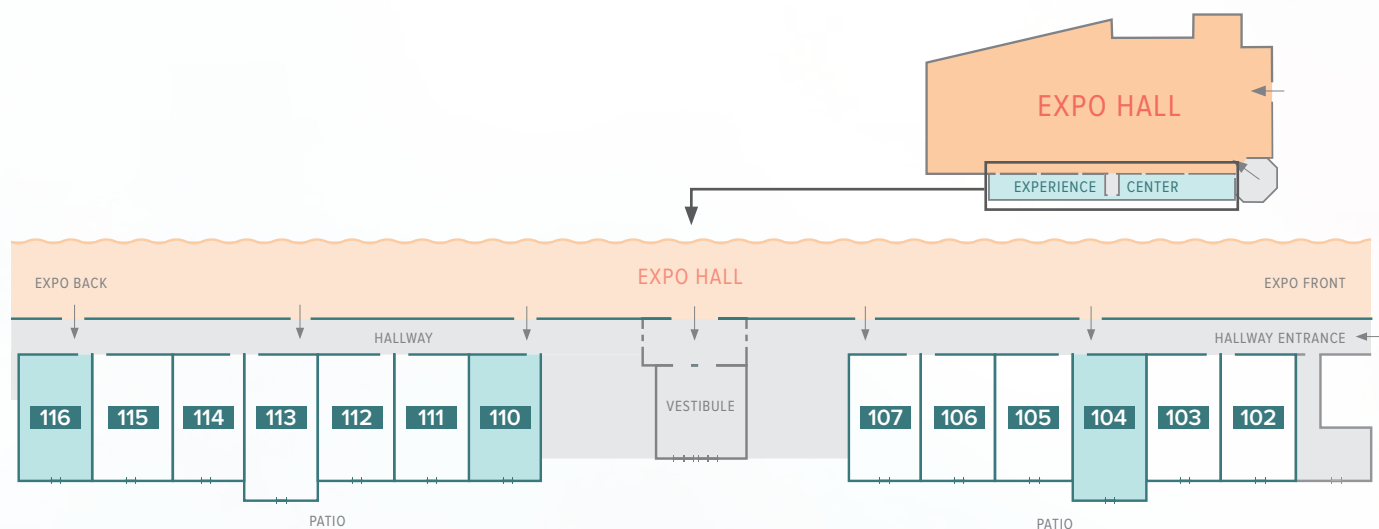
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# A WAY TO CONNECT THAT'S MORE THAN MEETS THE EYE.

## ISPA Experience Center Space

The ISPA Experience Center allows attendees to explore the spa industry's leading brands and innovations through engaging activities, treatments and visual displays. While the rooms may be smaller in size compared to years passed, the close proximity to the Expo Floor opens up new opportunities to this year's sponsors. ISPA looks forward to helping sponsors activate customized spaces that showcase each unique brand and provide a memorable experience for attendees.



### EXPERIENCE CENTER ROOMS

**102** 525 SF / 19'x 27'-8"

**103** 511 SF / 18'x 27'-8"

**104\*** 578 SF / 18'-2" x 31'-10"

**105** 539 SF / 19'6" x 27'-8"

**106** 486 SF / 17'-7" x 27'-8"

**107** 477 SF / 17'-3" x 27'-8"

**110\*** 484 SF / 17'-6" x 27'-8"

**111** 510 SF / 18'-5" x 27'-8"

**112** 525 SF / 19'-0" x 27'-8"

**113** 584 SF / 18'-3" x 32'-0"

**114** 489 SF / 17'-8" x 27'-8"

**115** 564 SF / 20'-5" x 27'-8"

**116\*** 515 SF / 18'-7" x 27'-8"

\* Indicates rooms allocated solely for equipment companies due to logistical freight move-in/out needs

## Critical Dates

- |                                 |   |
|---------------------------------|---|
| <b>September 24</b>             | <input type="checkbox"/> ISPA host 2025 Experience Center Sponsors informational webinar.   |
| <b>October</b>                  | <input type="checkbox"/> Required pre-planning call with ISPA and GES logistics team.   |
| <b>December 1</b>               | <input type="checkbox"/> Deadline to submit Experience Center layout diagrams and shipping details to <b>Jessica Roberts</b> at ISPA for review.  |
| <b>January 3</b>                | <input type="checkbox"/> Deadline for Experience Center treatment details to be sent to ISPA via online form - last day to make any updates to treatment descriptions.  |
| <b>January 27</b>               | <input type="checkbox"/> Deadline to include an advertisement in the onsite issue of <i>Pulse</i> magazine – contact <b>Sydney Doctor</b> if interested.  |
| <b>February 6 –<br/>March 3</b> | <input type="checkbox"/> Advanced freight shipments must arrive anytime between February 6 – March 3 at the GES warehouse. <b><i>It is imperative for shipments to arrive during this time period only and no sooner than February 6.</i></b> Advance freight shipping is required. Please see page 8 for more details. |
| <b>February 7</b>               | <input type="checkbox"/> Deadline to book your hotel in the ISPA room block at Cheyenne Mountain Resort or The Broadmoor.<br><br><input type="checkbox"/> Deadline to order services such as cleaning and catering provided by The Broadmoor.   |
| <b>February 16</b>              | <input type="checkbox"/> Deadline to submit orders for décor and furnishings, to receive discounted pricing through GES (login access via GES Espresso online)  |
| <b>February 20</b>              | <input type="checkbox"/> Last day to register your show staff for Conference.   |
| <b>February 26</b>              | <input type="checkbox"/> ISPA Foundation Silend Auction donation deadline.  |
| <b>February</b>                 | <input type="checkbox"/> ISPA to send out email to attendees highlighting Experience Center treatments.<br><br><input type="checkbox"/> ISPA to add treatments to attendispa.com.   |

## Experience Center Sponsorship Promotion

- Sponsors will need to complete the **Experience Center Online Form** by January 3. This will provide ISPA with treatment and appointment information, as well as details on what each sponsor may need in order to have a successful Experience Center.
- ISPA will highlight each sponsor's available treatments offered on the event's website and mobile app.
- Due to limited space, sponsors are not permitted to hang or display signage outside of designated room. Signage cannot be adhered to walls or doors.

## Experience Center Appointments

- Appointments may increase the number of attendees receiving treatments within your Experience Center; however, they are not a requirement. This decision is solely up to the Experience Center sponsor and all appointments must be managed by the sponsor.
- Combining appointments with walk-ups has proven to be beneficial for past sponsors due to possible last-minute attendee cancellations onsite.

## Experience Center Treatments

- Each sponsor has the opportunity to offer treatments with their room. Treatments that are shorter in length (less than 30 minutes) have been most successful in the past.
- When planning the treatment lineup, please remember there is no water access or drains in the rooms or hallways. The only water access point is in the standard restrooms in the Expo hall.



## Creating a Customized Plan

An Experience Center provides the opportunity to showcase a company's brand, so it is important to determine the preferred experience ambiance, visual aesthetics, layout and overall goals for the event.

Here are some key details to keep in mind when planning the layout and décor:

### ROOM SPECIFICATIONS

The ISPA Experience Centers will be located on Level 1 meeting rooms in Bartolin Hall. The rooms are adjacent to the Expo Floor. Each room has a slightly different square footage so be sure to confirm the room size with ISPA by contacting **Jessica Roberts** or by viewing the room diagram on page 2.



Example of carpet  
within Experience  
Center area



Example of  
Experience Center  
room entry doors

### ENTRY DOOR LIMITATIONS

Each Experience Center room has one narrow single-entry door with a width of 32" and height of 94.5" and large freight (i.e. pallets, sofas, large one-piece treatment tables, etc.) cannot be loaded into the room.

- Experience Center room access is through the Experience Center hallway, which has a width of 79 inches.
- Any materials and décor shipped via pallet will be offloaded in a nearby area and hand carried into the rooms and cannot be wider than the entry door space and the turn radius must also be accounted for based on the Experience Center hallway width of 79 inches.



## Placing Orders for Needed Items

ISPA and GES will each have a designated representative to assist each sponsor with planning questions and needs both onsite and prior to the event.

ISPA will be onsite to answer any questions you have and to ensure needs are communicated to the appropriate contact for a timely resolution.

### ISPA EXPERIENCE CENTER CONTACT

Jessica Roberts, [jessica.roberts@ispastaff.com](mailto:jessica.roberts@ispastaff.com)

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### ONSITE SETUP NEEDS, ALL PRE-SHOW ORDERS AND LAYOUT FINALIZATION

GES Experience Center Contact: [ispa-relax@ges.com](mailto:ispa-relax@ges.com)

*Examples of items that can be ordered through GES:*

- Décor and furnishings
- Freight and material handling
- Advanced freight shipping
- Empty box storage
- Outbound shipments
- Janitorial and cleaning services

🕒 Deadline to submit orders and receive discounted pricing is **February 16**.

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### FOOD & BEVERAGE, SECURITY, AUDIO-VISUAL, ELECTRICAL, INTERNET OR GREENERY

The Broadmoor, Margaret McGovern, [mmcgovern@broadmoor.com](mailto:mmcgovern@broadmoor.com)



## Important Freight Information

**ISPA requires sponsors to ship freight to the GES Advance Receiving Warehouse.** Be sure to use the correct shipping labels (provided by ISPA in advance) for the Experience Center materials. It is crucial to **SHIP EXPERIENCE CENTER FREIGHT SEPARATELY** from materials for exhibit booth(s).

### INBOUND ADVANCE FREIGHT

- ISPA requires shipping directly to the GES warehouse for storing and handling prior to the show. All advance freight will be dropped in a designated area outside of Experience Center room. Pallets will be offloaded and hand carried into room.
- 🕒 Please arrange carriers to deliver all shipments to **E 40th AVE Suite 10, Aurora, CO 80011**, anytime **between February 6 until March 3.**

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### OUTBOUND FREIGHT

- All Experience Center outbound freight requires separate BOL's from any exhibit floor freight, even if destination is the same.
- For outbound shipments, carriers must pick up freight from the show site address:

Broadmoor Hotel  
1 Lake Avenue, Colorado Springs, CO 80906-4254  
United States of America

- 🕒 ...on the scheduled date(s):  
**March 13, 2:45 pm–10 pm**  
*Carriers must be checked in by 7 pm on March 13*  
*The facility must be cleared by 10 am on March 14*  
*Sponsor is responsible for fully clearing the room. Charges will be incurred to clear the room if materials and excessive waste are left in the room.*

## Schedule At-A-Glance

### PRE-SHOW DAYS

#### SETUP HOURS

Sunday, March 9, Noon–8 pm

Monday, March 10, 8 am–8 pm

#### SETUP INSTRUCTIONS

##### ON SETUP DAY

There will be a GES and ISPA representative located within the Experience Center with the following items:

- Experience Center room keys

🕒 **Keys must be returned prior to departure and any lost keys must be replaced by the sponsor for an additional fee.**

- Empty labels to put on crates to be removed from the Experience Center hallway during Conference.

##### EMPTY BOX STORAGE

Placing “empty” labels on boxes during set up day will allow GES to take empties off-site for return delivery on tear down day.

🕒 Empties must be removed from the hallway by 1 pm on Monday, March 10.

##### WASTE

Complimentary waste pickup will be provided at the conclusion of each set up night at 8 pm. Additional waste pickup may be ordered through The Broadmoor at the sponsor’s expense.

##### STAFF BADGES

Staff badges will be available for pickup at registration area located in The Broadmoor Hall foyer on Monday, March 10 from Noon – 6 pm.

## Schedule At-A-Glance

### ON SITE

#### STORAGE

Shared Experience Center sponsor storage will be available in a room near the Experience Center. The storage space may only be used for minimal backbar products needed for treatments or giveaways. Additional storage space will need to be coordinated through GES.

***The following items are NOT permitted in the storage space:***

- Empty boxes or crates
- Setup Materials
- Garbage

*Multiple sponsors will have key access to this storage area—ISPA, GES, or The Broadmoor are not responsible for any lost or stolen items in the storage space.*

#### WATER

Experience Center sponsors will not have access to water or drain. The only water access point is the standard restroom sinks located in the Expo hall. Drinking water can be ordered through The Broadmoor if needed.

#### GUIDELINES AND REMINDERS

- Candles: Flameless candles are approved for use; however, open-flame candles are not permitted.
- Balloons: The use of balloons is not permitted due to restrictions at The Broadmoor.

#### CLEANING

Nightly vacuuming may be ordered through GES, as it is something offered only as requested. Please contact GES for further details on scheduling and pricing.

### TUESDAY, MARCH 11

Experience Centers may operate throughout the day **except** for the following periods:

- Power Session (8 – 9:30 am)
- Welcome Party (8 – 11 pm)

## Schedule At-A-Glance

### WEDNESDAY, MARCH 12

Experience Centers may operate throughout the day **except** for the following periods:

- Power Session (9:30 – 11 am)

### THURSDAY, MARCH 13

Experience Centers may operate throughout the day **except** for the following period and treatments must conclude by 3 pm on Thursday.

- Power Session (9 – 10:30 am)
- 🕒 Treatments must conclude by 2:30 pm on Thursday

#### TEAR DOWN DETAILS:

- Sign out with GES and ISPA in the Experience Center office at the conclusion of your final appointment
- 🕒 Tear down hours for Experience Centers: 3:00 – 10 pm
- Out of respect for fellow Experience Center participants, early dismantling or tear down is not permitted
- GES will begin delivering empty boxes and crates at 3 pm
- 🕒 All keys distributed by ISPA staff on Sunday, March 9, must be returned to ISPA Staff on **Thursday, March 13.**

*ISPA and The Broadmoor will not be responsible for any materials left in the Experience Center and Storage Room.*

- **OUTBOUND SHIPPING:** Each participant is responsible for the packaging and shipping of their freight following the event. To ensure that freight is properly shipped, handled and returned to the proper destination, please make sure the following steps are implemented:
  - Properly label all boxes, including all contact information, shipping information and method of payment.
  - Communicate outbound shipping information with the GES representative, so that items are picked up **no later than 10 am on Friday, March 14.**
  - Sponsors should arrange pick-up with a carrier of choice
- A GES representative will be located in the Experience Center for assistance. It is the sponsor's responsibility to obtain a tracking number for all outgoing shipments.



## ISPA Contacts

### ISPA CONTACTS

#### **Jessica Roberts – Fulfillment Manager**

Jessica is the primary ISPA contact for all planning, activation and setup activities relating to Experience Center sponsorships. This includes staff registrations, room diagrams, activation brainstorming, etc.

[jessica.roberts@ispastaff.com](mailto:jessica.roberts@ispastaff.com) | 859.425.5072

#### **Sydney Doctor – Director of Sales**

Sydney is the primary point of contact for any questions or needs relating to sponsorship contracts, payments, advertising and additional exposure opportunities.

[sydney.doctor@ispastaff.com](mailto:sydney.doctor@ispastaff.com) | 859.279.0801



## Tips

- Discuss floorplan ideas with ISPA to work through any potential gaps.
- Communicate your estimated onsite arrival time with **Jessica Roberts**.
- Music may be used within the Experience Center rooms; however, the noise level cannot interfere with other neighboring sponsor experiences. Sound systems are not included in rooms.
- Past sponsors have found it efficient to collect attendees' preferences and addresses to ship samples direct to final destination rather than onsite.
- Be sure to label booth freight and Experience Center freight separately or there will be an additional large handling fee and delays in receiving freight. (See below photo of properly labeled pallet)

*ISPA will provide you with the proper shipping labels for Experience Center Freight in early February.*



Example of properly  
labeled pallet