



Boise **BEAUTY**

EXPO

October 7-8, 2017 • Sat 10-5pm & Sun 11-4pm
at Expo Idaho

The Show

IBL Events, Inc. is thrilled to present the Boise Beauty Expo, October 7-8 at Expo Idaho. Boise Beauty Expo is the ultimate lifestyle event, featuring all the needs and interests of women under one roof. Boise Beauty Expo will attract hundreds of women who want to shop, learn, laugh and relax while visiting 100 plus exhibits offering a vast array of products and services including skincare, beauty, health, nutrition, fitness, leisure, travel, education and much more.

Why participate? Boise Beauty Expo is your gateway to reach a qualified audience and a must in your marketing mix. By exhibiting you have the opportunity to talk one-on-one with hundreds of women in a festive, fun and sales oriented atmosphere. Women represent 85% of consumer spending and that translates into a \$5 trillion market. Create your own success story by joining us!

The Details

- Show Times:** October 7-8th, Saturday 10am-5pm & Sunday 11am-4pm
Load in/out: Vendor Move-in: Oct 6, Fri 12-5pm, Vendor Move-out: Oct 8, Sun 4-6pm
Location: Expo Idaho, 5610 Glenwood, Boise, ID 83714
Booth Fees: 10x10 \$595.00, 6x10 \$450. Estimated attendance: 3500 plus guests.
Add Ons: Electricity \$35, Table (No Cloth) \$30, Table (Fitted Cloth) \$45, Chairs \$5, Flyer Inserts Event Bags (1000 flyers) \$150. Add ons are not included in booth price. Vendors may supply their own.
Sponsors: IBL Events, Inc., Idaho Statesman, NASH
Promotion: Advertising/PR/Publicity -Television, radio, newspaper, social media, posters, magazines, e-mail blast, internet, coupons.
Web Link: Website Hotlink \$50 Annually in IBL Business Directory
Admission: FREE
Attendance: 5000 plus

For Sponsorship Opportunities contact Anna Marie Aldinger, 208-376-0464

Reserve a Booth

Contact Anna Marie Aldinger or Megann Dopp

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