

INsalon 2010



SAINT PAUL
RIVERCENTRE

State-of-the-art Venue!



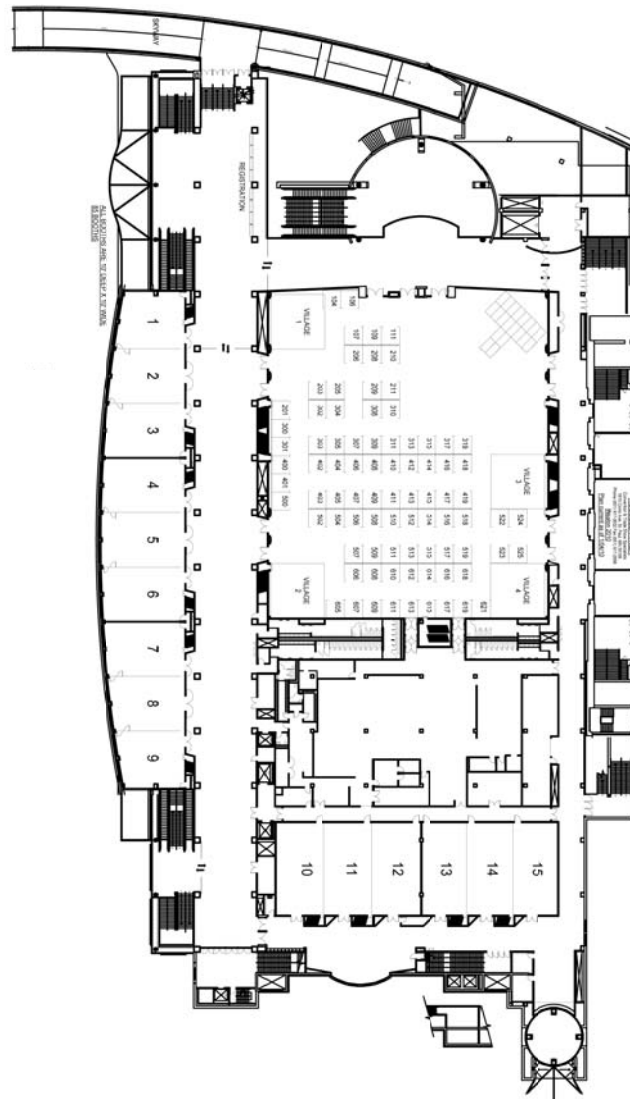
Internet Hot Spot



Class



Rotunda



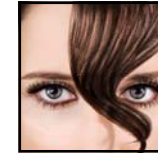
INsalon

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E-mail: info@insalonpro.com • www.insalonpro.com

October 17-18, 2010
RiverCentre St Paul, MN
175 W Kellogg Boulevard



EXHIBIT

**The Upper Midwest Event for
Beauty Industry Professionals**



OCTOBER 17-18, 2010

Download your exhibitor prospectus today!

www.insalonpro.com

October 17-18, 2010

Telephone 888.213.0949

www.insalonpro.com



INsalon2010 provides a venue for industry and supplemental suppliers, salon professionals, salon owners, cosmetology schools and students to connect through education, exhibiting, inspiration and competition. What better way to develop your customer base than to meet the attendees. Promote your products or services to potential customers and make face-to-face connections with existing ones.

AUDIENCE

INsalon participants are a unique group of hair, nails and esthetics professionals who excel in their field.

PREVIOUS GUEST ARTISTS

INsalon attendees have enjoyed the best in educators. Over the last few years some of the finest have included Graham Webb, Horst Rechelbacher, Martin Parsons, Dr Mark Lees, Lauren Gartland, Fernando Salas, Gino Martino, Vivienne MacKinder, Kitty Victor, Anna Giguere, and Rebecca James Gadberry.

EVENT LAYOUT

Exhibit floor, classrooms and Performance Theatre all on one floor. Easy to navigate for enhanced attendee/exhibitor/educator connections.

FACILITY

The St. Paul RiverCentre is located in Downtown St. Paul just minutes from Minneapolis/St. Paul International Airport and seconds from the intersection of two major Interstate Highways. The RiverCentre is the city's state-of-the-art convention, special event and entertainment facility. **INsalon** will occupy the entire second level, nearly 60,000 square feet of exhibit space and classrooms. The St. Paul RiverCentre is home to a variety of major events and conventions each year.

ADVERTISING OPPORTUNITIES

Reach industry professionals, salons, cosmetology schools and students by advertising in the official **INsalon2010** Program Book, on the official website or in other ways. Call 888.213.0949 for more details.

EVENT PROMOTION

INsalon2010 is promoted to industry professionals, salons and schools in the five state region through the following media:

- Targeted Direct Mail (June, July, August and September)
- Distributor Sales Support
- National exposure through NCA/PBA
- Print and Online
- Targeted eblasts monthly (beginning in March 2010)

IN - EXHIBIT DEMONSTRATIONS

Draw a crowd to your booth with exciting and fun demonstrations, showing attendees the value, ease and usefulness of your product line or service. Attendees love to experience the energy that comes from exhibit activities, so keep them shopping at YOUR booth!

POST - EVENT INFORMATION

BONUS: Upon request, attendee lists will be available in electronic format following the event . Call 952.925.9731 for details.

EXHIBIT CATEGORIES

- Hair Care/Hair Color • Skin Care • Nail Care/Nail Enhancements • Tools, Equipment & Furniture • Sundries • Business Builders • Software & Technology • Health & Wellness • Education • Attire • Accessories • Spa Products • Boutique Items • Plus much more! If your category isn't listed please call us to find out if you qualify.

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EXHIBITOR INFORMATION

Location—Saint Paul River-Centre, St Paul, MN
Date—Oct. 17-18, 2010
Move-In—Saturday 1-5pm

Exhibits Open
Sunday, October 17, 2010
9am-5pm
Monday, October 18, 2010
9am-3pm

Exhibit Pricing
• 10'X10' Corner \$625
• 10'X10' Inline \$575

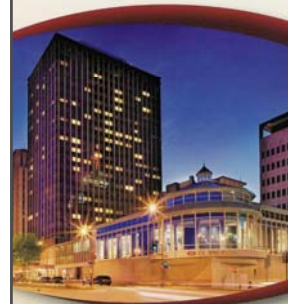
Includes:
• 8' Back drape and two 3' side drapes
• Standard ID sign

- Company listing in on-site program book
- Listing on show website
- 3 Exhibitor badges per 10'X10' space
- 1 model per day included (only for exhibitors who are doing in-exhibit demonstrations. Please call to request a copy of model admission policy.)
- Easy move in and move out

Terms and conditions
See General Exhibit Rules and Regulations and application at [website](http://www.insalonpro.com)
www.insalonpro.com

LODGING

Crowne Plaza Hotel
Saint Paul, Minnesota



CROWNE PLAZA
ST. PAUL - RIVERFRONT

\$119 single/double

Ask for **INsalon2010**
group rate by 9/25/10

877.227.6963

or 651.292.1900

www.cpstpaul.com

Conveniently located...
just a short walk or quick shuttle away.