



Marketplace Vendor Q&A

Q: Is this similar to past events?

- A. No—this is not the same as previous events. We have not hosted anything of this scope or structure since before 2019. **INsalon Reimagined** is a fresh, modern approach that combines high-quality education with an interactive marketplace experience.

Q. What does “education must align with standards” mean?

- A. Classroom education is structured to meet **continuing education (CE) standards**.
- Classes are **education-focused only**
 - **Direct selling is NOT permitted in CE classrooms**
 - Content must be professional, instructional, and aligned with industry standards
- If you are looking to promote or sell products, that will take place in the **Marketplace**.

Q. What is the difference between classroom education and the Marketplace stage?

A. Classroom Education:

- 1-hour sessions
- CE-approved format
- No sales allowed
- Focused, structured learning

Marketplace Stage (Main Stage):

- Up to 45-minute presentations (are not CE approved)
- Located on the show floor
- More flexible and engaging format
- Great for demos, brand storytelling, product education, and demonstration.

Each serves a different purpose and offers a different opportunity.

Q. What are the hours for exhibit activities vs. education?

- A. The schedule is designed to **keep traffic flowing between education and the Marketplace**.
- Class programming alternates between:
 - Hair classes and Esthetics classes

The **Marketplace remains open at all times**, even during education sessions.

Schedule Overview:

- **Saturday**
 - Vendor Setup: 7:00 AM – 12:30 PM
 - Marketplace Opens: 1:00 PM
- **Sunday**
 - Marketplace Hours: 9:00 AM – 5:00 PM

Q. Will the Marketplace close during classes?

A. No. The Marketplace stays open throughout the event to allow for continuous engagement and sales opportunities.

Q. What is the projected attendance?

A. We are projecting approximately **300 + attendees**.

That said, this is a reimagined event, and final attendance will depend on overall participation and promotion.

Q. Is there a cost for professionals to attend?

A. Yes.

- **Early Bird Registration:** \$99
- Available **May 1 – July 31**
- **After July 31** regular admission price is \$149

Q. How will the event be marketed?

A. We will be actively promoting INsalon Reimagined through:

- Social media campaigns
- Email newsletters (including Beaute.Beat)
- Industry partnerships
- Minnesota and surrounding states

Exhibitors are encouraged to promote as well, as attendance grows with collective effort.

Q. Additional Questions You May Be Wondering

A. What types of professionals will attend?

Attendees include:

- Cosmetologists
- Estheticians
- Nail technicians
- Salon and Spa Owners
- Independent booth renters
- Students (Sunday Only)

These are **active buyers and decision-makers** in the industry.

Q. What is the goal of the Marketplace?

A. The Marketplace is designed to be:

- Interactive
- High-energy
- Product-focused
- Relationship-driven
- Sales Oriented

It's where **education meets purchasing decisions**.

Q. Will there be networking opportunities?

A. Yes. In addition to the Marketplace and education:

- A **Saturday Evening Social Gathering** will provide a relaxed networking environment
- The **Main Stage** will also act as a central hub for engagement

Q. Will details change?

A. As with any large event, some details may evolve as we finalize programming and logistics. We will keep all vendors informed along the way.

Q. Who do I contact with questions?

A. We encourage open communication. Please reach out directly with any questions—we are happy to help and will continue sharing updates as planning evolves.

Q. Where is the event located?

A. The DoubleTree by Hilton MSP Airport, 2020 E American Blvd., Bloomington, MN 55425

Q. Is there a hotel reservation block, and what is the price?

A. Yes, we have a hotel block. The price per night is \$119 double/double



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