

The Complete Guide to U.S. Beauty Trade Shows





Trade Show Planning Checklist: Everything You Need to Know for Beauty Brands

If your brand hasn't attended a beauty trade show yet, this is the year to change that. Trade shows are the perfect way to connect with your target audience in person, meet retail buyers, network, tap into the influencer marketing world and so much more. But with all the different beauty trade shows happening annually, it's hard to choose which ones are a can't-miss opportunity. As a brand, you need to know exactly what it is you plan to accomplish at the show you're attending to get the most out of the experience and to make the trip worth the cost!

In this guide, we'll break down the top beauty trade shows held in the U.S. for you to decide which suits the phase your brand is in and your goals. Then we'll cover everything you need to know for budgeting and planning as an exhibitor, complete with a planning checklist to make the process easy! We know planning to attend a trade show can be overwhelming for a brand, especially if it's your first time attending one, so skip the stress using our guide.

Why Your Brand Should Attend Trade Shows

You should always nail down a strategy when attending a trade show so you aren't going in blind. Why are you attending and what do you hope to get out of the experience? Trade shows are great for these objectives:

Brand Awareness	Product or Campaign Launch	Connecting with Buyers
Networking		Staying Involved with the Community

Beauty trade shows attract thousands of attendees and exhibitors, which guarantees a large chunk will be in your target audience. Take advantage of this opportunity to connect with them in person and build valuable relationships.

Which Beauty Trade Show Should My Brand Attend?

Once you've determined your objective for attending a trade show, it's time to decide which ones will best suit your brand. There are tons of trade shows to choose from, and they each offer something unique. The stage of development your brand is in and your target audience should be major factors in your decision making. Here's the rundown on the top beauty trade shows in the U.S.

COSMOPROF JUNE 28-30	
Business Type	B2B
Main Goal	Connecting and educating professionals in the beauty industry
Attendance	40,000 attendees and 1,415 exhibitors
Cost	Attendees: 1-day tickets start at \$115 3-day tickets start at \$170 Exhibitors: Booth space starts at \$5,208
Location	Las Vegas, NV
Who Attends	Brands, professional stylists and artists, manufacturers, buyers and distributors in the beauty industry
Business Phase	Attend if your brand is in its maturity phase

Sections	<p>Cosmetics and Personal Care:</p> <ul style="list-style-type: none"> • Showcases best products in beauty/health (makeup, skincare, fragrances, etc.) • Features equipment, materials and furniture to be sold to licensed professionals (salon/spa settings) <p>Cosmopack:</p> <ul style="list-style-type: none"> • 1/3 of the show floor dedicated to packaging suppliers
Benefits	<ul style="list-style-type: none"> ✓ Purchase the latest products/tools/materials to help businesses grow even more ✓ Educational resources ✓ Third-party interests (such as hiring a packaging company) ✓ Great for networking

INTERNATIONAL BEAUTY SHOW | MARCH 8-10 NY - JUNE 27-29 NV

Business Type	B2B
Main Goal	Connecting and educating professionals in the beauty industry
Attendance	66,000 attendees and 500 exhibitors
Cost	<p>Attendees: All Access Expo Pass: \$99 Business Building Workshops: \$225 Hands-On Workshops: \$295</p> <p>Exhibitors: Booth space starts at \$4,300</p>
Location	New York, NY; Las Vegas, NV
Who Attends	Salon owners, managers, stylists, cosmetologists and beauty professionals
Business Phase	Attend if your brand is in its growth or maturity phase
Benefits	<ul style="list-style-type: none"> ✓ Better your skills/techniques ✓ Invest in top of the line professional materials ✓ Make your brand known by other professional members ✓ Hands on workshops and free classes ✓ Industry educators expected to attend

IMATS | JANUARY 11-12 LA - SEPTEMBER 1&30 NY

Business Type	B2B
Main Goal	Celebrate makeup artistry by connecting professional makeup artists with brands and industry professionals
Attendance	10,000 attendees
Cost	Attendees: Weekend bundles start at \$45 Exhibitors: Booths apce starts at \$2,350
Location	Los Angeles, CA; New York, NY
Who Attends	Professional makeup artists in the commercial, film or broadcast industries
Business Phase	Attend if your brand is in its growth or maturity phase
Benefits	<ul style="list-style-type: none"> ✓ Dedicated makeup and cosmetics event ✓ Educational classes and demonstrations offered ✓ Learn new techniques and trends in the industry ✓ Made for professional makeup artists <ul style="list-style-type: none"> • Used to attract a lot of influencers and their followers but now they're more likely to go to Beautycon instead

BEAUTYCON | AUGUST 1-2 LA - OCTOBER 31-NOVEMBER 1 NYC

Business Type	B2C
Main Goal	Large/well known beauty event for beauty influencers and makeup enthusiasts
Attendance	30,000 attendees and 200 exhibitors
Cost	Attendees: 2-Day Tickets: Starting at \$99 2-Day Hauler: \$249 2-Day Hauler+: \$599 2-Day Executive: \$1999 Exhibitors: Submit an inquiry to learn more
Location	Los Angeles, CA; New York, NY
Who Attends	Beauty bloggers, influencers and their followers
Business Phase	Attend if your brand is in its growth phase

Benefits	<ul style="list-style-type: none"> ✓ Interact with large companies ✓ Get noticed by large audience of attendees & create buzz ✓ Network with well known influencers attending event
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INDIEBEAUTY EXPO | JANUARY 29-30 LA - MAY 13-14 DALLAS - AUGUST 26-27 NY

Business Type	B2B and B2C
Main Goal	Supports growth and success of independent beauty brands and entrepreneurs
Attendance	Varies across locations
Cost	All-Access Professional Pass (Non-Exhibitor): Starting at \$542 per day Exhibitors: Submit an inquiry to learn more
Location	Los Angeles, CA; New York, NY; Dallas, TX
Who Attends	Buyers, investors, beauty/trade professionals and press
Business Phase	Attend if your brand is in its startup phase
Benefits	<ul style="list-style-type: none"> ✓ Introduce your brand to a large audience ✓ Introduce your brand to bloggers and influencers ✓ Meet interested buyers in specific markets

PREMIERE ORLANDO | MAY 30-JUNE 1

Business Type	B2B
Main Goal	Identify new leads, nurture relationships and can improve an exhibitor's ROI through face-to-face contact
Attendance	70,000 attendees and 200 exhibitors
Cost	Attendees: Professional Beauticians Ticket \$75 for 2 Days, \$80 for 3 Days Student Ticket \$60 for 2 Days, \$70 for 3 Days Exhibitors: Apply for details
Location	Orlando, FL
Who Attends	Professional artists, stylists, cosmetologists and students (not open to the public)
Business Phase	Attend if your brand is in its startup or growth phase

Benefits	<ul style="list-style-type: none"> ✓ Beauty industry from all over the globe attends ✓ Student competitions ✓ Increase sales by an introduction to new brands and direct display of products to buyers
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AMERICA'S BEAUTY SHOW | APRIL 18-20

Business Type	B2B
Main Goal	Provide continuing education, legislative representation, scholarships, and networking.
Attendees	76,000 attendees and 200 exhibitors
Cost	Student and Professionals: Daily tickets start at \$69 Exhibitors: Booths start at \$5,200
Location	Chicago, IL
Who Attends	Licensed cosmetologists, nail technicians, estheticians, students, and salon or school owners.
Business Phase	Attend if your brand is in growth or maturity phase
Benefits	<ul style="list-style-type: none"> ✓ Gives everything back to the salon community ✓ Technique, CE, Hands-On, Product Knowledge and Certification classes ✓ Higher return on investment for each exhibitor and more engaged show attendees with new digital technology

FACE & BODY | FEBRUARY 8-10 GA - AUGUST 30-31 CA

Business Type	B2B and B2C
Main Goal	Practical business solutions, trend information and the latest offerings and insights from leading industry suppliers
Attendance	11,000 attendees and 100 exhibitors
Cost	Attendees: 2-day passes start at \$45 Exhibitors: Apply online for details
Location	Atlanta, GA; San Jose, CA
Who Attends	Spa professionals and owners, beauty suppliers

Business Phase	Attend if your brand is in its startup phase
Benefits	<ul style="list-style-type: none"> ✓ One of the largest spa conventions in the U.S. ✓ Hosts workshops and features keynote speakers ✓ Advanced education, cutting-edge products and networking opportunities

What Phase is Your Brand In?	Startup	Growth	Maturity
Cosmoprof			X
International Beauty show		X	X
IMATS		X	X
Beautycon		X	
IndieBeauty Expo	X		
Premiere Orlando	X	X	
America's Beauty Show		X	X
Face & Body	X		

DISCLAIMER: Due to COVID-19 some of these health and beauty trade shows have been canceled or rescheduled.

Check out our virtual experiences section at the end of the guide!

Trade Show Planning

Once you know which trade shows you're attending, it's time to plan! Don't underestimate how much goes into exhibiting at a trade show. Here's what you should plan for:



1. TRAVEL AND ACCOMMODATION COSTS

Flights

One of the biggest expenses when planning any trip is airfare. While searching for flights, follow these tips:

- Clear your cookies or open an incognito window to browse through ticket options as websites will often give you higher prices if they know you're on the hunt.
- Compare prices on different websites and even try to mix and match airlines.
- Be flexible with travel times to save a few extra bucks.
- Look into budget airlines if you're okay with their limitations (i.e. paying extra for checked bags, less legroom, inability to choose your seat in advance, etc.) Some wallet-friendly airlines with the lowest fares include Southwest, JetBlue and Spirit.

Hotels

Don't overpay for your stay! Follow these tips for your accommodations:

- Trade shows will often partner with nearby hotels to offer attendees discounts on room rates. However, these are normally the first hotels in the area to fill up, so book early!
- Affiliated hotels will often offer free transportation to and from the trade show venue.
- Other lodging options include Airbnb.
- Keep in mind that traffic can add unexpected time (sometimes even an hour or more) to your commute. For example, we attended a trade show and stayed at an Airbnb 15 miles away. It took 2 hours to go to and from the event because of traffic.
- If staying on a tight schedule is important to you, make staying at a connected or affiliated hotel a priority.



2. TRADE SHOW ATTENDANCE COSTS

If your brand isn't planning on exhibiting and are looking to attend a B2B trade show, you'll want to plan ahead to ensure you get the best prices on tickets.

- Choose which trade shows you want to attend at the beginning of the year and note when their early bird or presale trade show tickets go on sale.
- Decide if you want a single or multi-day ticket.
- Some trade shows offer ticket add-ons like access to exclusive classes, meetups and panels. Do some research to see if the extra costs are worth it for you and your team.



3. TRADE SHOW EXHIBITION COSTS

Exhibiting at a trade show isn't cheap, so if you're trying to be fun, yet frugal, choose a trade show that has less expensive exhibiting costs. Once that cost is accounted for, it's time to plan your booth:

- **Design:** Will you be hiring an agency? Freelancer? You'll want to find someone who's within your budget but can also execute your vision.
- **Construction:** If you're planning on having more than just a table and branded items to decorate, you'll need to find a company to build your set up. Having a consultation can help you figure out how to make your ideas come to life with the budget you're working with.



4. BOOTH ATTENDANTS

Decide how many people you'll want to bring on your team and how much all of their travel costs will be. Not having enough people can really limit your reach at the event, so be strategic about the number of people you bring. Even if you can't afford a big booth, it can be worth it to have enough team members to interact with the attendees and answer questions. This can be a great way to make more of an impact.



6. BOOTH SET-UP AND TEAR DOWN

This one is a small detail many overlook, but it's important to remember as it could cost you if you don't plan accordingly. If you plan on having a large booth with multiple and/or heavy pieces, you'll need to hire a crew to set up and take down everything. Don't count on the trade show to have staff on-hand for this job, as many let this responsibility fall on the exhibitors alone. Be mindful of:

- Union worker laws and the rules you must abide by
- How much (wo)man power you'll need to get the job done
- If you'll need to buy carpet through the trade show for your booth



7. EXHIBITOR ADD-ONS

More often than not, you'll be offered some less-than-optional add-ons to tack onto your exhibitor package once you buy your spot on the trade show floor. These add-ons are meant to make your trade show experience smoother but will range in price depending on the trade show and the number of days you'll be there. Be sure to get clarification on all add-ons before you buy! Some common trade show add-ons include:

- **Stronger wifi:** While the venue is sure to have wifi available, being on the same network as the thousands of attendees could really slow you down.
- **Electricity:** Believe it or not, having electricity run through the outlets at your booth could cost you extra. Have an idea of how much electricity you'll need to power everything you're bringing and advise trade show staff.
- **Marketing:** Trade shows will often offer marketing packages to help get the word out to attendees that your brand will be exhibiting. This could be a spot in their newsletter, program book, app and even posts about your brand on the show's official social media accounts. These marketing add ons may or may not be worth it for you - so do your research!



8. MISCELLANEOUS

We all know how expensive food and water can be at major venues, so bring snacks and water bottles to the event (if permitted) to save money on site. Leave some extra cash in your budget for networking events as they can sometimes cost extra.

Essentials to Pack and Prepare

With all the steps that go into prepping for a trade show, it's easy to miss some important pieces. Here are the key things you need to prepare and bring to make your trade show experience a success:

HOW TO PREPARE:

- 1. Map out the venue:** Look at a map of where all booths will be located prior to booking your spot. Take into consideration what's near your booth and if any larger brands are close by to determine where the most traffic will be. Try to pick a spot people won't miss so you can chat up attendees waiting in booth lines and be where influencers are gathering.
- 2. Be prepared to answer F.A.Qs.:** Attendees will most likely have a lot of questions about your brand or product as they approach you. Make sure you are able to answer their questions in a way that encourages them to try your products and remember your brand.
- 3. Know your elevator speech:** Be prepared to deliver a quick spiel about what your brand is all about for people who may be passing through in a hurry. This is especially important if you don't have a booth and are just there to network with guests.
- 4. Bring knowledgeable staff:** You'll want to bring your most educated and charismatic employees to engage with trade show attendees and educate them on what your brand has to offer. It's important for them to be upbeat and have positive attitudes.
- 5. Utilize your social media:** Create hype for the event by letting your followers know you're going and where to find you prior to the trade show. Make them excited to visit you through sneak peek content of what's to come. This can include products, demos, influencers and giveaways happening exclusively at your booth.



WHAT TO BRING:

- 1. Promotional Materials:** Bringing business cards, informative flyers and coupons is important when exhibiting at a trade show. These items help ensure customers and influencers know how to reach you and provide incentives to stop by your booth.
- 2. Decorations:** Invite people to your booth by making it look interactive, fun and Instagram-worthy. Make sure it's highly branded with your name, colors, logo and posters so attendees know who you are.
- 3. Products to Sell:** Bring products that put your brand in a positive light and ones that best represent you. Bringing products that are new or that you are certain will sell is also a good idea.
- 4. Tester Products:** If you have different shades, bring testers so attendees can see how the products will look like on them before they buy it. This can give customers who aren't ready to purchase more time to get acquainted with the product. Choose products that are versatile on everyone and are easy to sanitize.
- 5. Swag Bags:** Offer swag bags or free handouts to people who sign up for emails or newsletters. If you don't have a booth, hand out branded swag bags to attendees to attract attention toward yourself.
- 6. Uniforms:** Wear a branded T-shirt, hat or stickers so people can easily recognize you. And if you don't have a booth, this is a great way to make your team "walking booths."

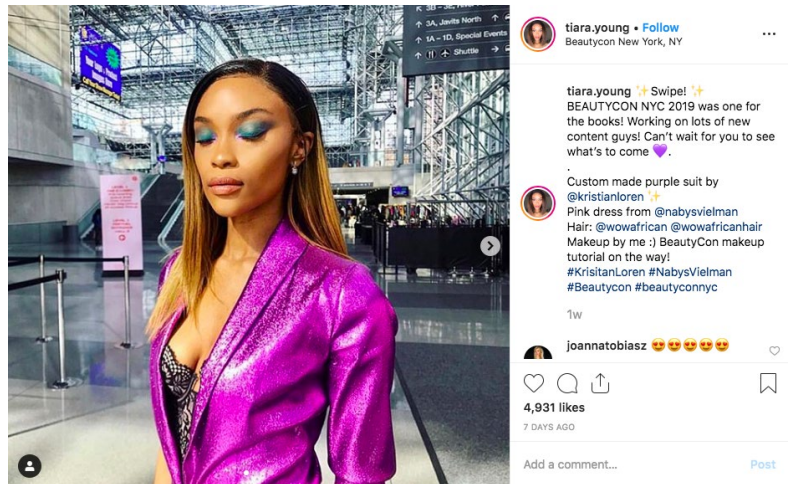
HOW CAN TRADESHOWS HELP ME WORK WITH INFLUENCERS?

Influencer marketing is changing the way beauty brands do marketing, and for good reason. Utilizing influencers can help your brand increase its social media engagement, build brand awareness and overall promote better sales. Many influencers attend these popular beauty trade shows in hopes to network with brands and potentially collaborate with them. Here are some tips on how trade shows can help your brand tap into the influencer marketing world:

- **Check out which influencers have committed to attend and posted about the event.**

Do your research to see what influencers will be attending and determine who you want to talk to. It might also be a good idea to learn about the influencers' interests to see if they'd be a good fit for your brand.

- **Network while you're at the event.** Talk to and get to know your influencers of choice. Try to bond with them over your common interests and link those interests to your brand. Always make them feel comfortable before getting into conversations about partnering with them so you come across as more genuine.
- **Prepare a pitch or a proposal.** Be ready to speak about your brand's influencer collaboration program and answer any questions that may pop up. Make sure to hand out promotional materials so they can reach you if they're interested.
- **Hold meet and greets or photo-opts at your booth.** Having influencers do meet and greets exponentially increases the foot traffic at your booth and brings attention not only to the influencer but to your products as well.
- **Feature demos or courses at your booth.** Utilizing influencers at your booth to demonstrate how products are used is also a great way to show off your products in a unique way. Followers of the influencers will be sure to stop by and attend the demonstration.



4 Health and Beauty Trade Shows You Can Still Attend Virtually:

Though there have been many cancellations and rescheduling due to COVID-19, brands are using their resources to keep themselves connected with their costumers and other industry professionals. Just because this trade show season might look a little different than in years past, doesn't mean you can't still brush up on the latest products in the industry and keep finding new ways to woo customers. Here are 4 health and beauty trade shows you can still attend virtually.

1. **The Makeup Show:** The Makeup Show is keeping the experience alive by utilizing [weekly webinars](#). From how to jumpstart your beauty brand to influencing as a pro

makeup artist, you also have the chance to engage with panelists as you would at the physical trade show. If you can't make it at the time of a webinar, you can purchase and watch them later. They also offer complimentary past webinars.

2. **[BeautyCon LA](#)**: Another way to attend a beauty trade show virtually is traveling to the past! BeautyCon LA offers a section on its website dedicated to a recap of the [2019 beauty trade show](#). They feature a variety of panels, tutorials and important chats that took place on their main stage. Favorite moments from the 2019 recap cascade down the end of the page giving you some stills from amazing moments—right at your fingertips.
3. **[IndieBeauty Expo](#)**: Immediately when visiting their website you see the [#BeautyUnites Resource Center](#). This provides free resources to brands seeking the IndieBeauty Expo experience and lists tips on moving forward during these uncertain times. You can even schedule a consultation for a free strategy call and listen to helpful podcasts among other incredible resources.
4. **[IMATS](#)**: The International Make-Up Artist Trade Show is transferring its in-person trade show experience and bringing it online. You can scroll through their make-up museum to view a gallery of art created by leaders in the make-up industry—acting like a virtual tour of what you'd see throughout the exhibits at the show. You can also access a variety of articles looking back at previous shows and highlighting their most important moments.

About Statusphere

Statusphere helps brands scale their influencer marketing efforts. We ship monthly curated boxes of high-end products to social influencers in exchange for sharing photos of the products with their followers. We can activate hundreds of people posting about your brand with the click of a button. [Contact us](#) to see how we can help your brand reach new audiences!

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The Ultimate Checklist For Your Upcoming Beauty Trade Show:

The best way to ensure you don't miss a step or forget any important details prior to the event is to get organized. And one of the best ways to get organized is creating a checklist. Here's your ultimate checklist to use for the next trade show you attend:

TRAVEL:

- Find and book the best deal for a flight
- Find and book the best deal for a hotel reservation
- Determine your transportation methods around the city where the trade show is taking place

BOOTH:

- Design and order booth
- Examine the event map to see where your booth is located
- Contact the event to understand how set up works
- Look up labor laws for booth set up and tear down crew
- Create booth set up game plan
- Booth decor
- Purchase add-ons: wifi, electricity for booth, carpet, marketing, etc.

HANDOUTS, FREEBIES AND ITEMS FOR SALE:

- Decide which products and samples you're bringing
- Ship products for sale to the trade show venue
- Design and print flyers, business cards and coupons
- Swag bags
- FAQs Sheet
- Optional (other promotional items) _____

TRADE SHOW ESSENTIALS:

- Do research on the event your attending and who will be there
- Trade show tickets and exhibitor credentials
- Map of the venue
- Tech items: laptop, projector, iPad, etc.
- Product testers
- Sanitary/disposable tools for product testers

MISC.:

- Comfortable shoes
- Food/drink budget during networking events
- Brand uniform/team outfit for booth attendants



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