

eMail List

International Esthetics, Cosmetics & Spa Conference

Attendees with Email Addresses 23,345 \$410 per 1,000

Who They Are

With three leading spa shows across the country, the International Esthetics, Cosmetics & Spa Conferences (IECSC) in New York, Las Vegas and Orlando attract more than 70,000 beauty and wellness

industry professionals annually. Presented by American Spa Magazine and co-located with the International Beauty Shows (IBS), attendees include spa owners, managers, estheticians, cosmetologists, massage therapists, makeup artists, medical estheticians and doctors looking to expand their professional services in the \$9-billion plus spa market.



What They Buy

From trendy spa clothing to the latest skincare and wellness products, over 90% of attendees have purchasing influence for a variety of products and services. including:

- Aromatherapy
- Business management software
- Cosmetics
- Workout clothing
- Facial treatments
- Laser equipment,
- Massage products
- Microdermabrasion equipment
- Medical spa equipment
- Spa furnishings and decor
- Skin care products

Why They Attend

New products, equipment and techniques are featured at each event, along with classes and demonstrations, showcasing the latest trends, techniques and products in the industry. Attendees benefit from insightful, current information, trends, happenings, and education delivered at each event. Over 93% of IECSC attendees would recommend these events to an industry colleague.

Mail List
AVAILABLE

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order
3,000 Names

List Source
Registration Data

Mail/Email/Phone Lists
Combination Discounts Available
Call for Rates

How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

Contact Ilene Schwartz at 216-371-1667
ilene@krolldirect.com

For advertising opportunities visit www.iecsc.com



QUESTEX
MEDIA

www.questex.com

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Breakdown by Job Title

Spa Owner	1,951
Spa Manager / Director	701
Salon Owner	430
Esthetician / Cosmetician	3,595
Plastic Surgeon/Dermatologist	98
Nutritionist	36
Administrative Mgmt	294
Sales / Marketing	687
Student	610
Cosmetologist	520
Massage / Body Therapist	386
Others Not Classified by Title	9,308

Breakdown by Type of Business

Full Service Salon	1,984
Destination Spa/Cruise Ship Spa	176
Day Spa	2,382
Resort / Hotel Spa	261
Skin Care Center	1,501
Health / Fitness Facility	111
Wellness Center	346
Massage Therapy	236
Dermatology / Plastic Surgery Center	259
Distributor	274
Manufacturer	271
Medical Spa	980
School	113
Others Not Classified by Industry	14,451

Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
- Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
- Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
- Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



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