

# 2012 EXPOSURE GUIDE

INTERNATIONAL SPA ASSOCIATION






*ISPA Resource Partner*

# 2012 MEMBERSHIP

The International SPA Association (ISPA) is the leading professional organization for the spa industry and is dedicated to advancing the industry by providing invaluable educational and networking opportunities, cutting-edge research, worldwide media exposure and much more.

ISPA resource partner memberships are available for those who provide services or resources to the spa industry including vendors, product/service suppliers, consultants and educational institutions. With membership, your company not only gains access to a global network of spa leaders, but also has access to invaluable education, cutting-edge research and unequalled promotional opportunities.





*Here's a sampling of the benefits provided with ISPA membership:*

- n* Access to the online ISPA Membership Directory
- n* Industry research
- n* ISPA Snapshot Surveys and the Snapshot Survey Portal
- n* A unique login for “members only” content on the ISPA website, [membersispa.com](http://membersispa.com)
- n* The ability to post job openings on the ISPA website's highly utilized Job Bank
- n* *Touch Points*, ISPA's weekly member e-newsletter
- n* *Pulse* magazine
- n* ISPA educational webinars

# Free Member Exposure OPPORTUNITIES

## Twitter

@SpaDoYou will tweet your product news to thousands of loyal followers. All you need to do is email the information and a link.

## Facebook

Send your news to ISPA and it will be posted, along with a link, for ISPA's fans to see.

## Pulse New Spa Resources

Send an image and description of the product with your phone number and website - ISPA will do the rest.

## Pulse Member News

Submit innovative ideas, newsworthy items, new employees and community outreach efforts to be shared here.

## Media Leads

Provide your product information for possible inclusion in press releases sent out to major worldwide media.





## 2012 Exposure GUIDE

If you want your company in front of spa decision-makers from around the world, ISPA has something to fit your needs. From digital to print, events and sampling, there are exposure opportunities suitable for every member company. ISPA also offers custom packages to ensure you get the most bang for your buck.

With so many exposure opportunities, it can be difficult to know what's what. The following guide is designed to help you easily navigate through all of the valuable ISPA opportunities and help you get the most for your investment.



# ISPA Print OPPORTUNITIES

## Pulse Advertising

Published 10 times per year, *Pulse* is the magazine for the spa professional. ISPA members receive the print edition each month and special editions are mailed to prospective members. Ads also appear in the digital edition sent to members and prospective members.

## 2012 Pulse Editorial Calendar

ISSUE	EDITORIAL	AD SPACE DEADLINE	MATERIALS DEADLINE
Jan/Feb	2011 Conference Wrap-up	Dec. 9	Dec. 16
March/April	Media and PR	Jan. 20	Jan. 27
May	Employees and Leadership	March 9	March 16
June	Ideas and Innovations	April 23	April 30
July*	ISPA Conference & Expo Preview	May 31	June 1
August	The Numbers Game: Retail and Revenue	June 29	July 6
September	Partnerships	July 27	Aug. 3
October*	ISPA Conference & Expo On-site Edition	Aug. 27	Sept. 3
November	Success Stories	Sept. 28	Oct. 5
December	2012 Conference Wrap-up	Nov. 2	Nov. 9

\* Denotes Special Edition / Please note: Dates are subject to change





## 2012 Pulse Rates

AD SIZE	1x	5x	10x	SPECIAL EDITIONS*
Full Page	\$2,600	\$2,300	\$2,100	\$3,000
Double Page Spread	\$4,700	\$4,200	\$3,800	
1/2 Page	\$2,000	\$1,800	\$1,600	\$2,400
1/3 Page	\$1,600	\$1,450	\$1,300	\$2,000
1/4 Page	\$1,250	\$1,125	\$1,000	\$1,650
1/6 Page	\$1,000	\$900	\$800	\$1,400

## 2012 Pulse Mechanical Requirements

AD SIZE	LIVE AREA	TRIM SIZE	BLEED
Full Page	7" x 10"	8-3/8" x 10-7/8"	8-5/8" x 11-1/8"
Double Page Spread	14" x 10"	17" x 11"	at least 1/8" beyond trim size
1/2 Page Horizontal	7" x 4-7/8"	n/a	n/a
1/2 Page Vertical	4-5/8" x 7-1/4"	n/a	n/a
1/3 Page Horizontal	4-5/8" x 4-7/8"	n/a	n/a
1/3 Page Vertical	2-1/4" x 10"	n/a	n/a
1/4 Page	3-1/2" x 4-3/4"	n/a	n/a
1/6 Page	4-5/8" x 2-3/8"	n/a	n/a

Ads are accepted on CD or via FTP in the following formats:

Adobe CS (includes InDesign, Illustrator and PhotoShop) or lower: QuarkXPress 6.0 or lower. FTP information available upon request.

# ISPA Special Print OPPORTUNITIES

## 2012 Pulse Special Inserts

ISSUE	THEME	AD SPACE DEADLINE	MATERIALS DEADLINE
March	Skin Care Trends	Jan. 16	Jan. 20
June	Spa Beauty Guide	April 16	April 20
August	Top-shelf Retail	June 25	June 29
October	New Product Launch Guide	Aug. 20	Aug. 24
November	Bestsellers of the Year	Sept. 17	Sept. 21



## Pulse Special Inserts

These special inserts offer additional exposure for your products. Your space includes a short description of your product, your company's contact information and an image of your product. The special inserts are included in the digital version of *Pulse* as well.

**Investment: \$675 for each insert or pick any three or more for \$550 each**

## Pulse Special Opportunities

*Pulse* offers lots of additional exposure opportunities besides ads and inserts. Options include belly bands, gatefold covers, product sample inserts, etc. The sky's the limit!

# ISPA Digital OPPORTUNITIES

## Member Webinars

Complimentary webinars are offered to members year-round. Sponsorship includes your logo on ISPA's website and in webinar communications, mention of your company during the webinar and a participant list.

**Investment: \$1,850**

## ISPA Snapshot Survey Portal Sponsorship

Snapshot Surveys are popular among members and the Snapshot Survey Portal houses each member's library of results in one place. Sponsorship includes your logo and either video links or product materials on the portal.

## Touch Points

ISPA's weekly e-newsletter is popular among members. It's also sent out monthly to prospective members. Your ad will appear in all member versions for one month and in that month's prospective member version.

**Investment: \$800 for one month**

## Website Banner Ads

ISPA's website, [experienceispa.com](http://experienceispa.com), is a valuable resource for members and consumers. The most popular area, the Job Bank, averages 10,000 hits per month and offers great exposure for your company.

**Investment: Three months - \$800 each / Six months - \$700 each / 12 months - \$600 each**

# ISPA Connect Event OPPORTUNITIES

## Connect Sponsorship

After a successful first year, six Connect events are on the schedule for 2012. ISPA Connects offer spa professionals a chance to share and collaborate with their spa industry peers and learn about sponsors in a relaxed setting. You'll be able to have a booth at the event where your representative can chat one-on-one with attendees.

Investment: \$1,800 per Connect

## ISPA Connect Gift Bag Product Samples

Get your product included in the gift bag all Connect attendees take home with them. You supply the samples and ISPA will do the rest.

Investment: \$450 per Connect



INTERNATIONAL SPA ASSOCIATION

Be our guest in Carlsbad, AZ...

REGISTRATION

INTERNATIONAL SPA ASSOCIATION  
ispasponsor.com | 800.888.8888

APRECOR Hydrex Sunlight



# ISPA Media Event OPPORTUNITIES

## Bag Sponsor

Media attendees rave about the products and bag they receive as a thank-you for attending the ISPA Media Event. Get your company's logo on the stylish bag attendees receive.

**Investment: \$8,000**

## Media Event Sponsor

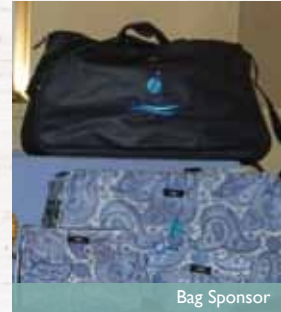
A limited number of booths for the 2012 ISPA Media Event are available to resource partner members. Your booth at the event gives you the ability to show off your products to more than 120 major media representatives and much more. If you want your name in the spotlight, this is the perfect opportunity. The event takes place in August at Gotham Hall in New York, NY.

**Investment: \$8,000**

## Exclusive Styling Sponsor

A perfect way to show off your products first-hand is by becoming the exclusive hair, nail or cosmetic styling sponsor of the 2012 Media Event. You'll get to provide complimentary treatments or applications to the spa sponsor representatives on the day of the Media Event.

**Investment: \$5,000**



Bag Sponsor



Media Event Sponsor



Exclusive Styling Sponsor

# ISPA Conference & Expo OPPORTUNITIES

If you want face-to-face time with spa decision-makers from around the world, the ISPA Conference & Expo is the perfect place. The annual event brings professionals from all spa industry sectors and countries throughout the world together in one place. The majority of attendees are leaders who make purchasing decisions, so it's an invaluable opportunity to spotlight your products or services.

## EXHIBITING

### *Expo Booth*

The ISPA Conference & Expo is the premiere spa event of the year. Having an Expo booth offers you the chance to showcase your products and have one-on-one conversations with representatives from every type of spa.

**Investment:** Pricing varies per booth size and participation level



Eminence Organic Skin Care Expo Booth

## SPONSORSHIP

**PLATINUM LEVEL / INVESTMENT: \$35,000+**

### *General Session*

The three General Sessions feature speakers usually from outside the spa industry. All attendees go to these sessions which also include award presentations and entertainment.

### *Conference Registration Bag*

Your logo can be embroidered on the Conference registration bag which all attendees receive as they check in for the event. The bags contain lots of goodies and are a memento attendees will hold on to for a long time to come.



General Session with Bert Jacobs of Life is good



Conference Registration Bag



Universal Companies Inc. Relaxation Area



Evening Event

## SPONSORSHIP

**GOLD LEVEL / INVESTMENT: \$15,000+**

### *Relaxation Area*

Attendees can experience your products first-hand with treatments you provide in your very own "spa-like" setting. Relaxation rooms are just what they sound like, a place for attendees to go to relax and unwind.

### *Conference Pens*

Everyone loves a good pen and your logo can go on the pen all attendees take home with them and use long into the future.

### *Evening Event Co-Sponsor*

The Wednesday Night Evening Event marks the end of Conference. It's a time for attendees to let loose and just have fun. As the final event of Conference, it's sure to be a memorable time attendees won't soon forget.



Name Badge Holder



Morning Refresher



Hotel Key Card

### *Name Badge Holders*

All Conference registrants receive a name badge holder which not only holds their badge but can also accommodate other items attendees might need. Name badge holders must be worn at all times during Conference, so your company's logo will be present non-stop during the event.

### *Morning Refreshers*

Morning Refreshers offer a chance for attendees to network and enjoy refreshments to wake them up and get them ready for the rest of the day. During the ½ hour, sponsors have lots of options to promote themselves including distributing product samples or conducting product demonstrations.

### *Hotel Key Cards*

It's something attendees can't do without. Your logo, booth number and more can be in the hands of attendees each time they leave and enter their hotel room.



Conference Journal

### *Conference Journals*

These journals are included in the registration bag attendees receive as soon as they check in at the event. These journals come in handy for taking notes during General Sessions and Professional Development Sessions.



Official Conference T-Shirt

### *Official Conference T-shirt*

T-shirts are always something attendees will take home and use over and over. Your logo will have prime placement on the shirt every attendee receives upon check-in.



First-time Attendee Orientation

### *First-time Attendee Orientation*

Each year's event attracts new attendees and this session helps them feel comfortable and learn the ABCs of Conference. The session is open not just to first-timers but to anyone who wants to learn more about making the most of their Conference & Expo experience.





### *Expo Meals*

Each day offers a chance for attendees to enjoy a complimentary lunch on the Expo floor. Your brand can be found not only on signage in the lunch area but can be included on napkins, table runners and more.





## SPONSORSHIP

*SILVER LEVEL / INVESTMENT: \$5,000+*

### *Connection Centers*

Even though the spa lifestyle encourages “disconnecting,” everyone needs to check their email or surf the web now and again. The Connection Centers offer attendees the chance to check things out online during Conference free-of-charge.

### *Professional Development Session (PDS) Co-sponsor*

One of the things that sets the ISPA Conference & Expo apart from other spa events is the valuable educational offerings. With more than 30 hours of PDS education, your brand can be the image Conference attendees associate with the valuable education they walk away with and remember.

### *Energy Breaks*

These 1/2 hour afternoon breaks allow attendees to come together; network, enjoy refreshments and re-energize for the rest of the day. Sponsors have the opportunity to promote themselves in a variety of ways including distributing product samples or conducting product demonstrations while attendees are present.



Connection Center



Professional Development Session



Energy Break

## Conference Guide

The Conference Guide is the encyclopedia of Conference. It's an overview of everything going on during the event including the agenda, Professional Development Sessions, exhibitors, maps and more. All attendees receive a Guide as they register.

## Conference Newsletter

Otherwise known as *Daily Pulse*. This daily newsletter keeps attendees up-to-date on each day's events and any last-minute changes. *Daily Pulse* is delivered to attendees' rooms each night.

## On-site Pocket Guide

The Pocket Guide is one of the most used items at Conference. Attendees never leave their rooms without this pocket-sized manual which offers Conference details at-a-glance.

## Chair Massage Station

When Conference attendees need a quick dose of relaxation in-between checking out the Expo, Auction, General Session and Professional Development Sessions, the chair massage station is the way to go.



Conference Guide



Conference Newsletter



On-site Pocket Guide



Room Drop



## SPONSORSHIP

### ADDITIONAL OPPORTUNITIES

#### Room Drops

Everyone loves to go home with the latest spa products. Room drops are left in rooms of attendees staying in the Conference hotel each night. They're one of the favorite perks of attending Conference and offer an amazing chance for you to send your product sample home with all attendees.

#### Magazine Bins

If you have a publication you'd like to show off to Conference attendees, the magazine bins put your publication front and center. The magazine bins are located in a high-traffic area so they'll definitely attract the attention of attendees.

## ADVERTISING

### *Conference Website Banner Ad*

The ISPA Conference website is the place to go for everything Conference. If you're exhibiting, it's a great place to include your booth number for everyone to see. Ads include a link to your site.

**Investment: Five months for \$3,500 or one month for \$1,000**

### *Conference Mobile App Banner Ad*

The Conference Mobile App has become a popular way for ISPA attendees to get up-to-the-minute event updates and information. Banner ads link directly to your website.

**Investment: \$400**



## Customized Package

# OPPORTUNITIES

ISPA really does offer something for every need and budget. Here are some ideas on packages you might find fit your marketing needs. These packages are only suggestions, tell ISPA what you want and a special package will be put together customized for you.

### *Sampling Package*

- Product in six Connect gift bags
- Product in ISPA Conference & Expo room drop bags
- *Pulse* sample inclusion

**Investment: \$6,500**

### *Networking Package*

- Connect Bag Sponsor (six events)
- ISPA Media Event Sponsor
- Conference & Expo Exhibitor

**Investment: \$13,300**

### *Silver Package*

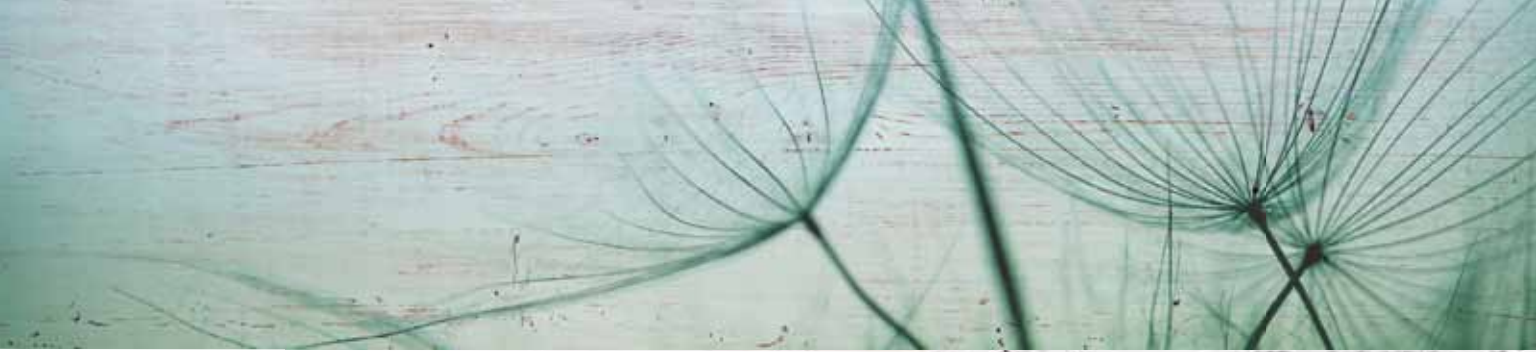
- Three Full Page ads in *Pulse* magazine
- One-month banner ad in *Touch Points*
- ISPA webinar sponsorship
- Product in six Connect gift bags
- 10 x 10 corner booth at the 2012 Conference & Expo

**Investment: \$15,250**

### *Gold Package*

- Five Full Page ads in *Pulse* magazine
- Three-month sponsorship of *Touch Points*
- Twelve-month full-size web banner ad on ISPA website
- ISPA Connect sponsorship
- 10 x 10 corner booth at the 2012 Conference & Expo  
(includes priority booth placement)
- Product in room drop bag

**Investment: \$23,950**



ISPA would love to speak with you about your company's goals and how to help you achieve them.  
Please contact Courtney Hacker at [courtney.hacker@ispastaff.com](mailto:courtney.hacker@ispastaff.com) or 1.859.226.4372.

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