

A woman with her hair styled in a high, voluminous bun, wearing a vibrant green, off-the-shoulder, floor-length gown with a draped capelet. She is standing in a room with wood-paneled walls. Behind her is a framed abstract painting with green and blue tones. To her left is a green, tufted chair with gold-colored legs. The overall lighting is dramatic, highlighting the woman and her dress.

Exhibitor Prospectus

America's Beauty Show®

MARCH 27 - 29, 2010 | McCormick Place West | CHICAGO

Visit www.AmericasBeautyShow.com | 312.321.6809 | 800.648.2505

Photograph: Luis Alvarez of Aquage; Hair: Ann Bray and Joe Paciorek; Make-up: Wanda Alvarez; Fashion: L'Impasse. America's Beauty Show is a registered trademark of Cosmetologists Chicago®.



America's Beauty Show®

Join the Heart of Our Industry in the Heart of America...

America's Beauty Show, the only show in our industry owned and operated by salon professionals, will be returning to **McCormick Place, Chicago, March 27 – 29, 2010**. Plus, based on your direct feedback, we will, once again, be offering our **Early-Bird Discount**, if you submit your application by **September 21, 2009**.

For 85 years, **America's Beauty Show** has continuously delivered the latest products, fashion and beauty trends. This year we anticipate 60,000+ professionals from across the country and around the world, for this three-day extravaganza of runways, master classes and one of the largest professional beauty exhibitions in the world. Don't miss your opportunity to be a part of it all!

As an added incentive, you'll experience **Chicago... America's City...** and be exposed to the latest in cosmopolitan fashion and beauty trends. The Windy City is packed with cultural events and expressions from amazing architecture, museums and the incomparable Lake Michigan shores. With downtown Chicago located just minutes from McCormick Place, you'll be sure to have an experience you will not forget.

Our relationship with you, our exhibitors, is very important to us. You help us deliver the legacy of excellence we call **America's Beauty Show**. Our commitment is to maximize your investment in our show, and help your business grow. In addition to the Exhibit Hall space offerings outlined in the Prospectus, we will be sending follow-up communications regarding the vast array of additional marketing opportunities to those that submit their applications. So sign up early and not only save money on your booth, but also gain access to the plethora of exposure opportunities that are to follow.

Now's your chance to get it all! Submit your application today!



Paul Dykstra
CEO
America's Beauty Show



800.648.2505 | AmericasBeautyShow.com

America's Beauty Show®

gets you in front of the right audience and the right audience in front of YOU!

ABS has BUYING POWER!

93% purchased products

91% actively involved in decision making

62% identify new products and services

78% rated McCormick Place West - Superior/Excellent

Source: ABS 2009 Attendee Survey

Connect. Communicate.



Collaborate.

CHICAGO...CHICAGO...CHICAGO!

Chicago is a powerhouse business center, as well as a vibrant tourism center with world-renowned shopping, dining, museums, music and more. Millions of people a year discover just how easy it is to get to Chicago by air, highway or rail. By plane, non-stop service to and from 54 International and 134 domestic business centers and served by two airports, Midway International and Chicago O'Hare International Airport.

With a sophisticated public transportation system, getting around Chicago is a breeze! There is a Metra rail station inside the convention center and express bus service to the show site. Taxi services to McCormick Place are also convenient, plentiful and reasonable. And if you're driving, check out www.ChooseChicago.com's online, fully-interactive parking map that allows you to search for parking options based on your city destination. For more information on Chicago visit www.ChooseChicago.com.



Exhibiting at America's Beauty Show will help you reach your business goals!

You will:

- Build company and brand awareness among salon professionals from around the world
- Boost sales—both at the show and through leads generated by the show
- Showcase your latest products, services and techniques in a professionals-only atmosphere
- Broaden your reach to new salon targets and among new salon and spa buyers
- Strengthen your business relationships with current customers

Why?

Because salon professionals know, trust and depend on **America's Beauty Show** to bring them the latest products, fashion, beauty and technical education, and the chance to buy what they want and need to grow their businesses.

Where?

McCormick Place | CHICAGO, one of the nation's premier exhibition venues, will bring more professionals – from urban, suburban and rural America—together in a spectacular environment. It's eco-friendly, close to the action of the City and designed with trade show exhibitors in mind—high ceilings, great amenities, easy transportation and parking. Our salon professionals love it!

Who?

Everyone comes to **America's Beauty Show!** It's an 85-year tradition for American professionals. It's at the hub of the beauty industry's most productive territory. And now, **with 60,000+** attendees and exhibitors in 2009 to prove it... **America's Beauty Show** is the "place to be, the show to do" for salon pros and exhibitors from throughout the world. Salon owners, chain salon buyers, salon employees and students will be there looking for you and your products! **America's Beauty Show** delivers top salon owners, serious independent shoppers and key decision makers. But you must be there to reach them!

When?

Saturday, March 27, 2010 | 11 am – 5 pm

Sunday, March 28, 2010 | 9 am – 5 pm

Monday, March 29, 2010 | 9 am – 4 pm

What's the DEAL?

We know lower booth costs are important for you. So, be sure to take advantage of the **exhibit pricing incentive!**

Pay the full amount of your estimated total cost of exhibit space when you **submit your application before September 21, 2009**, and you will be entitled to an **Early-Bird Discount of 8.5% off** the standard prices!

This Early-Bird Discount Offer also allows you to be entered into our **official online space assignment**.

After **September 21, 2009**, all space will be assigned on a first-come, first-served basis.

That's two great reasons to submit your application and payment TODAY! This Early-Bird offer is null and void after **September 21, 2009!**

Direct all payments to: America's Beauty Show, 2064 Paysphere Circle, Chicago, IL 60674

Questions?

You'll find answers and updates at our website AmericasBeautyShow.com/exhibitors or email us at exhibitors@AmericasBeautyShow.com

To contact our tradeshow management team directly – please email:

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