

the Spa & Wellness Show  
**IECSC NEW YORK | MARCH 10-12, 2019**  
 Javits Convention Center • New York City

Sweeten Your Sponsorship With Our “Cookies”

Serve up your targeted message via web advertising to a curated and targeted audience.



**WHAT IS RETARGETING?**



Among the most effective forms of digital advertising, RETARGETING uses “cookies” to track the visitors of one site and reach them with ads on other sites. In this case, **YOU can retarget our website visitors!**

**TOTAL AUDIENCE**  
**50,000 SPA & WELLNESS**  
**PROFESSIONALS**

**PACKAGE**  
**\$2,500 per**  
**100,000 impressions**

Advertiser to provide ad units in the following sizes:

- 160 x 600 pixels
- 728 x 90 pixels
- 300 x 250 pixels

**THE FOCUS OF EVENT MARKETING, THE FLEXIBILITY OF DIGITAL...**



**TARGETED AUDIENCE**

The spa and wellness professionals you are trying to reach



**DIGITAL REACH**

From Facebook to WSJ, retarget spa & wellness pros wherever they go



**QUANTIFIABLE ROI**

Detailed reporting breaks down your results and value



**EXTENDED EXPOSURE**

Continue engaging our attendees beyond the few days of the event

**RESERVE TODAY**

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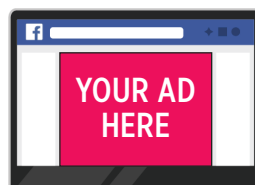
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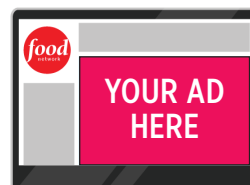
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**PRE-EVENT**



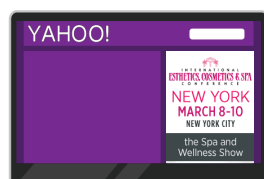
- Build brand awareness
- Drive booth traffic
- Promote your workshop/ happy hour/etc

**POST-EVENT**



- Follow-up messaging
- Lead generation/nurturing
- Special offers to attendees

**YEAR-ROUND OPPORTUNITIES**



The event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... **RETARGETING to the rescue!** Those cookies still exist, allowing you to continue reaching these spa and wellness professionals in the many months ahead!