

JANUARY 25 - 27, 2020 | LONG BEACH, CA

WHAT'S NEW FOR ISSE 2020!

The International Salon and Spa Expo is bringing even more to your show experience in 2020. From a refresh on education, built-in networking opportunities and a focus on new beauty and tech brands, you won't want to miss everything new in Long Beach this year!

EDUCATION

2020 is a whole new education line-up focused on who's hot, innovative, connected and influencing the future of beauty. Educators already on board include:

- + **GINA BIANCA AND J LADNER** - Brace for Impact Tour - Gina will share her signature sombrè technique combing balayage, foilyage, color melting and micro foil patterns and J Ladner will share his wet balayage technique.
- + **CATHEY SALERNO** - Making her first appearance in the US, the Toronto-based educator will share her award-winning strategies to help stylists stand out and overcome challenges in the growing bridal beauty category.
- + **NICCK TOWNSEND** - Known as The Eyebrow King, Nicck is a Master Aesthetician whose classes will teach standout eyebrow shaping focused on flattering shapes and tips for rehabbing overly thin brows.



NETWORKING

Face-to-face interaction has never been more important than in the digital age. At ISSE you'll discover many opportunities to interact with peers, speakers and mentors each day and a networking lounge specifically designed to connect beauty professionals!

BEAUTY FOCUS

Our new Beauty Focus booths are uniquely crafted to showcase first-time, Indie beauty brands that are relevant to the market right now!

TECH FOCUS

The ever-evolving technology world is revolutionizing the beauty industry and ISSE will be showcasing the top tech companies related to salon, spa and cosmetology in the Tech Focus booths!

BIG BRAND PLATFORMS

Manufacturers and distributors have two amazing area options to showcase their brands, along with a dedicated stage and turn-key booth design all in one space.

NEW EXHIBITOR SHOWCASE

New to ISSE? Want to secure a booth in front of ISSE 30k+ attendees but not sure you are ready? In 2020, we have a specially curated area perfect to highlight new companies to ISSE in beauty, hair care, fashion and related industry fields. Each space will be but offered at a discount for first time exhibitors!



RESERVE YOUR SPACE TODAY!

Contact the ISSE Sales Team at SALES@PROBEAUTY.ORG or **480.455.3461**.

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