

MIAMI



INTERNATIONAL LASH EXPO SPONSOR & EXHIBITOR PACKET



SEPTEMBER
15 & 16 2024
MIAMI, FL





WHAT IS ILE?!

ILE IS A BICOASTAL LASH ARTIST BASED PROGRAM. THIS TWO-DAY EVENT WILL FEATURE OPPORTUNITIES IN EDUCATION, SHOPPING AND COLLABORATION. THIS IS NOT YOUR AVERAGE LASH EVENT. OUR GOAL IS TO ENGAGE BEAUTY PROFESSIONALS IN ALL AREAS OF THE INDUSTRY, WITH ALL DIFFERENT WALKS OF LIFE AND GOALS. WE ARE INNOVATIVE, AND WANT TO PROVIDE A SAFE ENVIRONMENT THAT PROMOTES COLLABORATION, EDUCATION & NETWORKING WITH THE END GOAL OF LEVELING UP EACH OTHER'S BUSINESS.

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FILE STATISTICS

250 - 350 TICKETS AVAILABLE

30+ BREAKOUT SESSIONS AVAILABLE

40+ VENDOR EXHIBIT HALL

30,000+ SQ FT OF EVENT SPACE

FIRST PROGRAM TO BE BICOASTAL
AND OFFER OPPORTUNITY ON BOTH
THE EAST AND WEST COASTS.

**OPPORTUNITY TO ENGAGE WITH
LASH PROFESSIONALS AND WORK
WITH YOUR TARGET MARKET.**

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WHY IIE AND WHAT MAKES US DIFFERENT:

OUR TEAM HAS BEEN ON BOTH SIDES OF THE CONFERENCE/EXHIBIT TABLE, BOTH AS ATTENDEES AND EXHIBITORS FOR THE LAST 20 YEARS. WE HAVE COLLECTED DATA AND COMPARED NOTES AND ARE CONFIDENT WE CAN BRING YOU AN AMAZING EVENT AND EXPERIENCE ON BOTH THE EAST AND WEST COASTS!

OUR ALL INCLUSIVE EVENT WILL CONSIST OF: SHOPPING, EDUCATION, AND COLLABORATION WITH THE INDUSTRY'S FINEST - OUR ATTENDEES WILL COME OUT OF OUR EVENT FEELING EMPOWERED AND MOTIVATED.

OUR SAME PRICE TICKETING APPROACH ENSURES THAT ALL ATTENDEES GET TO ENJOY A VIP EXPERIENCE. THIS APPROACH ALSO HAS THE ADDED BENEFIT OF CREATING A MORE INCLUSIVE AND DIVERSE AUDIENCE. BRANDS AND ARTISTS FROM ALL DIFFERENT LEVELS OF BUSINESS CAN ATTEND THIS EVENT. THIS NOT ONLY MAKES THE EVENT MORE ENJOYABLE FOR EVERYONE BUT ALSO CREATES A SENSE OF COMMUNITY AND TOGETHERNESS AMONG ATTENDEES. NO MATTER IF YOU ARE A SEASONED VET OR AN EMERGING BRAND, WE ENCOURAGE ALL ARTISTS AND BRAND OWNERS TO ATTEND AT AN AFFORDABLE PRICE.

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MEET THE FOUNDERS

CARLOS AND CRYSTAL PEREZ ARE THE OWNERS AND OPERATORS OF SEVERAL SMALL BUSINESSES IN BEAUTY, RETAIL, AND APPAREL. THEY ARE JUMPING INTO THEIR NEXT VENTURE AS FOUNDERS OF THE INTERNATIONAL LASH EXPO.

WITH 20+ YEARS COMBINED IN BUSINESS, EDUCATION AND RETAIL EXPERIENCE THEY HAVE BUILT AN IMPRESSIVE PORTFOLIO THROUGH WORK EXPERIENCE AND ENTREPRENEURSHIP.

ONE OF THE TEAMS STRONGEST ASSETS IS THEIR COLLABORATIVE SPIRIT. THEY FREQUENTLY WORK WITH OTHER BRANDS AND PROFESSIONALS IN THE INDUSTRY TO UPLIFT THE COMMUNITY AND PROVIDE OPPORTUNITY.

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REASONS TO EXHIBIT OR SPONSOR WITH US:

1. WE ARE A ONE TICKET GETS ALL EVENT - MEANING EVERYONE IS OFFERED THE SAME EXPERIENCE AT THE SAME PRICE, THIS INCLUDES EXHIBITORS TOO! WE KNOW HOW HARD IT WAS TO GET STARTED AS A SMALL BUSINESS IN THIS INDUSTRY AND WE HEARD YOU!

2. AS THE FIRST BICOASTAL LASH EVENT DEDICATED TO COLLABORATION, EDUCATION AND EXHIBITION WE HAVE HEARD THE NEEDS OF OUR COMMUNITY. WITH A WELL DIVERSE PORTFOLIO WE HAVE TAKEN THE NEEDS OF OUR COMMUNITY AND PRODUCED A WELL ROUNDED EVENT.

3. AS AN EXHIBITOR OR SPONSOR YOU GET FIRST CHOICE TO PROMOTE YOUR BUSINESS, BRAND OR KNOWLEDGE TO A FOCUSED GROUP OF INTERESTED PROFESSIONALS BY TEACHING A CLASS OR TRAINING!

4. A COMPREHENSIVE CONFERENCE & PROGRAM THAT WILL INCLUDE INDUSTRY TRENDS, BUSINESS BUILDING, MARKETING AND MORE TO DRAW A WELL-ROUNDED BASE OF ATTENDEES TO THE EVENT. OUR PROFESSION IS MORE THAN JUST LASHES.

5. IT'S THE BEST WAY TO MEET YOUR CURRENT CUSTOMERS! CUSTOMERS LOVE TO MEET BRAND OWNERS & INFLUENCERS! IT IS AN AMAZING WAY TO BUILD REPORT WITH NEW AND EXISTING CUSTOMERS.

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EXHIBITOR OPPORTUNITIES

EXHIBITOR BOOTH: \$995

ALL INCLUSIVE PRICING INCLUDES:

3 COMPLIMENTARY ALL ACCESS PASSES

10X10 PITCH

6 FOOT TABLE W/ COVERINGS

PRIORITY ON EDUCATIONAL/TRAINING
SESSIONS

COMPLIMENTARY WIFI FOR 1 DEVICE
SELECTION OF BOOTH ON FLOOR PLAN
LOGO ON ILE WEBSITE & PROMOTIONAL
MATERIALS

DISCOUNT CODE FOR FOLLOWERS

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EXHIBITOR INFORMATION

EXHIBITOR BOOTH SET UP

SEPTEMBER 14: 5PM-10PM
SEPTEMBER 15: 7AM - 11AM

EXHIBITOR BOOTH TEAR DOWN

SEPTEMBER 16: 4PM

EXHIBITOR FLOOR HOURS:

SUNDAY 11 - 5 PM
MONDAY 11 - 4 PM

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TENTATIVE ILE SCHEDULE

SUNDAY SEPTEMBER 15:

9:30AM - OPENING CEREMONIES

11:00 AM - EXHIBIT HALL OPENS

1:00 PM SESSION 1

2:00 PM SESSION 2

3:00 PM SESSION 3

4:00 PM SESSION 4

9:00 PM - COCKTAIL PARTY

MONDAY SEPTEMBER 16:

9:30AM - OPENING CEREMONIES

11:00 AM - EXHIBIT HALL OPENS

12:00 PM LIVE Q&A

1:00 PM SESSION 1

2:00 PM SESSION 2

3:00 PM SESSION 3

4:00 PM SESSION 4

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SPONSOR OPPORTUNITIES

COCKTAIL PARTY SPONSOR - \$1,500
(6 AVAILABLE)

~~LANYARDS FOR NAME BADGES - \$1000~~

~~SHOPPING BAGS FOR ATTENDEES -
\$1500~~

~~WATER BOTTLES FOR ATTENDEES - \$1000~~

~~PHOTOBOOTH SPONSOR - \$1500~~

~~IIE NOTEBOOK/PEN - \$1500~~

SPONSORS WILL RECEIVE TWO (2) ALL
ACCESS PASSES TO OUR EVENT!

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OUR 2024 VENUE

MIAMI AIRPORT CONVENTION CENTER

OUR EVENT RESERVED:
27,000+ SQ FT OF EXHIBITOR SPACE &
EVENT SPACE
2,500+ SQ FT OF TRAINING SPACE

2ND LARGEST CONVENTION CENTER IN
MIAMI

15 MINUTE DRIVE FROM MIAMI
INTERNATIONAL AIRPORT

ON SITE HOTEL AND PARKING
DOUBLE TREE BY HILTON

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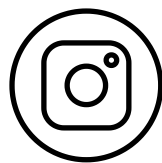


**WE WOULD BE HONORED
IF YOU JOINED US IN
MIAMI IN SEPTEMBER
2024!**

LET'S SET UP SOME TIME TO CHAT ABOUT
HOW YOUR BUSINESS CAN BE A PART OF
OUR BICOASTAL EVENT!



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