

THE INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

is the make-up world's biggest gathering. Thousands of make-up artists, vendors and enthusiasts discuss, display and collect the best the industry has to offer. Make-up pros from fashion and film (including Oscar, BAFTA and Saturn award winners) provide education and demonstrations at IMATS, and new products often debut there. IMATS also features a make-up museum and the Battle of the Brushes, a student competition.

Before IMATS, there were no trade shows specifically designed for make-up artists, although cosmetics companies had expressed a desire for such an event. In response, *Make-Up Artist* magazine publisher Michael Key held the first IMATS in August 1997 in Los Angeles. It allowed artists to customize what they wanted to see and it offered a diverse mix of products, demonstrations and education from industry leaders.

Like *Make-Up Artist* magazine, IMATS continues to educate and connect make-up artists from around the world. The show is held six times annually—in Los Angeles; New York; London; Vancouver, B.C.; Toronto; and Sydney.



© Key Publishing group. Make-ups (from top) Cyrilla Eynard, Neill Corton and Josh Turi, Nick Posley

LOS ANGELES

Location: Pasadena Convention Center, Pasadena, CA, USA

Dates: January 15-17, 2016

2015 Tickets Issued: 9,225

Established: 1997

NEW YORK

Location: Pier 94, New York City, NY, USA

Dates: April 8-10, 2016

2015 Tickets Issued: 9,389

Established: 2011

LONDON

Location: Olympia National, Kensington, Central London, U.K.

Dates: June 3-5, 2016

2015 Tickets Issued: 5,531

Established: 2002

VANCOUVER, BRITISH COLUMBIA

Location: Vancouver Convention Centre West, Hall B, Vancouver, B.C., CAN

Dates: July 16 - 17, 2016

2015 Tickets Issued: 2,738

Established: 2010

TORONTO

Location: North Metro Toronto Convention Centre, Halls A and B, Toronto, Ontario, CAN

Dates: October 1-2, 2016

2015 Tickets Issued: 4,785

Established: 2009

SYDNEY

Location: Royal Hall of Industries, Moore Park, Sydney, AUS

Dates: November 19 - 20, 2016

2015 Tickets Issued: 4,306

Established: 2009

Demographics:

Professionals // Department Heads // Union Leaders // Academy Members // Educators // Students
in film, television, theater, editorial & print, effects shops, advertising, retail, manufacturing and freelance

35.8k

YEARLY ATTENDANCE
WORLDWIDE

388k

AVG. MONTHLY
PAGE VIEWS***

15.3k

MAKE-UP ARTIST
PRO-CARD HOLDERS

 38k

 17.6k

 98k

 3k

 2.1k

Additional Outlets: *MAKE-UP ARTIST MAGAZINE*

12k

PRINT
DISTRIBUTION

289

ONLINE
SUBSCRIBERS

82.9k

EMAIL
SUBSCRIBERS

104k

MAKEUPMAG.COM
AVG. MONTHLY
PAGE VIEWS***

48k

MAKEUP411.COM
AVG. MONTHLY
PAGE VIEWS***

27.8k

SCHOOL DIRECTO-
RY AVG. MONTHLY
PAGE VIEWS***

*Number does not include iTunes subscribers

***Source: Google Analytics from Jan. 1 - June 30, 2015

With six shows in four countries, IMATS is the most diverse and fastest growing professional make-up show in the market today. Exhibiting at IMATS is your first step to reaching a broader audience and making connections with the industry's leading make-up professionals in motion picture, theater, television and print media. We offer a variety of marketing outlets before, during and after the show to assure you receive the greatest coverage possible.

Pre-show:

- Press release (see page 5)
- Email campaigns to our targeted database (see page 5)
- Exhibitor promo graphic (see page 5)
- Website advertising on IMATS.net (see page 6)
- Coverage in *Make-Up Artist* magazine and on our social media channels (see page 7)

At show:

- Stage and classroom video screen advertisements (see page 8)
- Café table cards (see page 8)
- Café table tents (see page 8)
- Show-program advertising and classroom time (see page 9)
- Press packets (see page 10)
- Battle of the Brushes swag-bag donation (see page 10)
- Show sponsorship opportunities (see pages 11-14)
 - Platinum, Gold, Silver, Bronze
 - Battle of the Brushes student competition
 - Make-up Museum
 - Café table
 - Additional stage and classroom opportunities

Post-show:

- Email campaigns to our targeted database (see page 15)
- Coverage in *Make-Up Artist* magazine's print and digital editions and our social media channels (see page 15)

Press release:

Make-Up Artist magazine Managing Editor Heather Wisner composes and circulates a pre-show press release for all six IMATS. Depending on scheduling and announcements, there is often enough news to require two press releases prior to the show.

Email campaigns:

The IMATS marketing team produces two-three pre-show email campaigns for each show. The emails are sent to a targeted audience and advertising space is available in a limited fashion per email.

- **Cost per campaign:** \$250
- **Image specs:** 300 pixels x 250 pixels at 75 DPI
- **Campaign schedule:** Contact Sales Director Scott Jones for show-specific details and availability: scottj@kpgmedia.com



Exhibitor promo graphic:

Every IMATS exhibitor will receive a personalized promotional graphic which can be used at the exhibitor's discretion. See examples below.

- **Cost:** Included with purchase of booth space

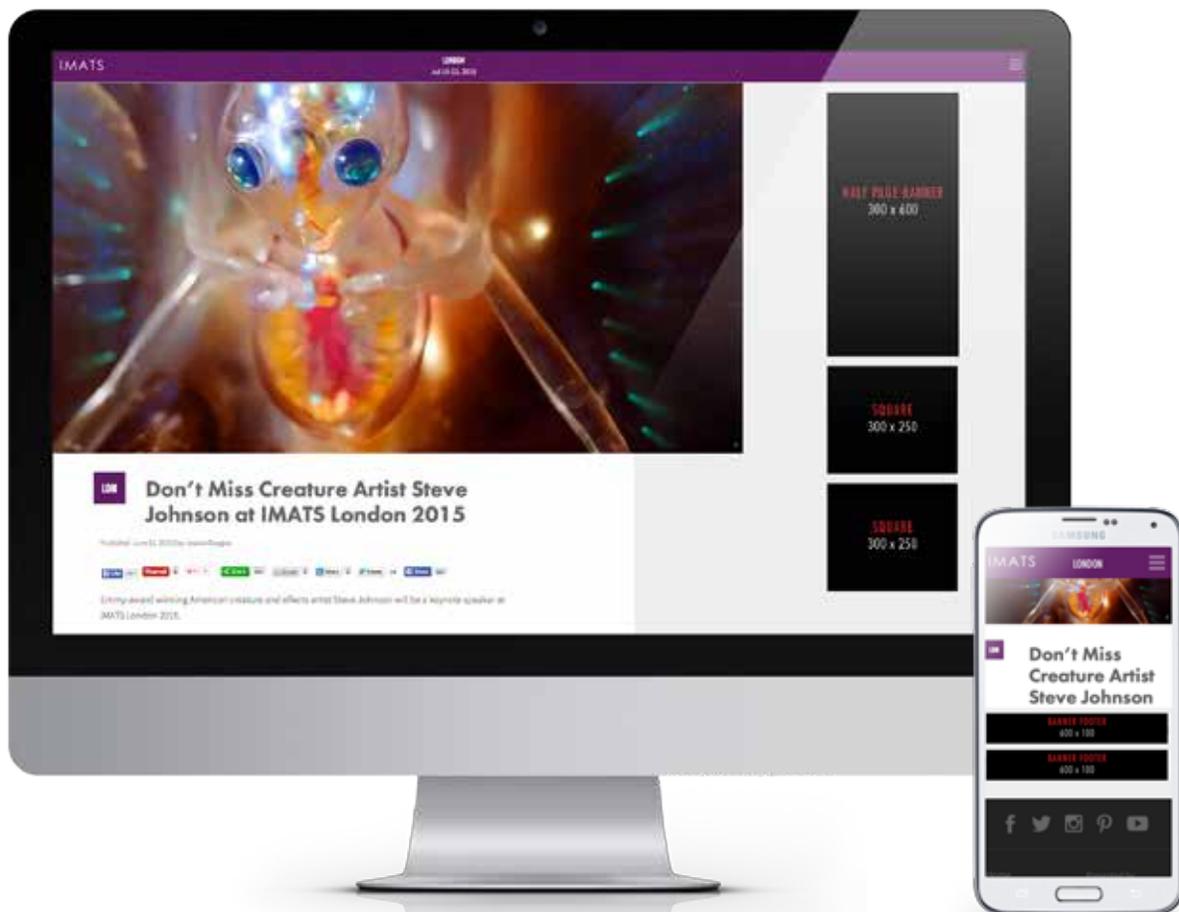


Web advertising:

- With more than 90,000 unique visitors a month, imats.net draws the attention of key decision makers in the motion picture, television, theater and print industries, as well as prospective students deciding how to move their make-up careers forward.
- **What makes a good Web ad?** Something that's simple, clean and to the point. Make sure your logo and product are prominently displayed with a simple call to action (e.g.: *Buy Now!*, *Sale Ends Soon*, *Visit makeupmag.com to learn more!*)

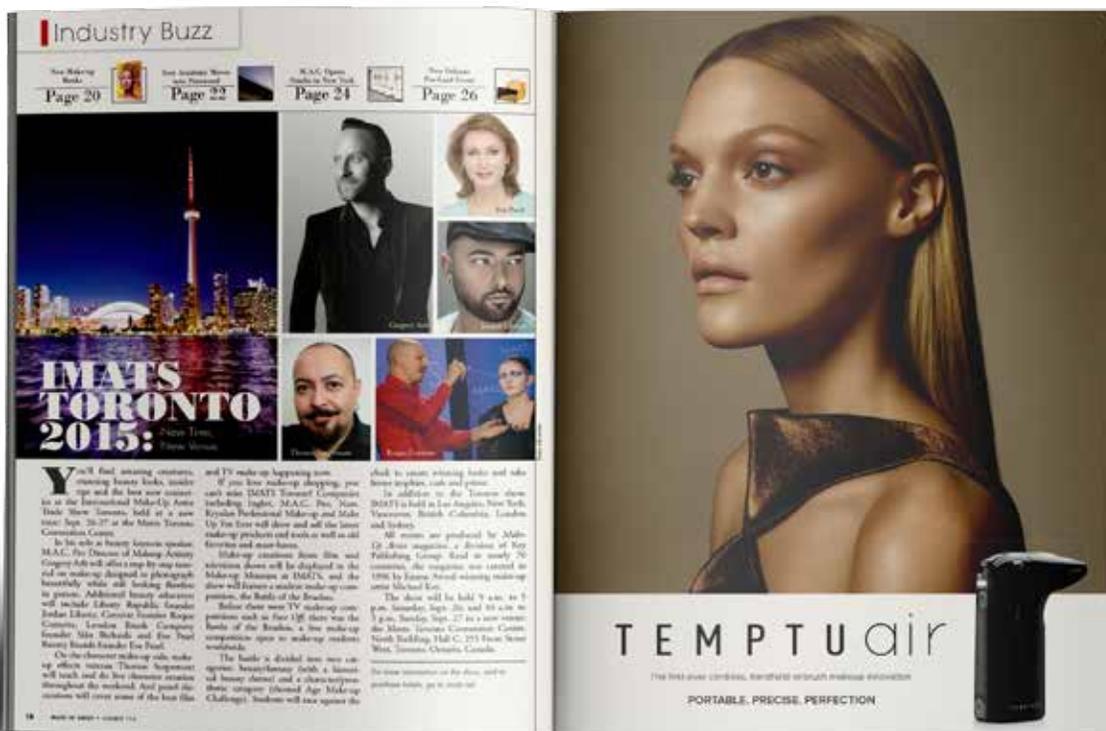
Specs & rates

	SIZE (pixels)	1 MONTH	6 MONTH	12 MONTH
Half Page Banner	300 x 600	\$350	\$325	\$300
Square	300 x 250	\$300	\$275	\$250
Banner Footer	600 x 100	\$250	\$225	\$200



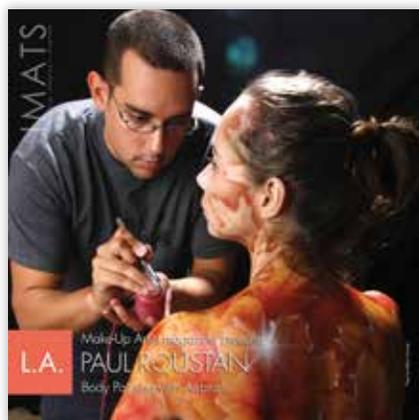
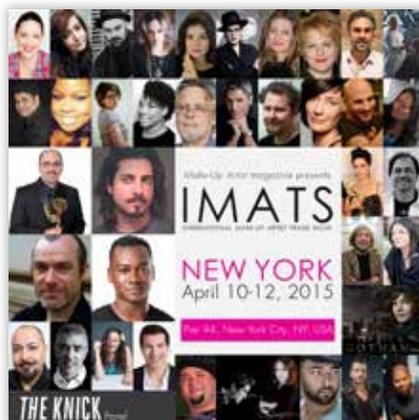
Coverage in *Make-Up Artist* magazine:

IMATS is presented by *Make-Up Artist* magazine, the only print publication that covers 100 percent of the professional make-up industry. You can find pre-show coverage in the Industry Buzz section of the magazine which is produced in print and online editions.



Coverage on our social media channels:

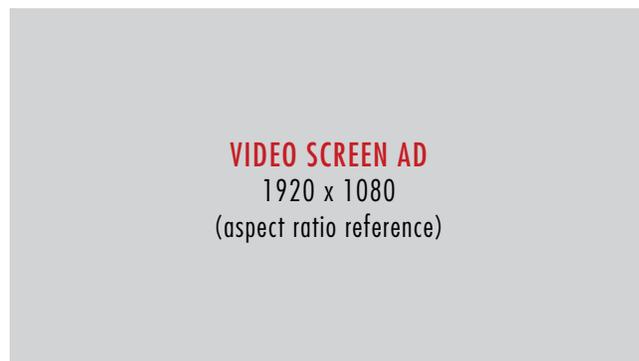
With more than 158,000 followers across our social media channels, IMATS has the platform to get your brand and artists seen by top industry professionals.



Stage and classroom video screen advertising:

Each IMATS is unique, but one thing they all have in common are education stages with a high production value. Stages host 70" HD screens providing a unique direct advertising opportunity during the show. No video is necessary; this is a static image, much like a banner ad on a website, but your canvas is a 70" screen.

- **Cost per stage (or classroom in L.A. and London):** \$250.00
- **Image specs:** 1920 pixels x 1080 pixels at 75 DPI
- **Artwork deadline:** 15 business days before event



Café table tents and cards:

IMATS hosts a café area within every venue where attendees can enjoy a bite to eat between shopping, attending classes or watching the Battle of the Brushes student competition. It's a perfect time to catch their attention and direct them to your booth for more shopping.

Café table tent:

Cost: \$125
Specs: 4"w x 2"h, 4/C
Qty: 15

Café table cards:

Cost: \$75
Specs: 4.25"w x 2.75"h, 4/C
Qty: 104 cards

Advertising and classrooms:

Education is a key component of all IMATS. When you purchase an advertisement in the show guide, you are entitled to one hour of education: class location and time are determined by schedule needs. Once you have supplied a speaker and education topic, the information will be posted on IMATS.net, within the show-guide event schedule and on all show directional signage.

- **Cost:** Varies by show. Please contact Sales Director Scott Jones for pricing and availability: scottj@kpgmedia.com
- **Ad specs:** See page 9 for all artwork specifications
- **Artwork deadline:** Three weeks before show: exact date will be assigned closer to show dates

Advertising specs - show program:

Standard Page Sizes*	Live	Trim	Bleed
Full-Page Spread	10.5" x 8"	11" x 8.5"	11.25" x 8.75"
Full Page	5" x 8"	5.5" x 8.5"	5.625" x 8.75"
A5 Page Sizes**	Live	Trim	Bleed
Full-Page Spread	286mm x 200mm	296mm x 210mm	302mm x 216mm
Full Page	138mm x 200mm	148mm x 210mm	151mm x 216mm

Placement: Unless otherwise specified with the sales director, all ads should be designed for a right-page placement.

*Used in Los Angeles, New York, Vancouver and Toronto **Used in London and Sydney



Submitting files:

- **Email:** Artwork smaller than 5MB may be sent to Customer Service Manager Misty Faler: mistyf@kpgmedia.com
- **NOTE:** If your file exceeds 5MB, please send via DropBox, WeTransfer or your preferred file-transfer website.
- **Once the file is uploaded, please notify us immediately.**
 - For files submitted after the artwork deadline, IMATS will not be held responsible for ad-reproduction errors.
 - The publisher retains the right to reject any advertising not suitable or at variance with IMATS standards.

File formats and requirements:

- Digital files only at 100 percent of ad size
- **Formats:** Hi-res PDF (PDF/X-1a) or flattened TIFF. Illustrator EPS with fonts converted to outlines is acceptable.
- **Color:** CMYK. DO NOT send artwork with spot, Pantone or RGB colors.
- **Images:** Must be 300 DPI and flattened.
- **Fonts:** Must be embedded or converted to outlines.
- Files submitted that are improperly linked, contain low-res artwork or require missing fonts must be altered before being accepted. A fee of \$150 will be charged for in-house alterations made to bring artwork to print specifications.

Press Packets:

Each year IMATS and its exhibitors receive press coverage from TV stations with top market share and popular mainstream print press including *The Los Angeles Times* and *Cosmopolitan*. IMATS also welcomes top-tier YouTube personalities who cover the professional make-up industry.

- **Cost:** FREE
- **Due Date:** Deliver your press releases and products to the IMATS registration counter on the day of your booth set up.

Student competition swag-bag donations:

The Battle of the Brushes is the original make-up competition. An open call for entries is sent out to make-up schools around the world and IMATS founder Michael Key chooses the best eight students in each category: beauty/fantasy and character/prosthetic.

By donating products for the participant swag bags, you are placing your brand at the front of the make-up industry's future.

- **Cost:** Your products placed in the student competition participant bags.

Show sponsorship opportunities:

With six shows in four countries, IMATS is the most diverse and fastest-growing professional make-up show in the market today. Exhibiting at IMATS is your first step to reaching a broader audience and making connections with the industry's leading make-up professionals in motion picture, theater, television and print media. Put your brand front and center by partnering with IMATS as a show sponsor!

Platinum Sponsor: **EXCLUSIVE**

- Trade-show bag where your logo will be prominently displayed, with insertion opportunity in each bag
- Two-page advertisement in the IMATS show guide
- Booth listings and logo on all print materials and IMATS website
- Logo inclusion on all tickets and wristbands
- Brand ad on entry ticket
- Announcement of your sponsorship in press releases
- Use of a classroom area for educational presentation one hour each day
- One 60-second video commercial on the sponsored stage (varies by show)
- Static ad on screen in classrooms
- Café table tent ad with your logo and booth number
- Logo inclusion on event signage

Gold Sponsor: **EXCLUSIVE**

- One-page advertisement in the IMATS show guide
- Booth listings and logo on all print materials and IMATS website
- Announcement of your sponsorship in press releases
- Use of a classroom area for educational presentation one hour each day
- One 30-second video commercial on the sponsored stage (varies by show)
- Signage on sponsored stage (varies by show) with your brand and booth number
- Static ad on screen in classrooms
- Café table tent ad with your logo and booth number
- Logo inclusion on event signage

Silver Sponsor: **EXCLUSIVE**

- One-page advertisement in the IMATS show guide
 - Booth listings and logo on all print materials and IMATS website
 - Announcement of your sponsorship in press releases
 - One 30-second video commercial on the sponsored stage (varies by show)
 - Signage on sponsored stage (varies by show) with your brand and booth number
 - Use of sponsored stage (varies by show) for one hour of education on Saturday and Sunday
 - Static ad on screen in classrooms
 - Logo inclusion on event signage
-

Bronze Sponsor: **EXCLUSIVE**

- One-page advertisement in the IMATS show guide
 - Booth listings and logo on all print materials and IMATS website
 - Announcement of your sponsorship in press releases
 - Use of a classroom area for educational presentation one hour each day
 - Static ad on screen in classrooms
 - Café table tent ad with your logo and booth number
 - Logo inclusion on event signage
-

Battle of the Brushes Competition Sponsor:

- One-page advertisement in the IMATS show guide
- A check on behalf of your company will be given in the amount of \$1,000 to the first-place winner of both the beauty/fantasy and character/prosthetic categories.
- The first- through third-place trophies will bear your brand logo.
- With the presentation of the check, if you desire, you or an associate will have a brief moment to offer a congratulatory onstage statement on behalf of your company.
- Logo on all Battle of the Brushes publications and promotions
- Static ad on screen in classrooms
- One hour of classroom education time during the weekend
- Listing and logo on all print materials and IMATS website

Make-up Museum Sponsor:

- Full-page color ad in our IMATS show guide
 - Listing and logo on all print materials and IMATS website
 - Announcement of your sponsorship in all press releases
 - One hour of classroom education time during the weekend
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Café Table Sponsor:

- Brand logo and booth number placed on table-top advertising stands
- Listing and logo on all print materials as a sponsor
- Listing on website as a sponsor

Additional Stage and Classroom Sponsor Opportunities:

- Logo included on:
 - Show sponsor graphics
 - Stage and/or classroom signage
 - Show sponsor page at IMATS.net
 - Pre-show marketing materials (i.e., show postcards, email campaigns, press release)
- Stage and classroom video screen ad (see page 8 for specs)
- **Cost:** Starting at \$1,500. For more information, contact Sales Director Scott Jones: scottj@kpgmedia.com

Stages and Classrooms per show:

Los Angeles

Hall 1, 2 and 3 Stages
Classrooms A, B and C

Vancouver

IMATS Stage
Open Forum Stage

New York

North and South Stages
Pier 94 Stage
Open Forum Stage

Toronto

IMATS Stage
Open Forum Stage

London

IMATS Stage
Open Forum Stage
Apex and Club Rooms

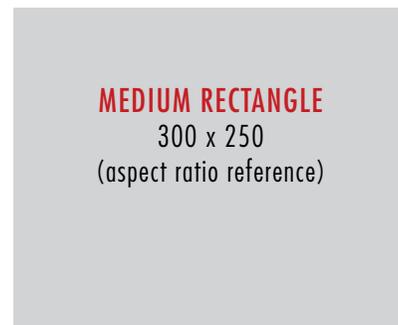
Sydney

IMATS Stage
Open Forum Stage

Post-show email campaigns:

The IMATS marketing team produces two-three post-show email campaigns for each show. The emails are sent to a targeted audience and advertising space is available in a limited fashion per email.

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