

### 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) Cyrrilla 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:** June 25-26, 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

**2014 Tickets Issued:** 4,785

**Established:** 2009

## SYDNEY

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

**Dates:** November 14-15, 2015

**2014 Tickets Issued:** 4,223

**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**

**f** 38k

**t** 17.6k

 98k

 3k

**You  
Tube** 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

Updated 11/2015

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)

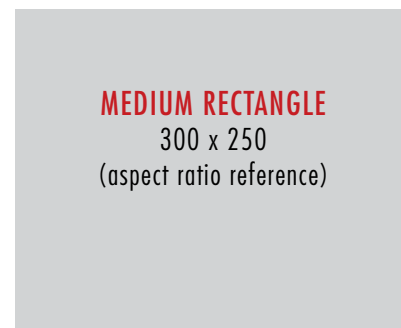
## Press release:

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](mailto: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

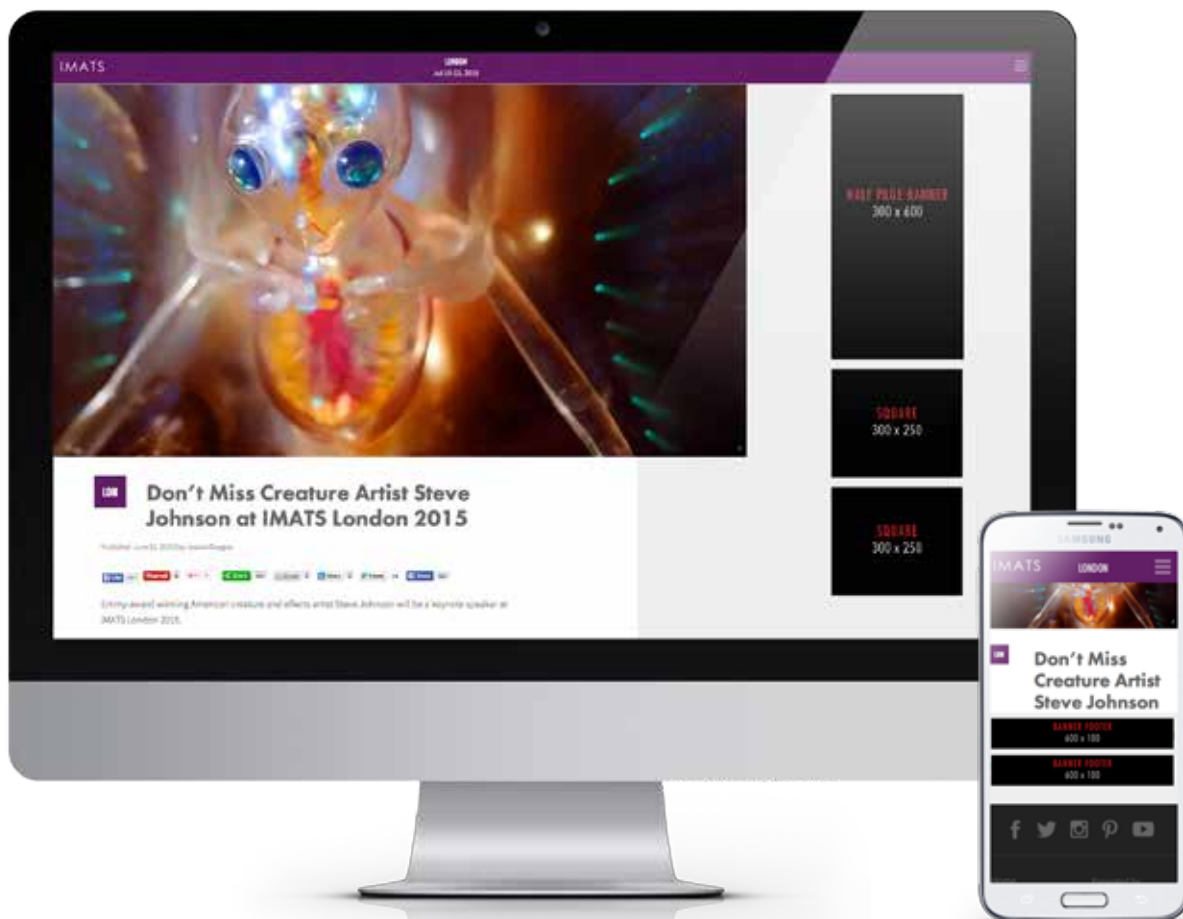


## Web advertising:

- 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:

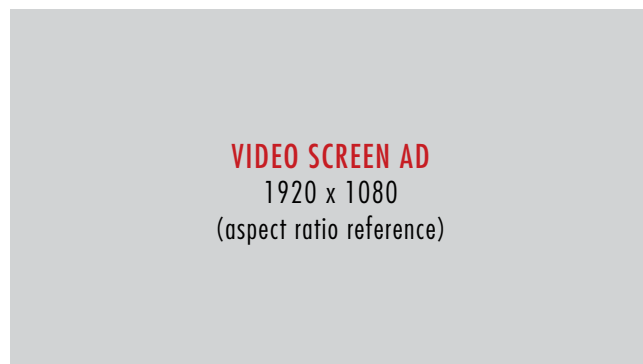
With more than 158,000 followers across our social media channels, IMATS has the platform to get your brand and artists seen by top industry professionals.



## 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](mailto: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

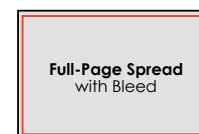


## Advertising specs - show program:

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](mailto: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
- 

### **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](http://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](mailto: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

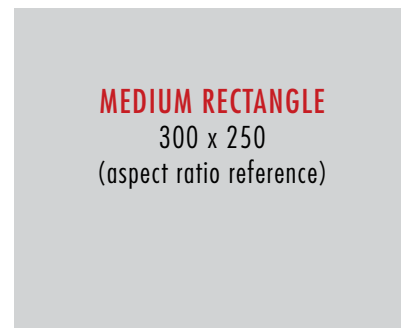
### Sydney

IMATS Stage  
Open Forum Stage

### Post-show email campaigns:

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