

THE INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

is the world's largest celebration of make-up artistry. 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 global student competition.

Before IMATS, there were no trade shows specifically designed for make-up artists, although cosmetic 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; Toronto; Vancouver, B.C.; and Atlanta.



FROM TOP: MAKEUP BY SHANNA CISTULLI, JOCELYN CASDORPH, BRUCE SPAULDING FULLER, PHOTOS BY DEVERILL WEEKES, © 2018 KEY PUBLISHING GROUP

IMATS LOS ANGELES

Location: Pasadena Convention Center, Pasadena, California

Dates: January 12-14, 2018

2017 Tickets Issued: 10,472

Established: 1997

IMATS NEW YORK

Location: Pier 94, New York, New York

Dates: April 13-15, 2018

2017 Tickets Issued: 9,728

Established: 2011

IMATS LONDON

Location: Olympia National, Kensington, London, United Kingdom

Dates: May 18-20, 2018

2017 Tickets Issued: 6,415

Established: 2002

IMATS TORONTO

Location: North Metro Toronto Convention Centre, Exhibit Halls B and C, Toronto, Ontario

Dates: September 22-23, 2018

2017 Tickets Issued: 4,003

Established: 2009

IMATS VANCOUVER, BRITISH COLUMBIA

Location: Vancouver Convention Centre East, Exhibition Halls B and C, Vancouver, British Columbia

Dates: October 20-21, 2018

2016 Tickets Issued: 3,133

Established: 2010

IMATS ATLANTA

Location: Georgia World Congress Center, Atlanta, Georgia

Dates: November 17-18, 2018

**PROFESSIONALS • DEPARTMENT HEADS • UNION LEADERS •
ACADEMY MEMBERS • EDUCATORS • STUDENTS**

in film, television, theater, print, effects shops, advertising, retail, manufacturing and freelance

36,773

**YEARLY ATTENDANCE
WORLDWIDE**

312,995

**IMATS.NET AVERAGE
MONTHLY PAGE VIEWS***

FOLLOWERS:



50,112



246,912



22,739

ADDITIONAL OUTLETS:

MAKE-UP
ARTIST
M A G A Z I N E

6,314

**PRINT
DISTRIBUTION**

86,919

**MAKEUPMAG.COM
AVERAGE MONTHLY
PAGE VIEWS***

656

**ONLINE
SUBSCRIBERS**

11,384

**SCHOOL DIRECTORY
AVERAGE MONTHLY
PAGE VIEWS***

38,182

**EMAIL
SUBSCRIBERS**

23,431

**MAKE-UP ARTIST
MAGAZINE PRO-CARDS
ISSUED**

With six shows worldwide, 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 on imats.net and on our social media channels (see page 7)
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AT SHOW:

- Stage and classroom video screen advertisements (see page 8)
 - Café table tents (see page 12)
 - Show-program advertising and classroom time (see page 8)
 - Press packets (see page 10)
 - Battle of the Brushes swag-bag donation (see page 10)
 - Show sponsorship opportunities (see pages 11-13)
 - Platinum, Gold, Silver
 - 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 14)
- 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's Editorial department composes and circulates at least one pre-show press release for all six IMATS.

EMAIL CAMPAIGNS:

The IMATS marketing team produces two to 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
- For show-specific details and availability: sales@kpgmedia.com

**MEDIUM
RECTANGLE**
300 x 250
(aspect ratio reference)

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



2017 sample graphics shown. Design will vary.

WEB ADVERTISING:

- With more than 66,000 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

*All prices in USD



IMATS.NET

News articles, sponsors featured on floor plan and sponsors page



EMAIL CAMPAIGNS

Two to three sent per show to a targeted audience



COVERAGE ON OUR SOCIAL MEDIA CHANNELS:

With nearly 320,000 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 they all have one thing in common: 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 USD
- Image specs: 1920 pixels x 1080 pixels at 75 DPI
- Artwork deadline: 15 business days before event

VIDEO SCREEN AD
1920 x 1080
(aspect ratio reference)

ADVERTISING AND EDUCATION:

Education is a key component of all IMATS. When you purchase an advertisement in the show program, 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-program event schedule and on all show directional signage.

- Cost: Varies by show. Email sales@kpgmedia.com for pricing and availability
- Ad specs: See page 9 for all artwork specifications
- Artwork deadline: Three weeks before show; exact date will be assigned closer to show dates
- **Speaker & topic provided by you! Brand yo self!** This is a great opportunity to educate IMATS attendees on your products.

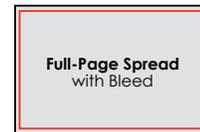


ADVERTISING SPECS - SHOW PROGRAM:

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 manager, all ads should be designed for right-page placement.

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



SUBMITTING FILES:

- **Email:** Artwork smaller than 5MB may be sent to Sales Assistant Brooke Burgess: brookeb@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 USD 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 and digital press including *The Los Angeles Times* and *Cosmopolitan*. IMATS also welcomes top-tier bloggers and 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. They will then be distributed.

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 eight best 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.
- **Email** botb@imats.net for more details.

SHOW SPONSORSHIP OPPORTUNITIES:

With six shows worldwide, 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 program
- Booth listings and logo on all print materials and on imats.net
- Logo inclusion on all tickets and wristbands
- Brand ad on entry ticket
- Announcement of your sponsorship in press release(s)
- Use of a classroom area for educational presentation one hour each day
- One 60-second video commercial on continuous loop at stages between classes
- Static ad on screens in classrooms
- Café table tent ad with your logo and booth number
- Logo inclusion on event signage

GOLD SPONSOR: **LIMITED TO THREE**

- One-page advertisement in the IMATS show program
- Booth listings and logo on all print materials and imats.net
- Announcement of your sponsorship in press release(s)
- Use of a classroom area for educational presentation one hour each day (VAN, TOR, ATL: limited to one hour class, one day)
- Signage on sponsored stage (varies by show) with your brand and booth number
- One 60-second video commercial on continuous loop at stages between classes
- Café table tent ad with your logo and booth number
- Logo inclusion on event signage
- Logo inclusion on pre-show email campaigns
- Up to six pre-show IMATS social media mentions

SILVER SPONSOR: **LIMITED TO THREE**

- One-page advertisement in the IMATS show program
- Booth listings and logo on all print materials and imats.net
- Announcement of your sponsorship in press release(s)
- One 30-second video commercial on continuous loop at stages between classes
- Signage on sponsored stage (varies by show) with your brand and booth number
- Use of stage (varies by show) for one hour of education on Saturday OR Sunday
- Static ad on screen in classrooms
- Logo inclusion on event signage

BATTLE OF THE BRUSHES COMPETITION SPONSOR:

- One-page advertisement in the IMATS show program
- A check on behalf of your company will be given to the first-place winner of both the beauty/fantasy and character/prosthetic categories. The amount of \$5,000 in L.A. and NY. \$3,000 in ATL. £4,000 in LDN. \$3,000 CAD in TOR and VAN.
- 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 onscreen in classrooms
- One hour of classroom education time during the weekend
- Listing and logo on all print materials and imats.net

MAKE-UP MUSEUM SPONSOR:

- Full-page color ad in our IMATS show program
- Listing and logo on all print materials and imats.net
- Announcement of your sponsorship in press release(s)
- 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 imats.net 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 USD. For more information, contact Sales Manager Heidi O'Hara: sales@kpgmedia.com

STAGES AND CLASSROOMS PER SHOW:

LOS ANGELES

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

TORONTO

IMATS Stage
Open Forum Stage

NEW YORK

North and South Stages
Pier 94 Stage
Open Forum Stage

VANCOUVER

IMATS Stage
Open Forum Stage

LONDON

IMATS Stage
Open Forum Stage
Apex and Club Rooms

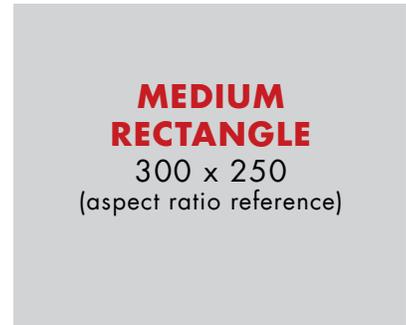
ATLANTA

IMATS Stage
Open Forum Stage

POST-SHOW EMAIL CAMPAIGNS:

The IMATS marketing team produces two to 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.

- Cost per campaign: \$250
- Image specs: 300 pixels x 250 pixels at 75 DPI
- For show-specific details and availability: sales@kpgmedia.com



POST-SHOW SOCIAL MEDIA



IMATS.NET WEB GALLERY



