

NEW EVENT INVIGORATES SPA INDUSTRY!



Las Vegas, Nevada: Bentley International Group has successfully completed the launch of the first and only national trade show for day spas, the largest segment of the spa industry.

The Day Spa Expo took place February 7-9, 2006 in Las Vegas at the Mandalay Bay Convention Center.

Although there are a number of events across the country for both the Spa and Salon markets every year, day spas have until now been the most underserved segment of the multi-billion dollar market. The feedback from both exhibitors and attendees alike show that the Day Spa Expo has now dramatically changed business for the future.

Skip Williams, of Resources & Development, one of the show exhibitors stated "The nature of most spa & salon shows is selling small items one at a time to Estheticians and Practitioners, which is fine if that's your goal, but I think most exhibitors really want attendees that are decision-makers.

Day Spa Expo delivered that in ways I have never seen before.

The quality of attendees was outstanding. Almost everyone who visited our booth was a Spa Owner or Manager. We sold more and spoke to more decision-makers than at any other show we have ever exhibited in.

I only had two questions for show management, how much larger space can I lease for 07 and what sponsorships are still available."

Another major difference making Day Spa Expo unique in the industry is the educational program. Bentley International Group recruited the Day Spa Association directly to produce the Day Spa Expo Business Forum. The Forum was designed with the unique concept of offering strictly business focused sessions presented by industry leading experts, packed with information and education for the day spa owners, operators, and managers for all aspects of their business and operations.

Here is what a few Spa owners who attended had to say about what they thought of the show and forum:

- This was the first time I felt I left a show with more answers than questions, said Mary Cox, St. Louis Spa Owner. The classes were some of the most information-packed I've ever seen. I have management ideas I will use the minute I'm back home." And another shared: "We really felt as owners of a chain of east coast spas that we had an extremely worthwhile three days here at the Day Spa Expo, said Marilyn from Virginia. We were able to spend quality time with several vendors we had been wanting to work with, and I got to buy Pure Inventions items right there and take them back with me."

- "One thing is certain; Day Spa Expo was long needed in the industry, is a breath of fresh air, and has really invigorated the day spa market. With the way the spa owners and vendors alike embraced this inaugural show it looks like it will continue to invigorate and excite the industry for years to come," declares Shane O'Sheeran, show manager.

***For more information about the upcoming 2007 Day Spa Expo
February 20-22, 2007***

go to dayspaexpo.com or call 800-859-9247 or 702-893-9090

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