

Carolina Esthetics Conference 2008

Fact Sheet

Here's what we did last year:

- One-day event with continuing education, stage presentations, exhibit show floor, silent auction, job board, and panel discussion
- Began marketing the conference using Word of Mouth tactics in April 2007.
- Mailed packets to esthetic and cosmetology schools in NC and SC to advertise the conference
- Sent two rounds of direct mail pieces:
 - the first went to all licensed estheticians in both NC and SC
 - the second went to all licensed estheticians and all spas and salons in both NC and SC.
- Sent out monthly email newsletter to current customer database
- Grace Medical Equipment included CEC flyers with all orders that shipped and all information packets mailed to customers and prospects
- The South Carolina Esthetics Association and Grace Medical Equipment distributed flyers in all continuing education classes taught in NC and SC
- The North Carolina Aesthetics Association included CEC information with their newsletter to all NCAA members
- Met attendance goal at CEC 2007: approx. 230 people attended
- Feedback from Attendees:
 - Many thought the show was well-organized and very educational
 - Many found the stage presentations and classes worthwhile
 - Attendees wanted more vendors
 - Attendees wanted to be able to receive more continuing education hours
 - Not enough time between classes; stage presentations overlapped w/ classes
- As a result of the above feedback, we are offering up to 8 hours of CE this year, as opposed to the 6 hours offered last year
- Our goal is to bring in more vendors in 2008—which is where you come in!

Here's the Plan for CEC 2008:

- 2-day event
- Classes being offered both days to allow attendees more time between classes
- Stage presentations will take place between classes
- Have 10-15 outside vendors—*with a small number of vendors, customers are more likely to visit and spend time at your booth. Last years' vendors had a lot of repeat booth visits.*
- Exhibit floor will be open from 1pm-6pm Sunday and 10am-6pm Monday
- Attendance Goal: 300
- Marketing efforts: we will use most of the same efforts as last year, however, we will most likely add one more direct mail piece and market the schools harder.
- Will offer 8 hours of continuing education for attendees