

# Sothys Athletics

Think Sothys before & after exercise.







Visit SOTHYS at ISPA 2018 Exhibit Hall, Booth 1015

For more information, please call 1-800-325-0503





## **WELCOME TO THE 2018 ISPA CONFERENCE & EXPO!**

First, we'd like to extend a big thank you to everyone who has joined us here in sunny Phoenix. I can't begin to tell you how excited we are for the week ahead. With this year's event in an incredible new venue, there's a lot in store that I promise you won't want to miss.

Get ready to be wowed every morning in the General Session.

Connecting, engaging and building a strong spa industry workforce will be the core focus of this year's keynote lineup featuring Shawn Achor, Sally Hogshead and Daymond John. Although these three individuals are unique in their own ways, their inspiring messages and invaluable insights will help our spa community continue to evolve. Be sure to attend each General Session—you won't be disappointed.

With over 25 Education Sessions offered throughout the week on a wide variety of hot topics in the spa industry, there's something for everyone to connect with. And new for this year, be sure to look for the Education Sessions that are offering massage therapy CE credits—what an amazing added benefit to #ISPA2018.

Whether you're exploring the hustle and bustle of the 220+ exhibitors on the Expo floor or receiving an innovative treatment in the all-new Experience Center, be sure to carve out time to make connections with spa industry partners both old and new.

This is just a small preview of what's in store for our time together this week. Don't forget to download the ISPA Conference app to help you plan, network and CONNECT throughout the event.

Spa regards,

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GARRETT MERSBERGER, ISPA CHAIRMAN

"With this year's event in an incredible new venue, there's a lot in store that I promise you won't want to miss."

## CONNECT

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A Venue Full of New!



## 9 Must-know #ISPA2018 Details



- Stay connected with the **ISPA mobile app.** The app provides you with access to the agenda, maps, exhibitor contact information and live updates so you stay in the know.
- The Convention Center may not have a spa, but our resource partners helped build something even better. Stop by the **Experience Center on Level 1** to unwind and enjoy a special treatment.
- Need access to **wifi** at the Convention Center? Visit the cafe area on Level 1 to receive complimentary access.
- 4. Kickstart your mornings by attending one of the 6 am **workout sessions** in the Experience Center.
- The **Expo** is the place to be. Two-hundred plus exhibitors, complimentary lunch each day, dessert carts, free headshots, bite-sized education at the **Second Stage** and a shopping extravaganza at the **Foundation Auctions**.
- The Phoenix Convention Center is one of the most **environmentally-friendly** convention venues in the world. Low flow fixtures, a comprehensive recycling program, chef's garden and chairs made from recycled car batteries are a just a few of their noteworthy efforts.
- 7. For the first time, a handful of Education Sessions being offered are approved for massage therapy Continuing Education credits through NCBTMB. Look for the CE badge on the Education Sessions listing to identify those offering credits.
- Prepare for a VIP experience at the **Farewell Party at Chase Field** Wednesday evening. Attendees will pick up their tickets at a special **ISPA VIP entrance (Gate K)** at the ballpark (look for ISPA signs and staff). Don't forget to bring your ID.
- Relax in the comfort of your hotel room at the Sheraton Grand Phoenix by reserving a massage through **Zeel**. Booking through the app and using **code ISPA40 will get you \$40** off an in-room massage.

# CONNECT Agenda

## **SUNDAY SEPTEMBER 23**

NOON - 6 PM

Registration • LEVEL 3 FOYER

3 - 4 PM

A First Timer's Orientation to ISPA - LEVEL 2 - ROOM 222 A

## **MONDAY SEPTEMBER 24**

7 AM - 5 PM

Registration - LEVEL 3 FOYER

8 - 8:30 AM

Morning Refresher = LEVEL 3 = GENERAL SESSION FOYER

8:30 - 10 AM

General Session featuring keynote Shawn Achor = LEVEL 3 = BALLROOM 301 C

10:15 AM

Grand Opening of the ISPA Expo • LEVEL 3 • HALL C

10:15 AM - 5 PM

ISPA Expo = LEVEL 3 = HALL C

10:15 AM - 5 PM

Headshot Station in the Expo • LEVEL 3 • HALL C

10:15 - 11 AM

Shawn Achor = ISPA Keynote Book Signing = LEVEL 3 = HALL C

11:30 - 11:45 AM

Second Stage in the Expo

Second Stage in the Expo

Russell Donaldson = ISPA Research Highlights = LEVEL 3 = HALL C

11:45 AM - 1:30 PM

Lunch in the Expo = LEVEL 3 = HALL C

1 - 1:15 PM

Second Stage in the Expo

Michael Bruggeman = #NewFaceofMasculinity: Trends, Challenges and Opportunities = LEVEL 3 = HALL C

1:30 - 2:30 PM

Dessert Cart in the Expo = LEVEL 3 = HALL C



## "Life's just a bunch of accidents, **CONNECTED** by one perfect end."

-DANIEL C. TOMAS



#### **Education Sessions = LEVEL 2**

Spa Menu Engineering: Creating a Unique, Influential and Profitable Service Menu

KATE MEARNS = ROOM 221 A

Tell Me More - Leadership Through Active Listening

MICHAEL SHERLOCK ■ ROOM 222 A

Why Motivation is NOT the Key to Success

KIMBERLY SPREEN-GLICK ■ ROOM 222 C

Digital Persuasion: Sell Smarter in the Modern Marketplace

ERIN GARGAN KING = ROOM 224 A

Let's Talk About Your Talent Growth

RITA CRAIG = ROOM 229 A

3:30 - 4 PM

Energy Break = LEVEL 2 FOYER + ISPA EXPO LEVEL 3 = HALL C

4 - 5 PM

#### Education Sessions = LEVEL 2

Conscious Communication: Eliminating Drama and Inspiring Collaboration

HEATH AND NICOLE REED ■ ROOM 221 A

Design Your Legacy

LEIGH WEINRAUB ■ ROOM 222 A

Spa Yielding: A Holistic Approach to Optimize Revenue

SIMON B. MARXER AND CECIL HOPPER = ROOM 224 A

Why Putting Your Employees First Means Everyone Wins

ALISSA BAYER = ROOM 229 A

DAY Experience Center • LEVEL 1

(hours/appointment times set by each individual sponsor)







# CONNECT Agenda

## **TUESDAY SEPTEMBER 25**

7 AM - 5:30 PM

Registration • LEVEL 3 FOYER

7:30 - 8 AM

9:30 - 11 AM

11:15 AM - 5:30 PM

11:15 AM - 5:30 PM

Morning Coffee = LEVEL 2 FOYER

8 - 9 AM

Education Sessions • LEVEL 2

Become a Social Media Marketing Superstar

WANDA LOVE AND ANGELA CORTRIGHT ■ ROOM 221 A

Plan to Win: Financial Planning for Strategic Success

BETSY LEAHY ■ ROOM 222 A

Conscious Communication: Adding Value to Individual and Team Relationships with

Effective Appreciations

HEATH AND NICOLE REED ■ ROOM 222 C

Leading Spas in the 21st Century

CG FUNK AND GRANT LESSARD = ROOM 224 A

Steve Jobs, The Lost Interview: Lessons on Leadership

JEFF TOBE ■ ROOM 229 A

9 - 9:30 AM Morning Refresher • Level 3 • GENERAL SESSION FOYER

General Session featuring keynote Sally Hogshead = LEVEL 3 = BALLROOM 301 C

ISPA Expo = LEVEL 3 = HALL C

Headshot Station in the Expo • LEVEL 3 • HALL C

11:30 – 11:45 AM Second Stage in the Expo

Christina Daves = The PR Pathway to The Highly Visible Spa = LEVEL 3 = HALL C

NOON - 1:30 PM Lunch in the Expo = LEVEL 3 = HALL C

1 – 1:15 PM Second Stage in the Expo

Joy Baldridge = Effective Communication Skills for Bottom Line Results = LEVEL 3 = HALL C

1:30 - 2:30 PM Dessert Cart in the Expo = LEVEL 3 = HALL C

2 - 3:30 PM

#### Education Sessions = LEVEL 2

Creating Positive Cashflow with "Open to Buy"

TOM SHAY = ROOM 221 A

Interviewing and Hiring the Best!

JOY BALDRIDGE ■ ROOM 222 A

Creating Profits with PR

CHRISTINA DAVES ■ ROOM 222 C

Turn Mediocrity Into High Performance

BRYAN WILLIAMS = ROOM 224 A

Zero Tolerance: How to Protect Employees, Guests and Your Company from

Sexual Harassment in the Treatment Room

ERIC STEPHENSON AND JEAN KOLB ■ ROOM 229 A

3:30 - 4 PM

Energy Break = LEVEL 2 FOYER + ISPA EXPO LEVEL 3 = HALL C

4 - 5:30 PM

ISPA Foundation Live Auction & Close of the Silent Auction in the Expo • LEVEL 3 • HALL C

**ALL DAY** 

Experience Center • LEVEL 1

(hours/appointment times set by each individual sponsor)









#ISPA2018



# CONNECTAgenda

## **WEDNESDAY SEPTEMBER 26**

7 AM - 3:30 PM

Registration • LEVEL 3 FOYER

7 AM - 3 PM

Auction Payment Center at Registration - LEVEL 3 FOYER

7:30 - 8 AM

Morning Coffee • LEVEL 2 FOYER

 $8 - 9 \Delta M$ 

Education Sessions = LEVEL 2

Recruiting, Hiring and Supporting Massage Therapists

LES SWEENEY ROOM 221 A

Keeping it Clean in the Spa: Hot Topics in Anti-Harassment and Anti-Retaliation Laws

ABBE GONCHARSKY ■ ROOM 222 A

Discount Marketing: Tips to Drive New Business and Incremental Revenue

CHRISTIE MCCONNELL ■ ROOM 222 C

The Experience Quotient: Using the Power of 'Yes, and' to Improve Your Employee and Customer Experience

MIKE GANINO = ROOM 224 A

Spa Business is Show Business - Maximize Your Sales!

ANNE OBARSKI . ROOM 229 A

Morning Refresher • LEVEL 3 • GENERAL SESSION FOYER

9 - 9:30 AM 9:30 - 11 AM

11:15 AM - 3 PM

11:15 AM - 3 PM

Headshot Station in the Expo = LEVEL 3 = HALL C

11:30 AM - 12:30 PM

Second Stage in the Expo

ISPA Expo = LEVEL 3 = HALL C

Daymond John = ISPA Keynote Book Signing and Meet & Greet = LEVEL 3 = HALL C

General Session featuring keynote Daymond John - LEVEL 3 - BALLROOM 301 C

NOON - 1:30 PM

Lunch in the Expo = LEVEL 3 = HALL C

1 - 1:15 PM

Second Stage in the Expo

Dr. Christopher P. Johnson - How Technology is Bridging the

Gap Between Sport, Health and Medicine - LEVEL 3 - HALL C

1:30 - 2:30 PM

Dessert Cart in the Expo • LEVEL 3 • HALL C

2:30 - 3 PM

Energy Break • LEVEL 2 FOYER





3 - 4 PM | Education Sessions • LEVEL 2

The Secret Power of Spa Fitness: Linking Departments

LAWRENCE BISCONTINI - ROOM 221 A

From Group to Team – A Revolutionary Way to Elevate Your Team

SUSAN LEAHY AND SARA JONES ■ ROOM 222 A

Mastering the Art & Science of Upselling: Sell More and Sell More Easily

MERIT GEST = ROOM 224 A

Mind the Gap: How to Avoid Gaps in Spa Guests' Experiences

ANJA EVA KELLER PETRUCCELLI ■ ROOM 229 A

6:40 PM Farewell Party ■ CHASE FIELD

(Bring your ID to pick-up your ticket beginning at 5:30 p.m.

at the ISPA Gate K entrance at the ballpark.)

ALL DAY Experience Center • LEVEL 1

(hours/appointment times set by each individual sponsor)

"I define **CONNECTION** as the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; they derive strength from the relationship."

-BRENÉ BROWN



# AN EASIER WAY TO CONNECT.

GET THE ISPA CONFERENCE & EXPO APP AND DON'T MISS A THING.

MAPS | SOCIAL MEDIA | ATTENDEE MESSAGING
EVENT INFO | SPEAKER SCHEDULE | AGENDA BUILDER
EXHIBITOR DIRECTORY | PERSONAL SCHEDULE
SPONSOR LIST | AUCTION CATALOG + BIDDING



# 2018 ISPA CONFERENCE & EXPO ATTENDISPA.COM = 11



## Experience Center

When you're not attending transformative talks or making meaningful connections, take a break at the Experience Center, an all-new space comprised of branded Experience Studios and shared Treatment Areas where attendees can enjoy relaxing treatments and learn about the newest products and services.

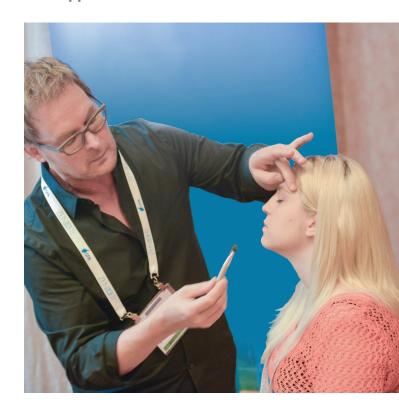
Appointment times will vary by sponsor. The Experience Center will not be open during the General Sessions or ISPA Foundation Live Auction.

Visit attendISPA.com or the ISPA Conference mobile app for more information.

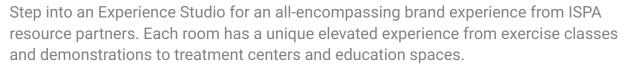
## TREATMENT AREA COMPANIES

Enjoy access to complimentary experiences offered by the following resource partners in the new shared Treatment Areas.

- emerginC = Walk in the Woods Facial: Moisturize, soothe and nourish skin with cold pressed botanical extracts.
- Hyperice Inc Hypervolt: Experience the benefits of vibration massage.
- Kerstin Florian International Kerstin Florian Anniversary Facial: 40 years of skincare + wellness.
- Osmosis Pur Medical Skincare Osmosis Holistic Facial and Sculpting Body Treatment: Experience what restoring the "Whole Body" can mean to your business.
- Sothys USA Inc. Nutri-Relaxing Massage: Nutri-Relaxing deep tissue inspired massage helps relieve tension from stress, sport or travel.









Columbia SkinCare | Blending Science & Nature for Optimal Skin Wellness since 1871.

**Treatment:** Probiotic Renewal Facial A 7-step facial clinically proven to accelerate skin's renewal process, allowing skin to perform at its optimal level; restoring health and luminosity.

## FOREO

FOREO revolutionizes beauty and oral care with superior technology.

**Treatment 1:** FOREO Facial Treatment *Take your skincare routine* to the next level with this gentle cleansing application that utilizes sonic pulsations. Reveal radiant skin!

**Treatment 2:** FOREO UFO Mask Express Treatment *The UFO* treatment combines out-of-this-world technology and advanced Korean formulas to refresh and revive your skin in 90 seconds!

**Treatment 3:** FOREO Eye Contour Treatment *IRIS utilizes unique* technology inspired by Asian fingertip tapping to reduce visible signs of crow's feet, dark circles, and under-eye bags.



#ISPA2018





LEVEL 1

## Experience Center

## **Experience Studios**

# Jurlique

Jurlique harvests natural botanical ingredients to create efficacious skin care.

**Treatment 1:** Hydrating Rose Facial With enriching Rose extracts and Rose hip oil, this facial infuses the skin with moisture to keep it smooth and glowing.

**Treatment 2:** Revitalizing Antioxidant Facial *Plant-based* antioxidants and a powerful triple-phase Vitamin C treatment are utilized to revive dull, fatigued skin to a refreshed and beautifully luminous appearance.

**Treatment 3:** Nutri-Define Ageless Facial *This decadent treatment* is as powerful as it is luxurious to reignite your skin's youthful luminosity and combat multiple signs of aging.

## saltability



Saltability and TouchAmerica Inc. provide top quality Himalayan salt concepts.

**Treatment 1:** Himalayan salt stone massage *Using organic hand* carved *Himalayan salt massage stones, the client will feel the* healing benefits.

**Treatment 2:** Himalayan salt loungers *Relax while listening to* sound healing on pure hand carved Himalayan salt loungers.

**Treatment 3:** Himalayan salt massage table *Lay directly on granular Himalayan salt to receive a Himalayan salt stone massage while healing sounds vibrate you to wellness.* 









#### **The Wellness Company**

The world's leading producer of design and technology-driven fitness equipment and solutions.

**Experience:** Skill-Athletic Training Skill-Athletic Training develops the physical and the coordinative components of performance, in an integrated plan.

Join Technogym for their HIIT fitness sessions throughout the week during the following times:

- Sunday, September 23 5 pm
- Monday, September 24 6 am, 7 am and 2 pm
- Tuesday, September 25 6 am, 7 am and 2 pm
- Wednesday, September 26 6 am and 7 am

## Universal & Companies

THE ULTIMATE SPA & WELLNESS RESOURCE

Universal Companies Inc. has served the spa industry with excellence since 1982.

**Treatment 1:** ViBrowLash & Intensive Lash & Brow Tinting *The* classic German formula is back, along with our new ammonia free, leaping bunny certified formula, ViBrowLash.

**Treatment 2:** Somadome Luxe Meditation Pod Therapy *Block out distracting stimuli and go deeper into your meditation with the Somadome Luxe enclosed personal meditation pod.* 

**Treatment 3:** Oxygeneo 3-in-1 Super Facial *Exfoliate, infuse, & oxygenate to reveal younger looking skin after just one treatment!* 

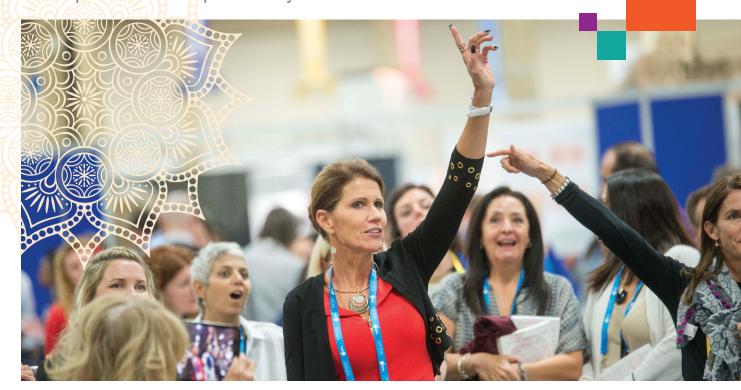
"The greatest opportunity to **touch the lives** of the greatest number of people with a **lifestyle that promotes wellness and health** is where spa and Integrative medicine meet."

-BRENT A. BAUER MD.



## ISPA EXPO - LEVEL 3 - HALL C ISPA Foundation

LET THE BIDDING BEGIN! Join your industry peers and challenge one another to place the highest bid on the irresistible items including one-of-a-kind collectibles that have been generously donated by ISPA members and supporters. The ISPA Foundation Live & Silent Auctions help raise funds to advance the Foundation's initiatives, including the development of new spa industry and consumer research.



## Live & Silent Auctions

## **Silent Auction Bidding**

Monday, September 24 ■ 10:15 am - 5 pm Tuesday, September 25 ■ 11:15 am - 5:30 pm

## **Live Auction**

Tuesday, September 25 ■ 4 - 5:30 pm

## Payment Center at Registration

Wednesday, September 26 ■ 7 am - 3 pm

## Item Pick-Up Center in the Expo

Wednesday, September 26 ■ 11:15 am - 3 pm



Get your bids ready! Here's a sneak peek of some of the amazing items that will be up for grabs during the Live Auction:

- The Resort at Pelican Hill Getaway Package
- Upper Level Tickets to Elton John's Farewell Yellow Brick Road Concert and Two-Night Stay for Two
- Mii amo Four-Night Stay for Two
- Technogym SKILLROW
- Six-Night Ireland Getaway for Two in Dublin, Ennis and Killarney
- Hamilton in Chicago Mezzanine Seats and Two-Night Stay for Two
- Private 10-Minute Business
   Session with Keynote Speaker
   Daymond John
- One-Week Stay for Two at Rancho La Puerta



"We make a living by what we get."
We make a life by what we give."

-WINSTON S. CHURCHILL

## CONNECT General Sessions

LEVEL 3 - BALLROOM 301 C

General Sessions provide ISPA Conference & Expo attendees the opportunity to unite as a spa community, learn about the state of the spa industry and be inspired by keynote speakers who will positively influence business and professional growth. Tears, laughter and excitement fill the General Session room each year as remarkable individuals present their moving life stories, business knowledge and passion for what they do each day.

## **MONDAY** 8:30 – 10 AM



## **Shawn Achor**

Shawn Achor is the New York Times bestselling author of *The Happiness Advantage* and *Before Happiness*. He spent 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in the most popular class at Harvard. Shawn graduated magna cum laude from Harvard and earned a Masters from Harvard Divinity School in Christian and Buddhist ethics.

Shawn has since become one of the world's leading experts on the connection between

happiness and success. Shawn has now worked with over a third of the Fortune 100 companies, and with places like the NFL, the Pentagon and the U.S. Treasury. To do his work, Shawn has traveled to 51 countries, speaking to farmers in Zimbabwe, CEOs in China, doctors in Dubai and schoolchildren in South Africa. His research on happiness made the cover of Harvard Business Review, his TED talk is one of the most popular of all time with over 14 million views, and his lecture airing on PBS has been seen by millions.

## 2018 ISPA Visionary Award



IN MEMORY OF LORI HUTCHINSON

This award celebrates individuals who have contributed significantly towards the positive movement of health and wellness.



LEVEL 3 = BALLROOM 301 C

## **TUESDAY** 9:30 - 11 AM



## Sally Hogshead

Drawing upon her branding expertise, Sally Hogshead created a method to identify how each person is able to captivate their listeners. The Fascination Advantage is the first communication assessment that measures how others perceive you. After researching over one million professionals, her algorithm can pinpoint your most valuable differentiating traits. The science of fascination is based on Sally's decade of research with dozens of Fortune 500 teams. hundreds of small businesses, and over a thousand C-level executives.

Her two most recent books. FASCINATE: How to Make Your Brand Impossible to Resist and HOW THE WORLD SEES YOU: Discover Your Highest Value Through the Science of Fascination, were both New York Times bestsellers.

Early in her advertising career, Sally skyrocketed to the top becoming the most awarded junior copywriter in the U.S. by age 24. Her campaigns for brands such as MINI Cooper, Nike, Godiva and Coca-Cola have fascinated millions of consumers. At 27, she opened her first ad agency and her work is on exhibit at the Smithsonian Museum of American History.

## 2018 ISPA Dedicated Contributor Award **JEFF KOHL**

This award celebrates spa industry leaders who have graciously dedicated their time and expertise to help promote the overall mission of the association.



2018 ISPA Foundation Mary Tabacchi Scholarship

**CHRISTINE MUCHEMU** 



Through the ISPA Foundation and a wealth of donations. the Mary Tabacchi Scholarship is awarded to students interested in pursuing a career in spa management.

## CONNECT General Sessions

LEVEL 3 • BALLROOM 301 C

## **WEDNESDAY** 9:30 – 11 AM



## **Daymond John**

An entrepreneur in every sense of the word, Daymond John has come a long way from taking out a \$100,000 mortgage on his mother's house and moving his operation into the basement. John is CEO and Founder of FUBU, a much-celebrated global lifestyle brand, and a pioneer in the fashion industry with over \$6 billion in product sales. He is an award-winning entrepreneur, and he has received over 35 awards including the Brandweek Marketer of the Year, Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, and Ernst & Young's New York Entrepreneur of the Year Award.

His marketing firm Shark Branding offers advice on how to effectively communicate to consumers through innovative means and connects brands with the world's top celebrities for everything from endorsements to product extensions. John is also an author of two best-selling books *Display of Power* and *The Brand Within*. In 2009, he joined the cast of ABC entrepreneurial business show the Shark Tank by acclaimed producer Mark Burnett. Millions of weekly viewers tune into the show as John demonstrates his marketing prowess and entrepreneurial insights.

## 2018 ISPA Alex Szekely Humanitarian Award

who have made a difference through their humanitarian efforts and eagerness to give back.

This award celebrates those



"Mentors, by far, are the most important aspects of businesses."

- DAYMOND JOHN



## **LEVEL 2** Education Sessions

## **MONDAY** 2:30 - 3:30 PM

## Spa Menu Engineering: Creating a Unique, Influential and Profitable Service Menu

KATE MEARNS ■ ROOM 221 A



Your spa service menu is your number one marketing tool and is a key driver in your spa's success. Mearns will take spa directors through the steps necessary to create a distinctive spa menu that supports the brand,

strengthens revenue opportunities and provides consistent guest satisfaction.

#### **TAKEAWAYS**

- Discover a systematic approach to improve the profitability of your current menu of services
- Understand how consumers make choices and how to better influence them to select the services you prefer through design, pricing, and service descriptions
- Recognize the future trends of spa service menus

## Tell Me More − Leadership Through Active Listening MICHAEL SHERLOCK ■ ROOM 222 A



This session is about listening intently using three key magic ingredients: actively listening with focus and intent, unpacking the issue and facilitating the solution to develop those around you to make better

decisions. These three ingredients, working in tandem, allow managers to become stronger leaders while also developing highly successful individuals and teams that positively impact the bottom line.

#### **TAKEAWAYS**

- Learn a mastery of the Tell Me More strategy to develop greater commitment to company success
- Develop an understanding of the keys to active listening
- Discover real-world scenarios and solutions to show you how to impact your team, and your business, immediately

#### Why Motivation is NOT the Key To Success

KIMBERLY SPREEN-GLICK ■ ROOM 222 C



Join Spreen-Glick's discussion to learn the tools you have available that are so much more powerful than motivation. When tapped into properly, you'll find you'll never actually need to be "motivated" again to

reach your highest level of success and fulfillment.

#### **TAKEAWAYS**

- Uncover what motivation really is and where it comes from
- Gain insight into something that is more powerful than motivation and how you can shift your perspective to align with it
- Learn practices you can implement into your daily life that will result in more success and fulfillment

#### Digital Persuasion: Sell Smarter in the Modern Marketplace

ERIN GARGAN KING ■ ROOM 224 A



Understanding the psychology behind why we share what types of content with whom is the key to harnessing the incredibly viral, word-of-mouth power of social media. Using Gargan's formula, you'll leave

empowered and equipped to persuade your audience to endorse more of your content with the almighty share.

- Develop how to maximize the powerful psychological principles of social media sharing
- Learn how to better utilize influencers and advocates to amplify your message for you in a visual way
- Master the Three Step Digital Persuasion Formula for persuading your audience to share more of your content with their trusted network





## **LEVEL 2** Education Sessions

#### MONDAY 2:30 - 3:30 PM CONTINUED

#### Let's Talk About Your Talent Growth

RITA CRAIG = ROOM 229 A



Join Craig as she shares trends in talent management, innovative best practices and actions you can take that will help you become a talent magnet. Attendees will roll up their sleeves and

participate in a highly interactive session focused on developing a high impact talent blueprint for success.

#### **TAKEAWAYS**

- Discover how to become a talent magnet
- Learn innovative recruitment and retention strategies
- Develop a game-changing talent management plan

## MONDAY 4 - 5 PM

#### Conscious Communication: Eliminating Drama and Inspiring Collaboration

HEATH AND NICOLE REED ■ ROOM 221 A



Discover how you can dissolve criticism, defensiveness, and irresponsibility by identifying and eradicating the "drama triangle" from your team. Practice distilling your communications to the simplest and most unarguable language, so it

may be received in a collaborative spirit and explore effective practices to dismantle and eliminate blame while growing your capacity to connect and collaborate.

#### **TAKEAWAYS**

- Recognize the three main players in the "Drama Triangle"
- Revolutionize your communication to dissolve "Blame Talk" and develop "Conscious Heart Talk"
- Learn to "speak unarguably" as an effective strategy to avoid or to step out of drama

## Design Your Legacy

LEIGH WEINRAUB = ROOM 222 A



In this presentation, Leigh will facilitate a playful, artistic and truthful look within. Attendees will meaningfully connect, exercise empathy, share stories and expand perspectives as they design a

personalized art project.

#### **TAKEAWAYS**

- Understand how to reflect within and ignite creativity
- Discover obstacles that get in your way and the motivation for hardcore
- Improve self-care, which contagiously creates better humans, better families, better workplaces and ultimately a better world

#### Spa Yielding: A Holistic Approach to Optimize Revenue SIMON B. MARXER AND CECIL HOPPER ROOM 224 A





During this session, you'll review tools to implement a yielding strategy that optimizes revenue through analytics and resource management. Marxer and

Hopper will present an approach to adopting a demand-based scheduling practice and driving profitability by leveraging customer demand.

- Identify an approach to determining profitability of your menu offerings
- Learn a strategy to adjust timing of offerings to optimize revenue at
- Discover metrics to review, monitor and maintain an optimized spa operation

# "Tell me and I forget. Teach me and I remember. Involve me and I learn."

-BENJAMIN FRANKLIN

## Why Putting Your Employees First Means Everyone Wins ALISSA BAYER = ROOM 229 A



This interactive session led by Bayer will offer valuable insights into why putting your employees first creates a virtuous cycle for everyone: your customers, employees and the bottom line.

Information will be shared on employee benefits, employee friendly policies and reducing employee turnover.

#### TAKEVMVAC

- Learn ways to take care of employees while also increasing profits
- Uncover tips to implementing employee benefits in a traditionally contract world
- Gain information on reducing employee turnover to reduce hidden expenses and increase profits and operational efficiencies





Look for this icon to identify the Education Sessions offering massage therapy Continuing Education credits through NCBTMB. Each session with the CE Credit notation offers at least one hour of credit.



## Education Sessions

## TUESDAY 8 - 9 AM

## Become a Social Media Marketing Superstar WANDA LOVE AND ANGELA CORTRIGHT = ROOM 221 A





Dive into the depths of Facebook and Instagram marketing with this comprehensive presentation that provides a detailed path to your social

advertising success. You'll discover the robust advertising options available, how to establish your objectives, define your audiences, create compelling ad creative, monitor and measure each campaign and have tangible results to report to your team.

#### **TAKEAWAYS**

- Understand the power of the Facebook/Instagram advertising platform
- Unearth new ways of marketing to your existing customers and finding new ones
- Learn step-by-step how to become a social media advertising superstar

## Plan to Win: Financial Planning for Strategic Success BETSY LEAHY = ROOM 222 A



Join Leahy in this session and learn to align your mission, vision, strategic and business plans to turn your budget into a "Profit Plan." Discover the right questions to consider when making business financial decisions.

#### **TAKEAWAYS**

- Learn tips and best practices for better budgeting
- Understand strategy on a page (SOAP)
- Discover key metrics for financial decisions

## Conscious Communication: Adding Value to Individual and Team Relationships with Effective Appreciations HEATH AND NICOLE REED = ROOM 222 C



Dissolve critical, dismissive or non-participatory behaviors in your team by mastering appreciations and experience the added value and thriving connections that result from giving and receiving effectively crafted appreciations. Go beyond compliments that are often

received as insincere, routine or stale to tailor your communication in ways are fully received and grow your sensitive attention so you can transform criticism into curiosity and division into collaboration.

#### **TAKEAWAYS**

- Learn the three essential ingredients in creating effective and masterful appreciations
- Distinguish the underlying behaviors that differentiate thriving communication from toxic communication styles
- Identify stand-out attributes, special talents and genius qualities for each member of your team, and for yourself

#### Leading Spas in the 21st Century

CG FUNK AND GRANT LESSARD ■ ROOM 224 A





This session will show how the mainstreaming of spa and massage over the past 20 years has created new opportunities and challenges. From changing demographics of spa clients to

integration of technology into daily lives, Funk and Lessard will discuss and reach new approaches to training and educating spa staff on policies, procedures and protocols designed to ensure safety and compliance for guests and for staff.

#### **TAKEAWAYS**

- Increase your understanding of the evolution of today's spa operations
- Develop training approaches for the "artists" on your team
- Tips for creating a learning environment of support

## Steve Jobs, The Lost Interview: Lessons on Leadership



Using clips from a never-before-seen 1995 TV interview with Steve Jobs, Tobe will get people to discuss their dreams, their game plan and even spa "rules" that they could potentially break. Thought- and action-provoking

questions will be posed in a non-threatening, participatory environment to encourage honest and transparent discussion to get people to re-examine where they are headed and how they lead.

- Learn how to shatter the stereotype of the experience your clients expect to have with you
- Determine what can be done to stay on the edge of the "what's possible" and market opportunity
- Understand that "A" players can work anywhere they want, so determine how to attract and retain "A" players

## **TUESDAY** 2 - 3:30 PM

## Creating Positive Cashflow with "Open to Buy" TOM SHAY = ROOM 221 A



This session will teach you how inventory control should be done. Shay will explain how inventory control should work within a point-of-sale system, or even something as simple as a legal pad, for

anticipating sales and determining how much inventory is needed.

#### **TAKEAWAYS**

- Discover why inventory turn should be the biggest contributor to improving profitability
- Learn why knowing your ordering options is crucial for planning when and how much to order
- Identify how anticipated sales and inventory should have a very direct relationship

#### Interviewing and Hiring the Best!

JOY BALDRIDGE ■ ROOM 222 A



Interviewing and hiring the best employees creates the solid foundation for your spa from which everything builds. In this highly interactive and insightful session, Baldridge will teach you tangible tools for attracting,

analyzing and making the best hires.

#### **TAKEAWAYS**

- Discover three key ways to attract top talent
- Learn 10 of the best interview questions to ask and the best answers
- Understand how to take the stress out of interviewing and hiring talent

## Creating Profits with PR

#### CHRISTINA DAVES ■ ROOM 222 C



In this session, DIY PR expert, Christina Daves, will show you how to use social media and free publicity to gain massive visibility, how to create engaging content and gain followers on social media.

Additionally, using her Get Famous Formula, she will show you how to stand out from the crowd and expose your business to potentially millions of new customers.

#### **TAKEAWAYS**

- Uncover good social media content that will engage your following and how to find it
- Learn how to get free publicity
- See how to combine social media and PR for massive exposure to the marketplace

#### Turn Mediocrity Into High Performance

BRYAN WILLIAMS = ROOM 224 A



Chronic mediocrity is a symptom of ineffective leadership, not poor staff. This session will give participants the proven practices needed to confidently address mediocrity and attendees will

learn the power of high expectations and metrics in driving optimal performance in their company.

#### **TAKEAWAYS**

- Understand how to establish a culture of peer accountability
- Learn the connection between clarity and mediocrity
- Gain five specific leadership behaviors to implement immediately

## Zero Tolerance: How to Protect Employees, Guests and Your Company From Sexual Harassment in the Treatment Room

#### ERIC STEPHENSON AND JEAN KOLB ■ ROOM 229 A





This presentation will explore how to develop, train, reinforce and enforce explicit harassment guidelines centered on detailed ethical standards,

communication and draping standards. Attendees will walk through detailed guidelines around how to handle both inappropriate guest conduct and inappropriate employee conduct and how to protect both from further harm.

- Learn what is expected around ethics and touch, and the consequences for inappropriate touch
- Develop an understanding of how to respond to inappropriate conduct from guests in the treatment room
- Discover tools spa leaders need to appropriately respond to either inappropriate conduct or touch



## Education Sessions

## WEDNESDAY 8 - 9 AM

#### Recruiting, Hiring and Supporting Massage Therapists



LES SWEENEY ■ ROOM 221 A



The success of any spa is earned dozens of times daily, through the services of your spa professionals. This session will focus on identifying the key elements of attracting and retaining a successful team, as seen

through the eyes of Associated Bodywork & Massage Professionals (ABMP) President and CEO Les Sweeney, a massage therapist himself who has overseen the growth of the organization from 15.000 to >80.000 members.

#### **TAKEAWAYS**

- Discover important strategies for hiring
- Develop steps to ensure employee retention
- Learn how to understand and appreciate your massage therapists and spa professionals

## Keeping It Clean in the Spa: Hot Topics in Anti-Harassment and Anti-Retaliation Laws

ABBE GONCHARSKY ■ ROOM 222 A



As a result of the high-profile cases of sexual harassment, including in the spa industry, it is hard for any business leader to deny the severity and persistence of claims of harassment and retaliation.

In this session, you will learn how to be proactive in addressing and preventing harassment and retaliation claims in your work environment.

#### **TAKEAWAYS**

- Explore how management should respond to complaints as well as to harassing or retaliatory conduct which they see, hear or of which they otherwise become aware, even in the absence of a complaint
- Learn how to break down "bad conduct" into different categories and discuss behaviors that may or may not be okay depending on the circumstances
- Review recent legal cases that resulted in significant financial and reputational consequences for businesses

## Discount Marketing: Tips to Drive New Business and Incremental Revenue

CHRISTIE MCCONNELL ■ ROOM 222 C



This session answers the "how, when and why" for discount marketing and provides actionable tips for reaching a new audience and driving incremental business to your spa or salon. Attendees will hear

from spa directors who have utilized discount marketing to provide a deeper understanding of the benefits and potential pitfalls of discount marketing.

#### **TAKEAWAYS**

- Explore targeted marketing methods for creating an offer, restrictions and the art of the upsell
- Learn how to reach new guests and target both locals and travelers alike
- Understand pricing an offer based on net rates that a spa needs to make per treatment purchased

## The Experience Quotient: Using the Power of 'Yes, and' to Improve Your Employee and Customer Experience

MIKE GANINO ROOM 224 A

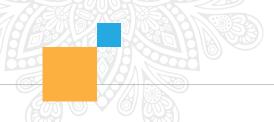


In this session, Ganino will teach us how to take more risks, create more collaboration, improve service, drive innovation, connect with anyone and build remarkable relationships. Attendees will master the concept of

"yes, and..." to improve your everyday work and find happiness at home, at work and anywhere using empathy, connection, creativity, listening and collaboration.

- Learn how to improve the employee experience and boost the client experience
- Discover ways to become a more positive and authentic leader
- Understand how to influence others more powerfully with your language





## Spa Business is Show Business – Maximize Your Revenue!

ANNE OBARSKI = ROOM 229 A

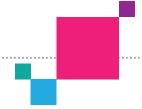


This session will explore how color, lighting, merchandising, smells, sounds and well-trained "actors" are all part of the spa stage and why it's critical to make it a life-enhancing experience. You

will find out how you can get your customers to give you a "standing ovation" every time they do business with you.

#### **TAKEAWAYS**

- Develop the right stage: entrance, product displays, music and maybe a "desk-less" front desk
- Focus on the actors; the most important part of "spa show business."
   Guests are requesting a team of experts to deliver a true wellness journey
- Create a laser-focused review and reward process that assures your employees and spa customers stay loyal



## WEDNESDAY 3 - 4 PM

The Secret Power of Spa Fitness: Linking Departments
LAWRENCE BISCONTINI = ROOM 221 A



Join Biscontini for an in depth, practical approach to CONNECT all spa departments using the group movement and personal training areas as a main hub. Learn marketing, sampling and cross-

promoting skills and strategies to boost your wheelhouse of overall spa branding and sales skills.

#### **TAKEAWAYS**

- Learn how to use fitness department and staff as a hub to unite all
  other spa departments as the most untapped resource for sales and
  marketing in the spa
- Understand how to incorporate products and samples from retail into spa movement experiences
- Discover how to use personal trainers and spa movement instructors/teachers as true spa ambassadors to boost retail, revenue and retention

## From Group to TEAM: A Revolutionary Way to Elevate Your TEAM to Achieve Optimum Performance

SUSAN LEAHY AND SARA JONES ■ ROOM 222 A





This powerful co-facilitated breakout session will deliver a dynamic and interactive new approach to generate team within your organization to elevate

performance. This session is perfect for: spa leaders looking to generate culture change, teams struggling with personality conflicts and drama, and managers and employees who need to re-motivate, re-charge and re-connect with the energy of team.

- Discover the currency of TEAM and how to generate more of it to impact the customer experience
- Understand the three levels of respect as well as the level required to build TEAM
- Adopt the three reflections of TEAM and how to immediately implement them into your organization



## **LEVEL 2** Education Sessions

## WEDNESDAY 3 - 4 PM CONTINUED

## Mastering the Art and Science of Upselling: Sell More... Sell More Easily

MERIT GEST ■ ROOM 224 A



Upselling does not have to be pushy or aggressive. Rather, when executed properly, upselling can help quests and prospective clients feel more connected and better-served. This session will show you how to

specifically set up opportunities to upsell and serve your guests and prospective clients with integrity, helping people achieve their wellness goals while adding to the bottom line business profit at the same time.

#### TAKEAWAYS

- Refine your own personal blocks to selling and upselling
- Uncover specific language proven to work in the real world
- Implement a practice strategy to set up sales comfortably

## Mind the Gap - How to Avoid Gaps in Spa Guests' Experiences

ANJA EVA KELLER PETRUCCELLI = ROOM 229 A



In today's spa industry, where base products and services are often very similar among competitors, it is essential for spa businesses to create unique quest experiences that establish a long-term

advantage over the competition. This session explains how customer delight is created by identifying and removing key gaps in the spa guest's experience.

#### **TAKEAWAYS**

- Learn reasons why common customer satisfaction is not sufficient for a sustainable competitive business advantage
- Explore how customer delight is created by identifying and removing gaps in the spa guest's service experience
- Understand quests' basic requirements for service and how a business can "wow" their guests and truly make a difference

## **VENDOR EDUCATION**

ISPA will feature four vendor Education Sessions at the ISPA Conference & Expo as a complement to ISPA's traditional Education Session offerings. These sessions are paid for and sponsored by ISPA resource partners and will feature content curated by each brand.

#### **TUESDAY**

11:30 AM - 12:30 PM CORD COEN ■ ROOM 222 A

> SPONSORED BY: ZENTS BODY CARE Radical Healing: A Story About Miracles and Steps to Bring Healing Into Your Life and Your Business

11:30 AM - 12:30 PM MICHAEL BRUGGEMAN = ROOM 224 A

> SPONSORED BY: OM4 ORGANIC MALE Joined by a panel of seasoned spa directors and executives Build It and They Will Come: How Four Spas are Transforming the Male Guest Experience

#### WFDNFSDAY

**ASHLEY PRANGE** ■ ROOM 222 A 11:30 AM - 12:30 PM

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Clean Beauty in the Marketplace

ALEKS VRANICIC = ROOM 224 A 11:30 AM - 12:30 PM

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## ISPA EXPO • LEVEL 3 • HALL C ISPA Second Stage

THE ISPA SECOND STAGE returns this year to bring you even more education in bite-sized learning sessions. Make your way to the Second Stage, located in the Expo, for a unique education experience and walk away with fresh insights and new perspectives.

## Monday, September 24

10:15 - 11 AM Shawn Achor - ISPA Keynote Book Signing 11:30 - 11:45 AM Russell Donaldson - ISPA Research Highlights

1 - 1:15 PM Michael Bruggeman ■ #NewFaceofMasculinity: Trends, Challenges and Opportunities

## Tuesday, September 25

11:30 - 11:45 AM Christina Daves ■ The PR Pathway to The Highly Visible Spa

1 - 1:15 PM Joy Baldridge - Effective Communication Skills for Bottom Line Results

## Wednesday, September 26

11:30 AM - 12:30 PM Daymond John ■ ISPA Keynote Book Signing and Meet & Greet

1 - 1:15 PM Dr. Christopher P. Johnson - How Technology is Bridging the Gap Between Sport, Health and Medicine

"Live as if you were to die tomorrow. Learn as if you were to live forever."







## 2018 ISPA Innovate Award Winners

WARM CONGRATULATIONS TO ALL OF THE 2018 ISPA INNOVATE AWARD WINNERS who received the most membership votes in their respective

categories. You continue to push the spa industry forward and we appreciate you sharing your innovations with us. Join us during Wednesday's General Session to celebrate their accomplishments.

## **EXPERIENCES**

- Canyon Ranch in Lenox
- Four Seasons Resort Lanai
- Salt of the Earth

## **LEADERSHIP & PHILANTHROPY**

- American Spa Magazine
- Eminence Organic Skin Care
- Ojai Valley Inn & Spa

## **PRODUCTS**

- Dazzle Dry
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- RAD



## **TECHNOLOGY & EQUIPMENT**

- Book4Time Inc.
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## **TREATMENTS**

- Canyon Ranch Wellness Resort Tucson
- Miraval Resort & Spa
- Zents Body Care





## CHASE FIELD ISPA Farewell Party

## INSPIRATION WITH A VIEW.

This Event Will Hit It Out of The Park The 2018 ISPA Conference & Expo Farewell Party is sure to be a home run as we gather for a one-ofa-kind experience at Chase Field as the Arizona Diamondbacks take on the Los Angeles Dodgers on Wednesday, September 26 at 6:40 pm. Since this is a unique Farewell Party that hasn't been done before, here are some helpful reminders about the event:



- Pick up your ticket at ISPA's VIP Entrance located at GATE K at Chase Field beginning at 5:30 pm on Wednesday, September 26.
- ISPA's VIP space includes two levels of the venue (located in right field) with executive suites, networking terrace areas, a five-star restaurant and plenty of seats for those who'd like to enjoy the game. Food will be provided so no need to grab dinner before
- ISPA guests can move freely about these VIP areas and venture out to explore the rest of Chase Field.
- Advanced RSVP was required with full-Conference registrations to secure a ticket. ISPA VIP tickets are not available for purchase at the gate and are non-transferable.
- **Transportation** will be provided from the Sheraton Grand Phoenix beginning at 5:15 pm. Shuttles will run every 15 minutes.



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EMERGING EXHIBITOR KIOSK 4
Silvia Orizaba = silvia@hempsacred.com
1.847.217.4606 = HEMPSACRED.COM
Natural ingredients pain products.

#### SALONBIZ = 1415

Bradley Kirkland ■ bradley.kirkland@neilltech.com
1.985.956.2013 ■ SALONBIZSOFTWARE.COM
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#### **SALT OF THE EARTH = 511**

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Ann Brown ■ ann@saltability.com 1.561.515.5142 SALTABILITY.COM Saltability provides eco-friendly and innovative Himalayan salt treatments/products worldwide.

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Shamella Anderson ■ sanderson@allured.com 1.630.653.2155 = SKININC.COM A leading publication for spa industry professionals.

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104	Celluma by BioPhotas	317	The Madison Collection	507	NewBeauty Magazine
105	Adamah	320	Welly, Inc	509	Grande Cosmetics, LLC.
112	Bellabaci & Cocobaci International	321	Peter Grimm Ltd.	511	Salt of the Earth
115	Themae	326	Londontown	514	La Bella Donna
117	Dukal Spa	328	Global Halotherapy Solutions	515	Borboleta Beauty Inc.
120	DeepFeet Bar Therapy	330	FIT Bodywrap	516	VitaJuwel USA
200	Knesko Skin	331	Forever Young	520	Osmosis Pur Medical Skincare
201	Vacuactivus	333	Tanya Chernova Global Corp	521	OSEA Skincare
202	Melis Accessories	400	emerginC	526	Mind in Motion
203	BeeSpa Inc	401	Comphy Co.	527	Hint, Inc
204	Kathy Kamei Designs	406	Anatomie	528	milk + honey
205	Trades by Haim Shahar	407	TARA Spa Therapy Inc.	529	Eir NYC
208	Slim Sculpt	408	Continuum Footspas	530	Kanya
209	Milano Software	414	Living Earth Crafts	531	Orlane, Paris
214	Pure Inventions, LLC	415	Living Earth Crafts	601	Sorella Apothecary
215	Biologique Recherche c/o Distribio USA	416	Cali Cosmetics, Inc.	606	Be The Good
216	Soleil Toujours, LLC	417	Coco La Vie Home + Apothecary	608	Beyond Yoga
221	Spa Revolutions	420	Universal Companies Inc.	609	COOLA
227	Monica Mauro Designs	421	Universal Companies Inc.	610	Zeel
229	Mayva Collection	426	Wrap Up Inc	614	Travelzoo
231	Keikico	427	Conscious Coconut	615	Pevonia International, LLC
300	Float Rooms USA LLC	429	Dazzle Dry	620	Telli-Everything for Spa & Salon
301	Booker Software	432	Maison de Papillon LLC	621	UV Skinz, Inc
304	Sundari LLC	434	Chella Brow Bar	626	ilike organic skin care from Szep Elet
307	Ready Care	500	Groupon	627	European Spa Source
308	LEMI GROUP	501	Satin Smooth	628	Boca Terry
309	Pure Fiji	506	Biotone Professional Massage	629	RAD

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630	Advanced Mineral Makeup	1027	Malvados Lifestyle Inc.	1227	Hyperice Inc
633	The Spa Mart	1029	Au Naturale Cosmetics	1228	Satya Jewelry
701	Éminence Organic Skin Care	1031	Pino	1230	Uvida UV-protective Sportswear
707	HydroPeptide	1101	Book4Time Inc.	1232	Wallaroo Hat Company
714	GMC Skin Care USA INC	1107	Patchology	1233	The Industry Source
717	Naked Princess	1109	Rene Furterer	1301	Peter Thomas Roth Clinical Skin Care
720	Gharieni USA, Inc	1111	Sapona USA	1307	Noel Asmar Group Inc.
723	OM4 Organic Male	1114	Supracor Inc.	1314	LightStim
726	Fabio Alemanno Design Ltd.	1115	Lenox Pedicure Spa	1320	Oakworks Inc.
728	Lilla P	1121	blinc inc.	1321	Gulfstream Inc
732	RAJA Medical	1123	Belava, LLC	1326	AromaWorks Ltd.
801	FarmHouse Fresh	1126	Dossage	1327	Aromatherapy Associates
809	RevitaLash	1127	Helen Jon	1333	Bel'Oceane PARIS
816	FOREO	1128	Freshends	1400	June Jacobs
817	The HydraFacial Company	1129	Blanc Noir	1401	Sonoma Lavender
822	ISUN Skincare	1132	Ipanema Sandals	1406	INIKA ORGANIC
824	MaxPack & Apple Display	1133	Studio SUZAN	1407	Little Barn Apothecary
901	ResortSuite	1201	jane iredale	1408	Intraceuticals
907	Urbana Powered by Sobel Westex	1206	SERENE HOUSE	1414	NuFACE
917	SpaSoft Springer-Miller Systems	1208	L'Duex	1415	SalonBiz
923	EuroSpa Aromatics	1209	Nelly De Vuyst	1420	THALGO America
925	IGetBetter Inc.	1210	The Mansfield Robe Company	1421	Primal Elements
1001	Technogym	1214	Body Bliss	1426	Mala and Mantra
1009	Phytomer Group Brands	1215	Envy Medical	1427	Prima Fleur Botanicals
1015	Sothys USA Inc.	1220	Spafinder	1428	La Forma
1016	Circadia by Dr. Pugliese	1221	Shankara, Inc.	1430	Southcott Threads
1021	Whish Beauty	1222	Skin Actives Scientific	1432	Kashwere, LLC
1022	Cinq Mondes, USA	1223	Feeling Smitten	1433	The Beecher Group
1024	Freedom	1226	ZAQ Organic Skin + Body Care	1435	Live Love Spa



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1501	Contours Rx, LLC
1503	FORE SPA Division of Fore Supply Company
1505	SAXX Underwear
1507	Laki Naturals
1509	CareCredit
1517	Mickey Lynn Jewelry
1519	Skin Inc. Magazine
1520	Spongelle, LLC
1521	Chadsworth & Haig
1526	Vitelle Labs
1527	Cimber Designs by Kelly Cimber
1529	Boulevard
1531	KAPLAN MD, Inc.
1532	Rock On Minerals and Design
1534	Lifestream Purification Systems
1600	Martinni Beauty Inc
1601	ToGoSpa
1602	Lulu DK
1603	Zilis
1604	PCA Skin
1605	Chakrafood Enzyme Company
1606	Dana Herbert Accessories
1607	Spiritual Gangster
1608	Archipelago
1616	Majestic International

	1618	A Punto Jewlery	1701	HEALTHYLINE
	1619	Rotary Supply Corporation	1706	MARY's Nutritionals
	1620	Reef	1707	Lil 'O' Blossom, Inc.
	1621	The Normal Brand	1708	MPG Mondetta Performance Gear
	1622	Bass Brush Company	1716	Cryo-Generation
1626		Digital Alchemy - A TravelClick	1720	Mustard Seed Jewelry, LLC
		Company	1726	Microjuvenate
	1628	Vash Consultancy	1728	MakeUp Eraser
	1630	The Beauty of Hope	1732	Mana Artisan Botanics
1700	Takara Belmonth USA Inc	1734	Snappy Screen	
				117

# **Emerging Exhibitor Kiosk** Directory by Booth Kiosk #

Emerging Exhibitor Kiosk 1 **ALOHA Collection** 

**Emerging Exhibitor Kiosk 2 Control Corrective Skincare Systems Inc.** 

**Emerging Exhibitor Kiosk 3** Dermaflash

**Emerging Exhibitor Kiosk 4** Sacred Mind & Body

**Emerging Exhibitor Kiosk 5** le larc

**Emerging Exhibitor Kiosk 6 Dollup Beauty** 

**Emerging Exhibitor Kiosk 7** Bodhi + Sol

**Emerging Exhibitor Kiosk 8 Priori Skincare** 

**Emerging Exhibitor Kiosk 9 TELETIES** 

**Emerging Exhibitor Kiosk 10 Skin Up** 

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Yuzu Soap

1617



# CONNECT Exhibitor Directory by Category

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ALOHA Collection

#### Be The Good

Bodhi + Sol

Boulevard

Cimber Designs by Kelly Cimber

Dana Herbert Accessories

Kathy Kamei Designs

Laki Naturals

I'Duex

Lulu DK

Mala and Mantra

Mayva Collection

Melis Accessories

Mickey Lynn Jewelry

Mind in Motion

Monica Mauro Designs

Mustard Seed Jewelry. LLC

Peter Grimm Ltd

Satya Jewelry

Studio Suzan

TELETIES.

The Normal Brand

Trades by Haim Shahar

VitaJuwel USA

Wallaroo Hat Company

Wellv. LLC

#### **APPAREL + FOOTWEAR**

Anatomie

Beyond Yoga

Blanc Noir

**Boca Terry** 

Helen Jon

Ipanema Sandals

La Forma

le larc

I illa P

Maison de Papillon LLC

Majestic International

#### Malvados Lifestyle Inc.

Mind in Motion

MPG Mondette Performance Gear

Naked Princess

Noel Asmar Group Inc.

Reef

SAXX Underwear

Southcott Threads

Spiritual Gangster

The Mansfield Robe Company

The Normal Brand

UV Skinz, Inc.

Uvida UV-protective Sportswear

Wallaroo Hat Company

Wrap Up Inc

#### ARCHITECT + DESIGN

Studio SUZAN

#### **BEDDING, LINENS + TOWELS**

**Boca Terry** 

Chadsworth & Haig

#### Comphy Co.

Kashwere, LLC

Keikico

Living Earth Crafts

Rotary Supply Corporation

The Madison Collection

**Urbana powered by Sobel Westex** 

#### CANDLES + SCENTS

Archipelago

AromaWorks Ltd.

**Body Bliss** 

Cali Cosmetics. Inc.

Coco La Vie Home & Apothecary

Dossage

European Spa Source

EuroSpa Aromatics

Naked Princess

Primal Flements

The Beauty of Hope

SERENE HOUSE

Sonoma Lavender

Spongelle, LLC

Sundari LLC

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Advanced Mineral Makeup

Au Naturale Cosmetics

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Contours Rx. LLC

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Intraceuticals

#### jane iredale

KAPLAN MD. INC.

La Bella Donna

#### **Make Up Factory**

**Naked Princess** 

Osmosis Pur Medical Skincare

#### RevitaLash

Slim Sculpt

Spongelle, LLC

#### Sothys USA Inc.

The Spa Mart

#### **DISTRIBUTOR**

**ALOHA Collection** 

Biotone Professional Massage and Spa Products

#### Bodyworkmall/Scripco

Cinq Mondes, USA

#### Columbia SkinCare

Cryo-Generation

FORE SPA Division of Fore Supply Company

KAPLAN MD, Inc.

Life Stream Purification Systems, LLC

Martinni Beauty Inc

Microjuvenate

Ready Care

Skin Actives Scientific

Skin Up

Spa Revolutions

Sunshine & Glitter

**TELETIES** 

Telli-Everything for Salon & Spa

THALGO America

The Beecher Group

The Industry Source

The Spa Mart

#### **Universal Companies Inc.**

Vash Consultancy

#### **EQUIPMENT | FITNESS**

Float Rooms USA LLC

HEALTHYLINE

Hyperice Inc

RAD

#### **Technogym**

#### **EQUIPMENT | SPA**

Belava, LLC

Bellabaci & Cocobaci International

#### Bodyworkmall/Scripco

Celluma by BioPhotas

Continuum Footspas

Cryo-Generation

DeepFeed Bar Therapy

**Dukal Spa** 

**Envy Medical** 

EuroSpa Aromatics

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FIT Bodywrap

Float Rooms USA LLC

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#### **Saltability**

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Snappy Screen

#### SpaSoft Springer-Miller Systems

Takara Belmonth USA Inc

#### Technogym

Telli-Everything for Salon & Spa

The Beecher Group

The HydraFacial Company

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**VACUACTIVUS** 

VitaJuwel USA

**FOOD + BEVERAGE** 

Hint. Inc

Pure Inventions, LLC

Mana Artisan Botanics

MARY'S Nutritionals

Travelzoo

VitaJuwel USA

HAIR CARE PRODUCTS

Bass Brush Company

**Davines** 

Little Barn Apothecary

Peter Thomas Roth Clinical Skin Care

Prima Fleur Botanicals

Rene Furterer

Skin Actives Scientific

The Beecher Group

MARKETING + PUBLIC RELATIONS SERVICES

Book4Time Inc.

Digital Alchemy - A TravelClick Company

Groupon

**Hutchinson Consulting** 

Live Love Spa

NewBeauty

Spafinder

Tanva Chernova Global Corp

Travelzoo

**MERCHANDISING PRODUCTS + GIFT BAGS** 

Be The Good

Dermaflash

Keikico

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Satin Smooth

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"In everybody's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being. We should all be thankful for those people who rekindle the inner fire."

-ALBERT SCHWEITZER



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ISPA strives to provide a collaborative environment that promotes quality business interactions and relationship building. We appreciate your support of the ISPA Conference & Expo policies and guidelines put in place to protect the investment of exhibitors, sponsors, and attendees.

- BUYERS VS SELLERS ISPA makes it a priority to protect the ratio of buyers to sellers at the Conference & Expo. This ratio is safeguarded by managed growth of the trade show floor, encouraging buyers to attend as full-Conference registrants and extending to vendors the option of attendance through exhibiting or sponsoring.
- RESOURCE PARTNER VENDOR ATTENDANCE ISPA resource partner vendor members who sell or produce spa-related products or equipment must exhibit, sponsor or be an official participant in the ISPA Conference & Expo to attend the event.
- CASH SALES To maintain the professional environment of the Expo, ISPA prohibits cash sales on-site. Business-to-business interactions are encouraged and orders can be taken on-site but should be fulfilled and finalized after the event.
- HOSPITALITY EVENTS & IN-ROOM TREATMENTS Registered 2018 ISPA Conference & Expo exhibitors and sponsors are invited to host a hospitality event during the week of the ISPA Conference. Out of respect for and in support of participating exhibitors and sponsors, all approved hospitality events should take place outside of standard Conference hours. To view a full list of official events, visit attendISPA.com.
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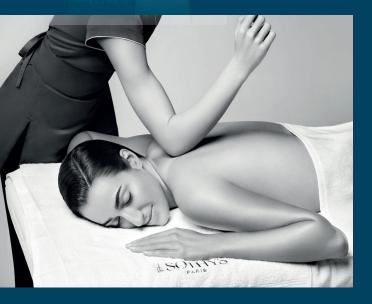
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