



## You & Your Team Are Invited: **First Media Day ~ SpaClique & Spa i Expo Tour** Grand Opening, Thursday, July 1, 2010 – 1 to 4 PM EST

Hello:

**On behalf of Brian Cunningham and the SpaClique Management Team, we would like to cordially invite you and your entire editorial team to participate in the Grand Opening Media Day!**

As SpaClique's.com Spa i Expo is launched for full service salons, spas, medical spas, resort spas as well as all professional beauty care manufacturers, distributors, and service providers we hope you will join us. With the launch of the newly renovated SpaClique website comes the grand opening of Spa i Expo, the industry's original virtual trade show. Spa i Expo is the industry's latest and innovative alternative to the traditional trade show. This new community venue has been created to support all spa professionals and associations and it will NOT compete with any existing trade show.

At the click of a mouse, Spa i Expo will add a convenient new level of resources for the entire professional salon and spa community that will be available from your home or office computer via Internet. This trade show will be open 365 / 24 / 7 and no travel will be required. Salon and spa owners will be able to review new resources, new products, product launches, packaging, seasonal promotions, consultants, media resources. They will even be able to request sample products while instantly being able to download information. With the growing importance of needed specialized resources, Spa i Expo will also offer you and your readers many unique new web classes and educational opportunities at Spa i University with nationally and internationally recognized experts. Spa i Expo also offer a new level of social networking, daily news updates and special events. For those with time, budget and travel constraints, this new Internet resource will be a perfect new solution. There are no fees for attendees but they are required to be registered SpaClique members.

### **Spa Clique.com Media Day Tour ~ Thursday, July 1, 2010 from 1 to 4 PM:**

- **1 PM ~ Opening Remarks & Welcome:** By Larry Oskin, President of Marketing Solutions
- **1:05 PM ~ SpaClique Overview:** By Tina Berger, Executive Vice President of Business Development for SpaClique.com.
- **1:15 PM ~ Spa i Expo Grand Opening Tour:** Hosted by Brian Cunningham. Learn how this new virtual trade show will open doors to new business opportunities to vendor resources and suppliers. Publishers, magazines and media will be invited to submit feature articles, press releases and to promote your publications and websites.
- **1:45 PM ~ Executive Press Summary:** By Tina Berger to share updates on noteworthy exhibitors, new products and services.
- **2 PM ~ Exhibition Hall Opens:** Visit with individual exhibitors face to face via our ilinc web conferencing system.
- **3:15 PM ~ Welcome To Spa i University:** Online, on demand continuing education hosted by Patti Biro, Vice president of Operations & Education with Holli Beckwith, Vice President of Business & Services Development.
- **3:30 to 4 PM ~ Keynote Address –Sustainability In The Spa Market:** Michael Stusser, President of the Green Spa Network.

Brian Cunningham, President of SpaClique, notes, "Tina Berger, Holli Beckwith, Patti Biro and I will help contribute to the success of our professional industry with help and support from the media. The planned development and growth of SpaClique will become an important new service to support the salon, spa, health, wellness, medical and beauty businesses." For more information on SpaClique.com, Spa i Expo and Spa i University, contact Tina Berger and the Spa i Expo team at 301-963-1111 and via email at [Tina@SpaClique.com](mailto:Tina@SpaClique.com). Visit: [www.SpaiExpo](http://www.SpaiExpo) and [www.SpaClique.com](http://www.SpaClique.com).

**RSVP:** Please email Larry Oskin at [LOskin@MktgSols.com](mailto:LOskin@MktgSols.com) or 703-359-6000 EXT: 22 with the names, titles and email addresses of who will be attending from your team. As an option, you may register on-line at SpaClique [HERE](#). For more information, contact, Larry H. Oskin, President, Marketing Solutions. Once registered, the SpaClique Team will send you specific log in instructions.

SpaClique

SpaiExpo