



**FOR IMMEDIATE RELEASE:**

**FOR MORE INFORMATION ~ CONTACT:**

Larry H. Oskin, President • Marketing Solutions, Inc. • 703-359-6000 EXT: 22 • LOskin@MktgSols.com

# SpaClique Announces New Spa i Expo Virtual Trade Show

The Affordable & Sustainable Alternative

For Spa Professionals, Manufacturers, Distributors, Educators & Consultants

**Roswell, GA** Brian Cunningham of SpaClique.com is launching Spa i Expo, the industries newest and cutting edge virtual Internet trade show for spas, day spas, medical spas, resort spas, salons and all beautycare professionals. At the click of a mouse, you can browse the Spa i Expo aisles, while venturing into each exhibitor's booth for new skincare products, services, uniforms, private label vendors, packaging spa specific consultants, associations, media and educational resources. You now have a FREE pass with immediate solutions, without any travel expenses or loss of time away from your business. The Spa i Expo is supported in the virtual community by a Spa i News Today Newsletter, Blogs and the Spa i University learning management system.

**Always On Demand From Anywhere!** If you and your staff don't have the time or budget to travel to attend trade shows, this will be perfect for you. Much like attending any trade show, as you enter the Spa i Expo, you will be able to quickly find the product and service aisles and manufacturers that you are most interested in, while also being able to browse for many exciting new products, marketing ideas and business solutions. You will even be able to book mark the companies that you are most interested in, while requesting complimentary brochures and product samples.

**Virtual Conferencing Platform:** Spa i Expo gives you the ability to host your own conferences and trade shows complete with live education sessions. These special conferences are presented as hosted "pavilions" dedicated to the event sponsor. Traditional conferences are invited to host virtual events that will complement those conferences.

**Meet Live Face to Face:** Spa i Expo fully integrates our live web conferencing system borrowed from the Spa i University Learning Management System. One day each month, *Spa i Expo* will be "Live". Exhibitors will be manning their exhibits via individual web conference sessions with webcams. As attendees browse exhibits, they will find a "Let's Talk!" link in exhibits spaces, linking them directly into a live meeting. Exhibitors may use the web conferencing system anytime, not just on show days.

**Unique Spa i Expo Advantages:** Without feeling the pressures of a face-to-face sales pitch, you will be able to instantly review all of the desired company information, see a photography gallery of their products, download available online brochures, attend webinars and view educational videos. You can easily request sample products or take advantage of special promotions. Best of all, this new trade show is conveniently open 24 hours a day, 7 days a week and 365 days a year.

**Special Exhibitor Opportunities:** The Spa i Expo will affordably increase your brand awareness through an enhanced Internet image, while attendees can easily review all of your information and offerings as well as to link directly back to your company website. This is the perfect showcase to help you introduce new products and services without travel expenses, setting up booths, shipping products or printing extra collateral materials. You will even have trackable and qualified lead generation reports, so you can follow-up with potential buyers. You can connect with synergy to Spa i University to share educational opportunities and even offer CE Credits. Your press releases and new product announcements will be shared with over 1300 active members and 6000 newsletter subscribers via the Spa i News Today Newsletter which feeds to Twitter and Google Search.

**Going Green & Charitable!** Spa i Expo is the green alternative for everyone in the professional spa, medical and beauty businesses. With the Spa i Expo, there is no carbon footprint or printed materials needed as all marketing materials are embedded and downloadable to the buyer. Six percent of all total gross revenue produced by Spa i Expo will be donated to the Make-A-Wish and Georgia Transplant Foundations.

**The Spa i Expo Team:** As President of SpaClique and Spa i University, Brian Cunningham is proud to introduce Tina Berger as the new Senior Vice President of Business Development, Holli Beckwith as Vice President of Business & Service Development as well as Patti Biro, Vice President of Operations & Client Education Services.

**Membership & Exhibitor Information:** For more information on Spa i Expo, SpaClique.com 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.com](http://www.SpaiExpo.com) and [www.SpaClique.com](http://www.SpaClique.com).

###

Spa i Expo Logo & Photographs Available