

**FEBRUARY 15-16, 2004**

**LOS ANGELES CONVENTION CENTER • LOS ANGELES, CA**

**FACT SHEET**

**Event**

**The Spa & Resort Expo and Conference LA and The Medical Spa Expo and Conference LA** is a comprehensive marketplace designed exclusively for the Southern California spa and medical spa industries.

Produced by Reed Exhibitions, the world's largest organizer of business-to-business events, Reed plans and executes over 50 events in the U.S. and Canada, serving 25 different industries and over a half million professionals. The Spa & Resort Expo and the Medical Spa Expo were first launched in New York City and were a huge success! In 2003, the Event's second year, pre-registered attendance doubled to nearly 4,000 professionals.

California represents the largest spa market and has the highest concentration of dermatologists and plastic surgeons in the U.S. (representing primary attendee targets for the Medical Spa Expo-LA). The California Events will continue to focus on the same niche of spa owners and managers and medical professionals that has worked for the New York event. The launch of an annual California event provides California industry professionals with a convenient option to participate in Reed's popular Spa events. In addition, a targeted conference program that addresses important issues such as spa and medical spa management and operations, treatment trends, marketing and PR provides a valuable continuing education resource for California's industry professionals.

**IT'S THE ONLY EVENT FOR SOUTHERN CALIFORNIA  
THAT COMBINES THE SPA AND MEDICAL SPA MARKETS**

**Show Facts**

**Spa & Resort Expo LA:**

- **California is home to 33,859 spa-related establishments including: day spas, resort/hotels, facial salons, fitness clubs and beauty salons**<sup>1</sup>
- The resort/hotel spa segment has shown a cumulative two-year increase of 143% in a number of locations<sup>2</sup>
- Spa facial care is predicted to rise 6.7% annually to reach \$857 million in 2005 and spa body care to increase 10.5% annually to reach \$150 million in 2005.<sup>3</sup>

**Medical Spa Expo LA:**

- **Between 1997 and 2002, the growth rate for medical spas in the United States was 143%. It is estimated that medical spas account for \$205 million of the \$10 billion spa industry.**<sup>3</sup>
- **California is home to 16,090 medical spa related personnel and has the largest concentration of plastic surgeons and dermatologists in the United States.**<sup>3</sup>
- 65% of day spas claim local association with surgeons and dermatologists and 40% of day spas are affiliated with chiropractors<sup>4</sup>
- Combined revenues from patient-centric services in US specialty hospitals and medical spas are projected to \$455 million in 2002<sup>4</sup>

<sup>1</sup>-Dunn & Bradstreet

<sup>2</sup>-International SPA Association

<sup>3</sup>-International SPA Association's 2002 Spa Industry Study

<sup>4</sup>-Day Spa Survey, commissioned by The Day Association and ClubSpa USA

## Profile of Attendees

---

### Spa & Resort Expo LA:

- Day Spa
- Destination Spa
- Resort/Hotel Spa
- Skin Care Salon
- Full Service Salon
- Health/Fitness Spa/Center
- Cruise Ship Spa
- Massage Therapists
- Esthetician
- Architects
- Travel Agents

### Medical Spa Expo LA:

- Dermatologists
- Plastic Surgeons
- Chiropractors
- Dentists
- Medical Spa Owners & Managers
- Medical Massage Therapists
- Nurses
- Acupuncturists
- Naturopaths
- Hospital Medical Directors
- Other related Medical Professionals

## Who Should Exhibit

---

### Spa & Resort Expo LA:

- Apparel & Accessories
- Ayurvedic Products
- Architectural & Interior Design/Lighting
- Aromatherapy Products & Candles
- Baby Spa Products
- Business services and training (computer software, private labeling, legal, accounting, insurance)
- Cosmetics/Permanent Make-up
- Electrolysis Products
- Fitness Equipment & Programs
- Linen Supplies (sheets, towels, pillows, bathrobes and blankets)
- Massage/Reflexology
- Men's Spa Products
- Nutrition, Vitamins, Weight Loss
- Skin Care
- Spa cuisine
- Tanning equipment and Products
- Toiletries
- Uniforms
- Water Therapies

### Medical Spa Expo - LA:

- Cellulite Reduction Treatments
- Cosmeceuticals
- Dental Equipment
- Electrolysis Equipment
- Homeotherapy Aids
- Hydrotherapy Products
- Interior Design
- Laser Equipment
- Light/Color Therapy Products
- Liposuction Equipment
- Lymphatic Drainage Equipment
- Massage Products/Equipment
- Medical Marketing Firms
- Microdermabrasion Equipment
- Nutriceuticals & Weight Loss Products
- Post-operative Treatment Products
- Scar Management Treatments
- Skin Lightening Treatments
- Thalassotherapy Products

## For information on exhibiting, contact:

---

**Jim Fama, Group Sales Director**

Phone: 203-840-5563 Fax: 203-840-9563

Email: [jfama@reedexpo.com](mailto:jfama@reedexpo.com)

### Produced by:

### Sponsored by:

---



Spa finder®

