

INsalon

Reimagined

Invest in the Future of the Salon Profession

The Marketplace



Where Brands Engage, Educate, and Build Relationships

Vendor Table Packages

Standard Vendor Table **\$350**

- 1 Table with Tablecloth
- 2 Chairs
- 2 Show Passes
- Standard Placement on the Floor

Additional Table **\$175 / ea.**

- Additional Tables Per Exhibitor
- Each Addition Table Includes a Tablecloth & 1 Chair

Super Vendor Opportunity

SUPER VENDOR **\$1,500**

- Premium Space Placement
- Expanded Space
- Featured in Event Marketing
- Special Recognition at the Event
- 1 Stage Segment

Stand Out as a Leading Vendor on the Show Floor!

Limited availability - Act Fast

Active Event Promotion - Email - Socia Media - Industry Networks

Be Part of the Marketplace Floor

- Hands-on Engagement with Buyers
- Direct Access to Independent Professionals
- Education + Shopping Creates a Buying Moment
- Relationship-Building & Networking

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SALON SPA
PROFESSIONAL
ASSOCIATION

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The Marketplace is a curated space designed to bring together leading brands and forward-thinking salon professionals. More than a shopping floor, it's an environment built for connection, conversation, and growth — where products are discovered, partnerships are formed, and ideas move the industry forward. This is where innovation becomes opportunity.

Dates & Location

- October 10-11, 2026 (Saturday & Sunday)
- DoubleTree Hotel - Minneapolis Airport
 - 2020 American Boulevard East, Bloomington, Minnesota

Exhibit Space Details

Vendor Table \$350 Additional Tables \$175 ea.

- 1- 8' Table
 - Tablecloth
 - 2 Chairs
 - 2 Name Badges
 - Listing On Website
 - Electrical Access
 - WiFi Available
 - Load-in
 - Saturday 7am - 12:30 pm
 - Load-Out
 - Sunday 5 pm
- 8' Table
 - Tablecloths
 - 1 Chair per Table
 - 1 Badge per add'l table

Marketplace

Sales are a MUST

- Exhibitors are responsible for their own payment processing systems.
- The event organizers are not responsible for lost, stolen, or damaged merchandise.
- All applicable sales tax regulations must be followed by the exhibitor

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Focus

- Licensed cosmetologists, estheticians, nail and lash technicians
- Salon owners & decision-makers
- Independent Contractors
- Emerging professionals

Marketing

Minnesota and Border States

- Email
- Social Media Posting
- Partners & Vendors
- Direct Mail
- Website and Landing Page
- Direct Outreach

Education Opportunities

- One-hour classroom sessions available
- Pre -approval required.
- No product sales in the classroom
- Education must align with event standards

Why Participate

- Connect with driven professionals
- Build brand visibility in the Upper Midwest
- Engage directly with salon decision-makers
- Strengthen community presence

**Opportunities Are Limited
Secure Your Space Today!**



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