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Day Spa Expo Announces 2009 Business Forum Speakers

March 15 to 17, 2009 At The Las Vegas Convention Center

Union City, NJ The Day Spa Association and the International Medical Spa Association announce that the DSA and IMSA have once again been selected to provide the educational component for the Day Spa Expo & Business Forum to be held at the Las Vegas Convention Center on the weekend of March 15 to 17, 2009 – hosted by Bentley International Group for spa owners, managers and professionals. DSA & IMSA chapters from Asia, Europe, Central and South America and the Middle East are encouraged to bring a delegation of their members and exhibitors to attend from across the globe. The Day Spa Expo is all about serious business. You will be updated on all of the latest trends, techniques, equipment and business strategies.

Guest Speakers and topics this year will be divided into three separate tracks. In Track One hosted by Skip Williams of Resources & Development, nine diverse Spa Planning & Development seminars will include noted speakers Keith West-Harrison of Spa Enrichment Strategies on 'When Retail Sales Go Bad'; Larry Oskin of Marketing Solutions on 'Powerful Spa PR, Photography & Media Strategies' and Ana Loiselle-Donahue of the SECRET Salon & Spa by Design 'Salon & Spa Compensation'. In Track Two hosted by Ken Cassidy of Cassidy's Salon Management, eight Business & Management Operations sessions will include Susanne Warfield on 'Medical Emergency Situations', Carl Tuinstra of C & G Innovation, LLC on 'Turn Your Website Into A Revenue Generator'; Rhana Pytell of GAIA Spa, LLC on 'Going Green – For Day Spas' and Christopher Brazy of DaySpaOwner.com on 'Money Making Salon Service Menus'. In Track Three hosted by Eric Light of The Strawberry Hill Group, nine seminars will include Andrew Finkelstein of The Beauty Resource on 'Touch Base Marketing With 7 Keys To Attract More Clients'; Joel Greenwald of Greenwald Doherty, LLP on 'Day Spa Employment Myths' and Jaimey Alumbaugh of the Action Bag Company on 'Power Of Promotion'. There will be several panel discussions inclusive of one on 'Legal Matters', and 'Day Spa Insurance Programs'. For a complete list of speakers and seminars, visit www.DaySpaExpo.com.

DSE Exhibitor Opportunities Still Exist: Top quality buyers are attracted to the annual Day Spa Expo for many key reasons. The Day Spa Expo Business Forum is a unique focused world class business education program offering real opportunities and solutions to help spas succeed. As exhibitors, you will have the opportunity to do business with the decision maker for thousands of select day spa, spa, health, wellness, medical and beautycare professionals. Unlike other spa events, the Day Spa Expo exhibit hall will be open each day with no competing business seminars to draw buyers off the show floor. To receive a new 2009 Day Spa Expo Prospectus, contact Shane O'Sheeran at the Bentley International Group at 800-859-9247, 702-893-9090 or visit www.dayspaexpo.com/PDF/Spaceapp. A wide range of email and other promotional opportunities will be offered to all participating exhibitors. DSA and IMSA members receive a special discount of \$200 on booth space. To help each exhibitor achieve maximized success, there are exhibitor restrictions for each category!

2009 DSA & IMSA Awards & Events: During the Day Spa Expo, two of the industry's most prestigious annual awards for spa professionals with an emphasis on charitable giving through SPACare, their non profit organization will be presented. During a special "Members Only" networking evening, the '2009 Spa Person of the Year Award', will be selected from the Day Spa Association's '2008 Spa Persons Of The Month' who are honored six times each year. These individuals have each made a significant contribution to the professional spa industry, while remaining an influential contributor in their own local communities. To nominate a Spa Person of the Month, please send candidates names and qualifications to Hannelore@dayspaassociation.com. The "Distinguished Day Spa of the Year Award" will be presented to one of the DSA accredited Day Spas. For information and accreditation applications please visit <http://www.dayspaassociation.com/accreditation>. Hannelore Leavy notes, "We are inviting authors to register with the Day Spa Association office for our annual book signing event." Daily early morning meditation conducted by Selfcentered.

Associations Membership: DSA Membership includes many special privileges inclusion in The Annual Day Spa / Medical Spa Directory, a listing on the www.DaySpaAssociation.com or www.MedicalSpaAssociation.org website, a beautiful membership certificate, Quarterly Newsletters, Seasonal Email News Blasts, invitations to special advanced educational seminars, free magazine subscriptions to most industry magazines and select consumer publications, special credit card processing rates and a variety of discounts with many professional services within the spa, beauty and medical spa industries, as well as numerous vendor membership discounts.

This Day Spa Expo event is perfect for spa and day / medical spa owners, managers, aestheticians, massage therapists as well as all spa professionals and manufacturers. For more information and to register for the 2009 Day Spa Expo, contact the Bentley International Group or go to www.dayspaexpo.com. DSA and IMSA members will receive a special discount for the Day Spa Expo Business Forum, as well as free entry to the exhibit floor. Visit www.DaySpaAssociation.com.

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