

# It's Happenin' at the Hard Rock!

## 7th Annual West Coast Tanning Expo

By John P. Ribner



What happens when you add the extravagance of a well-known national tanning convention with the intimate nature of a regional show? You get the Seventh Annual West Coast Tanning Expo!

Scheduled for June 21-22 at the Hard Rock Hotel in Las Vegas, the Expo will be a one-of-a-kind event in many ways. Although JK-North America has an established reputation of hosting its popular Vegas show, this year marks the first time Suntan Supply will be the host with support by JK-North America. This coincides with the Ohio distribution company's recent acquisition of Ergoline's West Coast product distribution territories – Arizona, California, Colorado, Hawaii, Las Vegas, NV, Oregon and Washington. When these two tanning industry giants join forces, salon professionals can expect this year's West Coast Expo to be jam-packed with everything they need to operate a successful business, including top-notch education and some exciting new products, as well as enough entertainment to make for a

highly memorable working vacation.

One of the most noticeably exciting things about the event is its location, the hip and happening Hard Rock Hotel. "We thought it was time for something new," said Nina Neuschuetz, JK-North America Director of Marketing, "and the Hard Rock is hip, energetic, and fits the mood of this industry very well." The hotel, and the fact that the Expo will take place on a weekend, opens up many unique entertainment options for attendees. One of the biggest and most exciting attractions will be the world famous Hard Rock Hotel REHAB RX Party on Sunday, June 22. "It's the biggest beach party in Vegas," added Marty Gallagher, Suntan Supply President, "and it's less than 500 feet from the exhibit floor!"

As we're living and doing business in the age of social media, the event's keynote addresses will focus on marketing and social media, which will be valuable to salon operators. "We are bringing in experts who specialize in ways to use Facebook and Twitter to discuss ways to build business by connecting with customers," Nina said. In addition, the Expo will also feature spray-tan training, as well as a host of product presentations, breakout sessions and the always-popular panel discussion during which attendees can ask questions of a group of tanning industry veterans. "Like all events hosted by JK-North America and Suntan Supply, this one will be a learning

experience," Marty added.

Unique to this year's Expo will be a working sunroom, which allows attendees to try a session in Ergoline's tanning equipment before making an investment in it. "We'll have four working tanning units on the show floor – three Ergoline Prestige 1400 and a SUN ANGEL 1400," Marty said. "This gives attendees the opportunity see the difference that high-quality, German-engineered Ergoline tanning units provide. Each time we've done this at our regional shows, the units were busy from the minute we opened until the show ended, and we expect the same thing in Vegas." Spray-tanning product vendors will also offer custom spray-tans during exhibition hours.

Someone will get lucky at the West Coast Expo and it won't be the house! One attendee will win an Ergoline SUN ANGEL S-46 valued at \$47,495 and 10,000 dollars in prizes donated by Expo vendors will also be awarded.

With everything it has to offer, it should come as no surprise that hundreds of salon professional have already pre-registered for this event! That said, there's still plenty of time to be part of all the excitement. The special pre-registration price is \$59 through May 31, which includes a two-day, all-access pass to the show floor as well as all educational sessions. Walk-up registration is \$89, sign-up online at [tanningexpos.com](http://tanningexpos.com) or call 800.989.8267. ■

