



Professional
Beauty
Association

NONPROFIT • ADVOCACY • COMMUNITY



WE HEARD YOU, UPDATES TO ISSE 2021

July 15, 2020



It's an unprecedented time in our lives. Things are uncertain and changing daily. With that in mind, and with your feedback, we are announcing a shift in the ISSE 2021 dates. The show will now take place March 13-15, 2021 in Long Beach, CA.

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OK

the latest recommendations of public health experts and standards set by the federal, state and local governments.

SAFE CONNECTIONS WITH YOUR BEAUTY COMMUNITY

We are excited to bring the industry back together March 13-15 in Long Beach to share the latest education, product launches, demos, and special offers from a diverse blend of beauty experts.

A RENEWED FOCUS ON EDUCATION

A curated selection of educational experts ready to teach you how to get back to business and thrive in 2021, working with a diverse mix of clients, best practices for navigating the new normal, and an expanded focus on skincare education are just a few of the things to expect.

GBAC STAR CERTIFICATION AND ENHANCED CLEANING PROTOCOLS

Long Beach Convention Center is GBAC certified, which provides the venue staff with training on infectious disease sanitization and outbreak response. Additionally, the Long Beach Convention Center protocols include deep cleaning, use of new EPA approved disinfecting products and enhanced employee training in disinfection techniques and frequency. Venue ventilation systems are regularly checked, including frequent filter changes, 24/7 air exchange circulation, and increased ventilation speeds.

DIGITAL ENHANCEMENTS

In addition to the live experience, we will feature a selection of ISSE experiences, allowing enabling you to connect digitally with your favorite brands and the beauty community.

SOCIAL DISTANCING PRACTICES

Wider aisles, attendee maximums, socially spaced classrooms and print at home / quick connect technology.

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health screening measures will be implemented as directed by CDC at the time of the event.

We will be sharing additional information as it becomes available, and our plans to keep your safety, security and health a priority. We look forward to reconnecting with you at ISSE this spring in Long Beach.

ISSE

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THE ISSE DIGITAL EXPERIENCE

ISSE

LET'S SEE WHAT THE ISSE DIGITAL EXPERIENCE HAS TO OFFER! What is the

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Beacon

ISSE

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