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Day Spa Expo Announces 2010 Business Forum **March 13 to 15, 2010 At The Las Vegas Convention Center**

Union City, NJ Hannelore Leavy, Executive Director of the Day Spa Association and the International Medical Spa Association announces that the DSA and IMSA have again been selected to provide the educational component for Bentley International Group's Day Spa Expo & Business Forum to be held at the Las Vegas Convention Center over the weekend of March 13 to 15, 2010 for spa owners, managers and professionals. Exhibitors and attendees are expected from across the globe. DSA & IMSA chapters from Asia, Europe, Central and South America and the Middle East are encouraged to bring a delegation of their members to attend. The Day Spa Expo is all about serious business. You will be updated on all of the latest trends, techniques, equipment and business strategies.

Call For Guest Speakers: This Day Spa Expo Business Forum will host numerous nationally and internationally recognized speakers, spa experts and gurus. If you are interested in submitting an application, contact the Day Spa Association at 201-865-2065 to receive a copy of the speakers' application. 2010 Speaker Applications will be due by August 28, 2009. Special preferences will be given to DSA and IMSA Members.

New Opportunities ~ For DSE Exhibitors: Top quality buyers are attracted to this show for many key reasons. The Day Spa Expo Business Forum offers a unique world class business education program sharing 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 salon, day spa, spa, health, wellness, medical and beautycare professionals. Unlike other spa events, the Day Spa Expo exhibit hall is open for a minimum of four hours each day with no competing business seminars that at other shows draw buyers off the show floor. To receive a new 2010 Day Spa Expo Prospectus, contact the Bentley International Group at 800-859-9247, 702-893-9090 or visit www.dayspaexpo.com/dse10exhibitspaceapplicationrevision060809.pdf. A wide range of email and other promotional opportunities will be offered to all participating exhibitors. DSA and IMSA members will receive a special discount of \$200 on booth space.

2010 Annual Day Spa Association Meeting, Meet & Greet Awards Party: The Annual Day Spa Association Meeting will take place at this event and will include the formal introduction of the DSA Advisory Board for 2010 to 2011. There will also be the **2010 DSA & IMSA Award Presentations Ceremonies** for two of the industry's most prestigious annual awards for spa professionals. The first award will be the '2010 Spa Person of the Year Award', selected from the Day Spa Association's selected six '2009 Spa Persons Of The Month'. 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 www.dayspaassociation.com/accreditation. Other awards to be presented will be the Spa Philanthropist Award, Healing Hearts Award, DSA Leadership Award and the IMSA Leadership Award.

The Day Spa Association Advisory Board will also hold their bi-annual planning sessions. Should you want to be considered to work on a DSA or IMSA Committee, you are encouraged to volunteer to actively help support the day spa & medical spa industry while networking with other successful spa professionals. There will also be an International Director's Meeting with the representatives of the various DSA and IMSA Chapters from around the world.

Associations Membership: 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 and beauty industries, as well as numerous vendor membership discounts.

It's time to capture your part in the largest segment of the professional beauty and wellness industries by learning how to stay ahead of the competition. This event is perfect for full service salon, spa, day spa and medical spa owners as well as for managers, aestheticians, massage therapists and all spa professionals. It is perfect for manufacturers. For more information and to register for the 2010 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.

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Photographs & Day Spa Association Logo Available