

## **The Aesthetic Show Is On! The Wynn Hotel, Las Vegas, NV July 8-11**

Excitement has been building across the aesthetics community in anticipation of The Aesthetic Show running in-person again this July.

We are thrilled to announce that The Aesthetic Show is confirmed and approved to move forward with the in-person edition of its 2021 event scheduled to take place July 8-11, 2021 at the Wynn Resort and Casino, Las Vegas. The Aesthetic Show (TAS), organized by Informa Markets, is taking a rigorous approach to health and safety at the upcoming event, using the medically-vetted, industry-approved All Secure Standard, a set of guidelines and measures designed to maximize safety at the event. Informa Markets is working closely with the Wynn Resort and Casino on a thorough health and safety plan based on the framework provided by the County.

“Our market has made it clear that they are ready and eager to get back to live events. As part of the world’s largest event organizer, The Aesthetic Show has exceptional resources and partnerships to ensure we deliver a great live event experience in a safe and secure environment under Informa AllSecure, and with the support of our partners at Wynn,” stated Eileen Baird, Group Business Director for The Aesthetic Show.

While digital opportunities have proven more critical than ever, leading to data-driven lead retrieval and connection opportunities in the absence of face-to-face, they don’t offer the tactile experience that live events create. “Networking, in it’s truest form, is not replicable in a virtual format,” said Eileen Baird. “Our customers want to see new products in action and connect with like-minded peers. Our in-person platform offers that opportunity, and with it, the opportunity for recovery and growth.”

Additionally, live events help support regional economies, with the meetings and conventions industry bringing an estimated \$11 billion annually to Las Vegas alone.

“Not only are meetings vital for the markets they serve, but the economic impact of holding events is critical for host cities as well,” explained Marianne Ferrandi, Event Operations Director for the Medical Aesthetic Group. “Trade shows create thousands of jobs supporting local hotels, restaurants, retailers, and entertainment, among others, and we appreciate the role we play in supporting economies.”

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For media inquiries contact: Karla Villalobos Director of Marketing North American Medical Aesthetics, Informa Markets [Karla.villalobos@informa.com](mailto:Karla.villalobos@informa.com)

For inquiries on AllSecure, contact: Marianne Ferrandi Event Operations Director North American Medical Aesthetics, Informa Market