

# Heartland's Missouri Expo: A Great Success!

**Blue Springs, MO** - The team at Heartland is already well-rehearsed... after all, in 2010 the team is hosting 5 larger expos and 5 regional training events! The two-day **Heartland Missouri Expo** during the first February weekend, was certainly their biggest event this year.

"Organizing and planning trade shows is not an easy job. The on-site team did a remarkable job in Blue Springs," explained Gene Czako (picture left), Senior Application Sales Engineer at **LightSources, Inc.** Gene presented the manufacturer's newest tanning and collagen lamp technologies. "It was crowded", Karl Platzer (picture right), Vice President at LSI, added. "From start to finish, it was a real value event for everyone. I heard it was Heartland's 18th expo



anniversary so over the years they really learned how to draw the crowds to their shows. Fantastic... over 450 salon pros visited us in the Marriott!"

The opening speech of **Greg Henson**, owner of Heartland, was only one of many show highlights. Greg mentioned the challenges of the industry, and the importance of the ITA involvement, e.g. when it comes to fighting the different state legislations. Greg also talked about the many opportunities that lie ahead.

For a lamp manufacturer like LSI, local trade shows like the one in Missouri, are really important. "The

expos provide salons a complete overview of the latest available technologies, which they vitally need to grow their business. Visitors can be educated about the tanning process, its effects on the skin, or lamp manufacturing in general. In contrast, we also learn from them." Gene said. Karl added. "The salon personnel give us first-hand insight, which helps us to continuously improve our products." In any event, the show had a **real educational quality!**

For instance, Steve Underhill trained attendees on how to increase local marketing; Gene Czako presented the story behind LSI - the world's largest tanning lamp manufacturer; and Joe Schuster kicked off the ever popular panel discussion with industry leaders!

However besides the business and educational side, the show also had many fun factors. **Leanna Thompson**, the owner of **Reel Deals** Salisbury/MO was most likely one of the happiest attendees. Leanna's salon won **150 free lamps** at the LightSources raffle. "Congratulations again from our tanning team," Karl and Gene commented. There were other drawings during the day as well.

At the end of another successful Heartland expo, Karl mentioned: "We definitely feel the industry's positive spirit." Salons are motivated and ready to learn smart new ways to grow their business. "We had many questions about red light therapy and **collagen lamps**. This is a great new market opportunity for all of us and it will be an exciting journey to see how the tanning industry will jump on the bandwagon of the vast anti-aging market." (For more info on our Rejuvenessence Lamps, please check the April issue of Tanning Trends).

For more **expo pictures and info** just check [www.tanamerica.com](http://www.tanamerica.com) or [www.lsitanning.com](http://www.lsitanning.com) and



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