

iFABB Affair

Hollywood
Influencer Awards®

Montage Beverly Hills
225 N Canon Drive
Monday, October 14, 2019: *Load In/Set Up*
Tuesday, October 15, 2019: *Event Day*

An Affair to remember....be a part of the first ever iFABB Affair event at the swanky and ultra-chic Montage Hotel in Beverly Hills, California.

Carefully selected brands will bring products to showcase in front of top influencers that come from around the globe. At the gathering, the focus will be on fashion, beauty, wellness and specialty food trends. Become a part of the world's "New Media."

This invite-only event will bring top influencers with a combined 300 million impressions under one roof. The event takes place on October 15th just prior to your product going live for Spring/Summer '20 and enhances the retail holiday season. Influencer marketing is now an essential part of media plans for established and up and coming brands. Viral campaigns are now key to a brand's success! They are select, vetted influencers with high engagement platforms to enable you to reach a wide demographic.

Partner with bloggers & influencers who have significant followers/subscribers that enable your brand to increase visibility.

Understanding Social Media Influencers, why do we need them?

When social media influencers speak...their fans listen, take action, and share their posts across platforms.

MORE IMPORTANTLY, FANS TRUST WHAT THEY HAVE TO SAY.

Instagram's 1 billion monthly active users have more than 500 million of them utilizing the platform every day. It is an efficient vehicle to increase brand awareness, that will drive engagement and target a wide variety of audiences in different demographics. Showcase your brand through a social media extravaganza.

Experience a day full of activities, photo opportunities, VIP hosts for an elevated experience that will guarantee influencers make it to your brand for maximized engagement.

This event will culminate with an ultimate experience, the Hollywood Influencer Awards. Showing the best in class of influencers and bloggers. The "people's choice" voting for the Hollywood Influencer Awards will happen on our website to ensure fair results and utilize their fan base. This will drive an extreme amount of traffic and visibility to the companies that sign on.

The influencers now impact our lives and have become more powerful than celebrity placement due to the organic message they deliver to consumers.

WWD article excerpt "if they brand wants to get an image of an actor or a "brand ambassador" in one of its looks out into the world it doesn't have to spend well upward of \$300,000 for a red carpet event to do it when an Instagram post by it or an influencer does the trick." April 10, 2019 article referencing 2019 Met Gala.

This event will also highlight and benefit an incredible southern California charity Vista Del Mar Child and Family Services established in 1908.

Come join us, be inspired, get connected and leverage your brand with influencer marketing!