

To: All Vancouver Show Participants:

From: ABA

Subject: Vancouver Show 2010 Cancellation

Allied Beauty Association has decided to not hold a show in Vancouver in 2010. This decision was not easily reached.

After much deliberation and soul searching it was determined that BC Place is not conducive to holding a show that reflects the image of our industry. The facility has received an overwhelmingly negative response from the attendees of the 2009 show directed to many of our distributors and Manufacturers as well as the ABA itself.

The majority of them have said that they would not attend the show if it were to be held in the same facility in 2010. ABA has reserved space at the extraordinarily beautiful new **Vancouver Convention Centre West in 2011, 2012, 2013 and beyond** but were unable because of the 2010 Olympics to obtain any space in 2010.

We are already planning to have a great show in '2011 complete with a celebrity team on a main stage, industry appropriate seminars, and a number of new innovations that we just cannot do at BC Place.

Allied Beauty Association is committed to giving all of our attendees the utmost value for their dollars and time spent. We can achieve this in 2011 but we cannot give that value in 2010 if we remain at BC Place.

We thank everyone for their support of the Vancouver show in the past and promise that 2011 and beyond will continue to reflect the commitment to excellence that all of our attendees expect and deserve.

Regards,
Allied Beauty Association

Sent: November 3, 2009