

Vegas Cosmetic Surgery Returns to Las Vegas June 9-12

[March 30, 2021] Las Vegas, NV—Excitement has been building across the aesthetics community in anticipation of an in-person event in Las Vegas this June. Today, Vegas Cosmetic Surgery received approval from Nevada’s Department of Business and Industry to move forward with the in-person edition of its 2021 event. The show is scheduled to take place June 9-12, 2021 at the Bellagio Resort & Casino in Las Vegas.

Vegas Cosmetic Surgery (VCS), organized by Informa Markets’ North American Medical Aesthetic Group, 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 Bellagio Resort & Casino on a thorough health and safety plan based on that framework which will include mandatory face masks and temperature checks for all participants.

“While we have incredible digital opportunities available, Medical Aesthetic Education is much more meaningful and engaging in-person, and it is important that practitioners experience the products available first-hand. We know safety is more critical now than ever, and we are confident in our ability to execute an event that focuses both on our community’s success and safety under Informa AllSecure,” expressed Eileen Baird, Group Business Director for VCS.

Community feedback for a return to the show floor has been resounding throughout the medical aesthetics field. While digital opportunities have proven more critical than ever, they don’t offer the tactile experience that live experiences create. 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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