

# premiereSAN ANTONIO

THE ULTIMATE BEAUTY EXPERIENCE

OCTOBER 1-2, 2023

## Educator Marketing Kit

We appreciate your interest in promoting your presence at San Antonio. Should you require further assistance or have inquiries regarding assets, brand promotion, or any other aspect, please contact [rachel@premiereshows.com](mailto:rachel@premiereshows.com).

### EVENT SUMMARY

Premiere San Antonio  
"The Ultimate Beauty Experience"  
October 1-2, 2023  
Henry B. González Convention Center  
San Antonio, TX

@premierebeautyshow  
#PremiereSanAntonio, #premierebeautyshow  
[www.premieresanantonioshow.com](http://www.premieresanantonioshow.com)

Link to Show Preview [here](#).

### SHOW PASS PRICING & PROMOTIONS

Link to Purchase Show Pass:  
[https://www.eventspass.com/vrf/cHJlbWllcm-VzYW5hbnRybmlvc2hvdw?pr=SAN23\\_AdvoEdu](https://www.eventspass.com/vrf/cHJlbWllcm-VzYW5hbnRybmlvc2hvdw?pr=SAN23_AdvoEdu)

Attendees are required to be members of the beauty industry, but a license is not required. Additional qualifications can be found on [our website](#).

Early Bird Special (May 8-September 5):  
\$30 OFF Day of Show Rate  
Professional Price: \$65  
Student Price: \$45

Advance Rate (September 6-30):  
\$20 OFF Day of Show Rate  
Professional Price: \$75  
Student Price: \$55

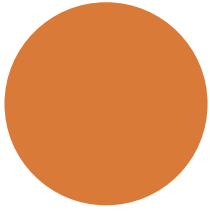
Day of Show Rate (October 1-2)  
Professional Price: \$95  
Student Price: \$75

### EVENT TALKING POINTS

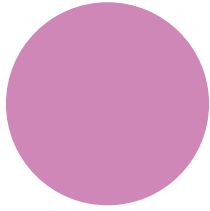
- ✦ **Premiere San Antonio is the place to Learn, Buy, and Connect.**
- ✦ **Immerse Yourself in the Epicenter of Beauty** – As the leading beauty event in the nation, Premiere offers an unparalleled experience full of innovation, inspiration, and creativity. Attendees will spend their weekend with qualified professionals learning the ins and outs of the beauty industry.
- ✦ **Elevate Your Skills with Renowned Education** – Attendees will engage with real-life beauty industry experts who have honed their skills through years of experience. With 200+ immersive workshops and personalized classes, attendees will refine their techniques, explore innovative trends, and stay ahead of the curve.
- ✦ **Discover New Products from the Biggest Brands in Beauty** – Attendees will explore exclusive pro products and discover unbeatable deals from 200+ industry-leading brands.
- ✦ **Network with the Finest Minds in the Industry** – Attendees will find themselves amid industry professionals, artists, and influencers from various disciplines. Premiere offers the chance to forge connections and open new doors like never before.
- ✦ **Ignite Professional Growth** – Attendees are not just attending a trade show; they're embarking on a transformative journey of professional growth. From hands-on workshops to fast-paced competitions, attendees will witness firsthand their unlimited potential.
- ✦ **Continue Your Education** – Attendees can conveniently fulfill their state mandated CEU hours by participating in a 1-hour sanitation course and an additional 3-hour course of their choice.

Additional event information can be found on our [website](#).

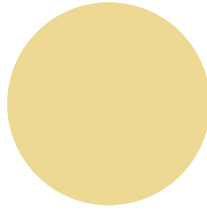
## PREMIERE SAN ANTONIO BRANDING & ASSETS



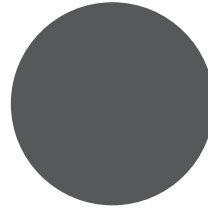
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**SECONDARY**  
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RGB: 208/136/182  
Hex: #d088b6



**SECONDARY**  
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RGB: 238/217/148  
Hex: #eed994



**TEXT CLR**  
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Hex: #58595b

Please click [here](#) to view our Google drive folder, where you will find the following assets to promote your presence at the show:

- ✦ Show Logos
- ✦ Social Media Graphics (Both Instagram and Facebook)
  - Please tag @premierebeautysows
  - #PremiereSanAntonio, #premierebeautysows
- ✦ Email JPG's

## PREMIERE SAN ANTONIO LOGO GUIDELINES

**premiere**SAN ANTONIO  
THE ULTIMATE BEAUTY EXPERIENCE

Use this logo on light backgrounds



Use this logo on a dark backgrounds

**premiere**SAN ANTONIO  
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Don't modify the proportions



Don't apply the logo on complex backgrounds that make it hard to read.