



# 2024 Sales Kit

# Welcome to Premiere

I have the privilege of witnessing something incredible at our shows - the excitement, the artistry, the buzz of it all. And this year, I'd love for you to be a part of the experience.

Our industry is special, and it is because of the unwavering dedication and innovation demonstrated by exhibitors like you. I want to express my sincere gratitude for the role your company plays in our thriving beauty industry.

I am confident that your presence at our shows will not only elevate your brand but also contribute to the overall success of Premiere. As a valued exhibitor, you will be part of a community that celebrates the growth of our industry.

Thank you for considering this invitation. I look forward to the opportunity of working with you in the future.



Warm Regards,

Ed McNeill, Senior Vice President



# 2024 Show Dates

---



premiere  
**COLUMBUS**

SEPT. 29-30 2024

premiere  
**SAN ANTONIO**

SEPT. 15-16, 2024

premiere  
**ANAHEIM**

FEB. 4-5, 2024

NEW DATES

premiere  
**ORLANDO**

JUNE 1-3, 2024

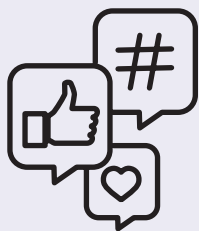
## VISIT OUR OTHER EVENTS

Cosmoprof North America, Las Vegas | July 23-25, 2024

Cosmoprof North America, Miami | Jan. 21-23, 2025

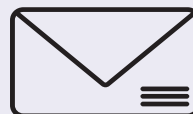


# Showcase Your Brand on a Global Scale



**5.8+ Million**

MILLION SOCIAL MEDIA IMPRESSIONS WITH  
OVER 272.8K COMBINED FOLLOWERS



**147K+**

SUBSCRIBERS IN OUR EMAIL  
DATABASE



**682K**

PRINT ADVERTISEMENTS IN  
CIRCULATION



**18+ Million**

DIGITAL IMPRESSIONS

## Press & Media Partners

**BARBER** *EVO*

**dermascope**  
THE AUTHORITY ON PROFESSIONAL SKIN CARE

 **WellSpa** 360  
The Whole Health Resource for Wellness Spa Professionals

**NAILPRO**  
THE ART AND BUSINESS OF NAILS

**scratch**  
www.scratchmagazine.co.uk

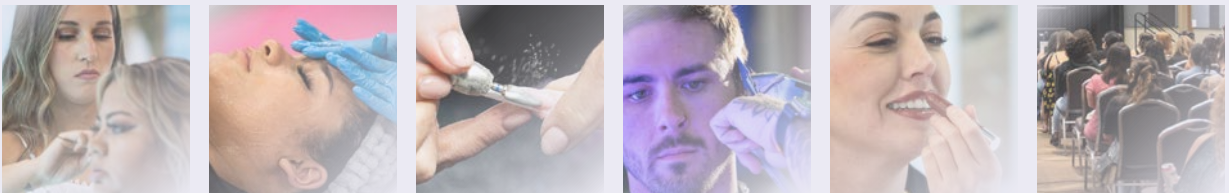
**MODERN**  
SALON

# 4 Shows. 4 Cities. One Incredible Community.

Premiere brings together thousands of beauty professionals and students to learn, buy, and connect. With shows across the country, our audience is among the most diverse in the industry.

At Premiere, attendees must undergo a verification process before registration. This step guarantees that every attendee is a qualified buyer, allowing for direct and meaningful engagement with your target audience.

## Who Attends Premiere

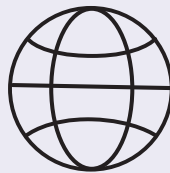


- ◆ Cosmetologists
- ◆ Salon & Spa Owners
- ◆ Estheticians
- ◆ Nail Techs
- ◆ Barbers
- ◆ Makeup Artists
- ◆ Students



**72K+**

ATTENDEES VISITED A  
PREMIERE EVENT IN 2023



**50+**

COUNTRIES AND ALL STATES  
WERE REPRESENTED AT  
PREMIERE EVENTS IN 2023

## Their Purchasing Habits



**76%**

ATTEND PREMIERE  
TO SHOP THE  
FLOOR

**80%**

SPEND MORE  
THAN \$250

**94%**

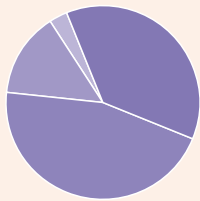
MAKE PURCHASES  
AT THE SHOW

# Industry Category: Hair

## TOP BENEFITS FOR HAIR BRANDS:

- ✦ Hair is Premiere's largest attendee segment
- ✦ Connections with the biggest educators and influencers in the industry
- ✦ Dynamic main stage performances that showcase the artistry of haircare .

## MEET THE HAIR COMMUNITY



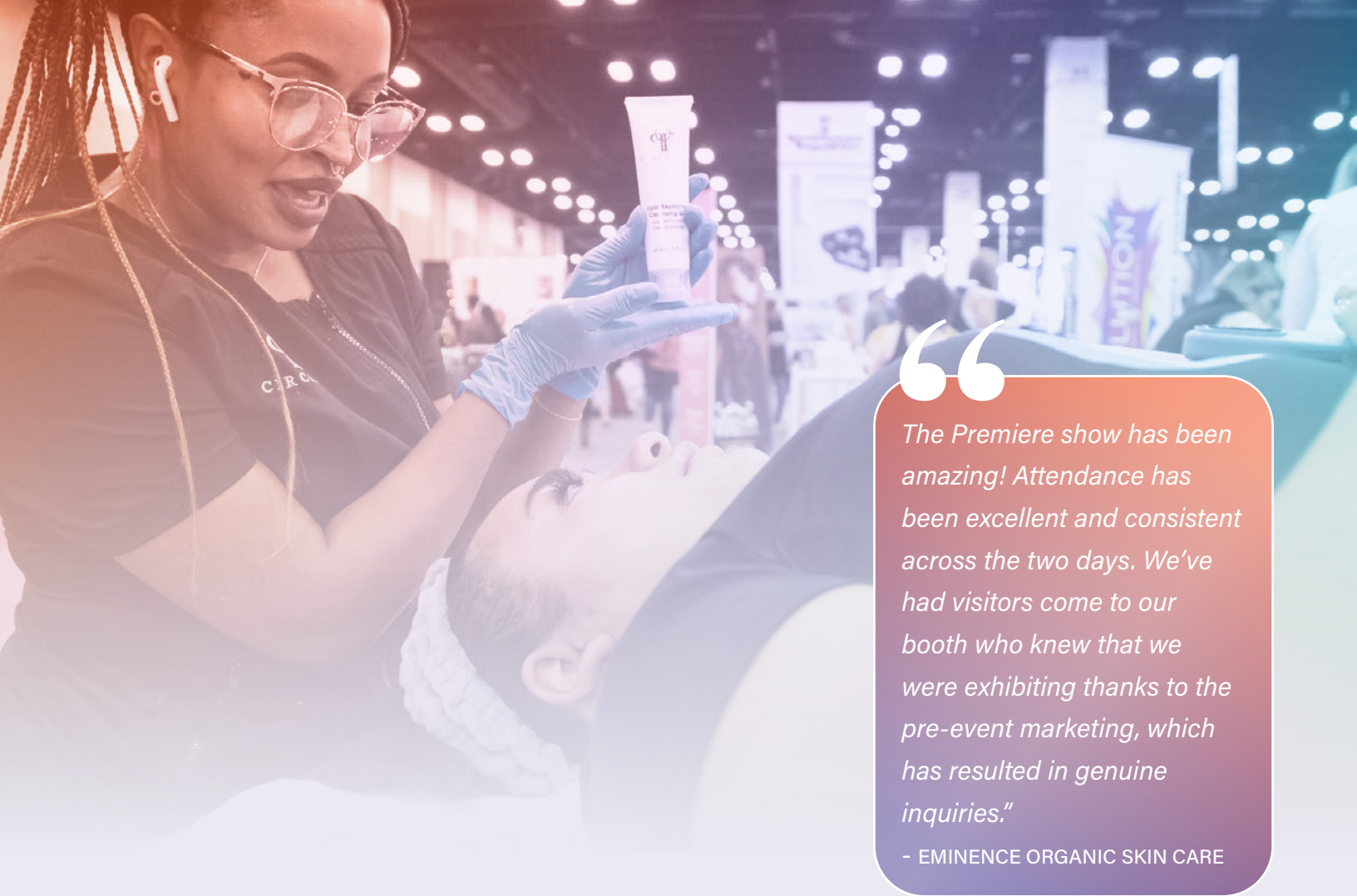
32% Under 35  
47% 35-54  
16% 55-64  
4% 65 or older

**55%**  
OF ATTENDEES  
AT PREMIERE ARE  
COSMETOLOGISTS

**21%**  
OF COSMETOLOGISTS  
ARE ALSO  
SALON OWNERS



*With inspiring education from the best beauty experts, and top exhibiting companies, Premiere is a venue with multiple resources for discovering all of the latest techniques, trends, and products." - SALONEVO*



*The Premiere show has been amazing! Attendance has been excellent and consistent across the two days. We've had visitors come to our booth who knew that we were exhibiting thanks to the pre-event marketing, which has resulted in genuine inquiries."*

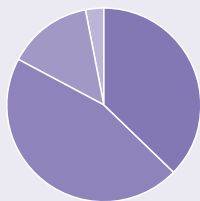
- EMINENCE ORGANIC SKIN CARE

# Industry Category: Dayspa

## TOP BENEFITS FOR DAY SPA BRANDS:

- ◆ Dedicated Dayspa section for brands and attendees to interact
- ◆ Product visibility to a vast network of spa owners and estheticians
- ◆ Exposure to press and media outlets

## MEET THE DAYSPA COMMUNITY



37% Under 35  
45% 35-54  
14% 55-64  
3% 65 or older

60%  
OF ESTHETICIANS  
ARE LICENSED IN  
MULTIPLE FIELDS

25%  
OF ESTHETICIANS  
ARE ALSO SPA  
OWNERS

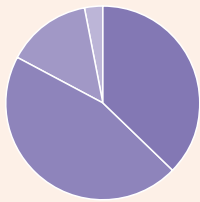


# Industry Category: Nails

## TOP BENEFITS FOR NAIL BRANDS:

- ✦ Dedicated Nail World section for brands and attendees to interact
- ✦ Forge connections within the global nail market through Naillympia competitions
- ✦ Engage with the leading educators and influencers in the nail industry

## MEET THE NAIL COMMUNITY



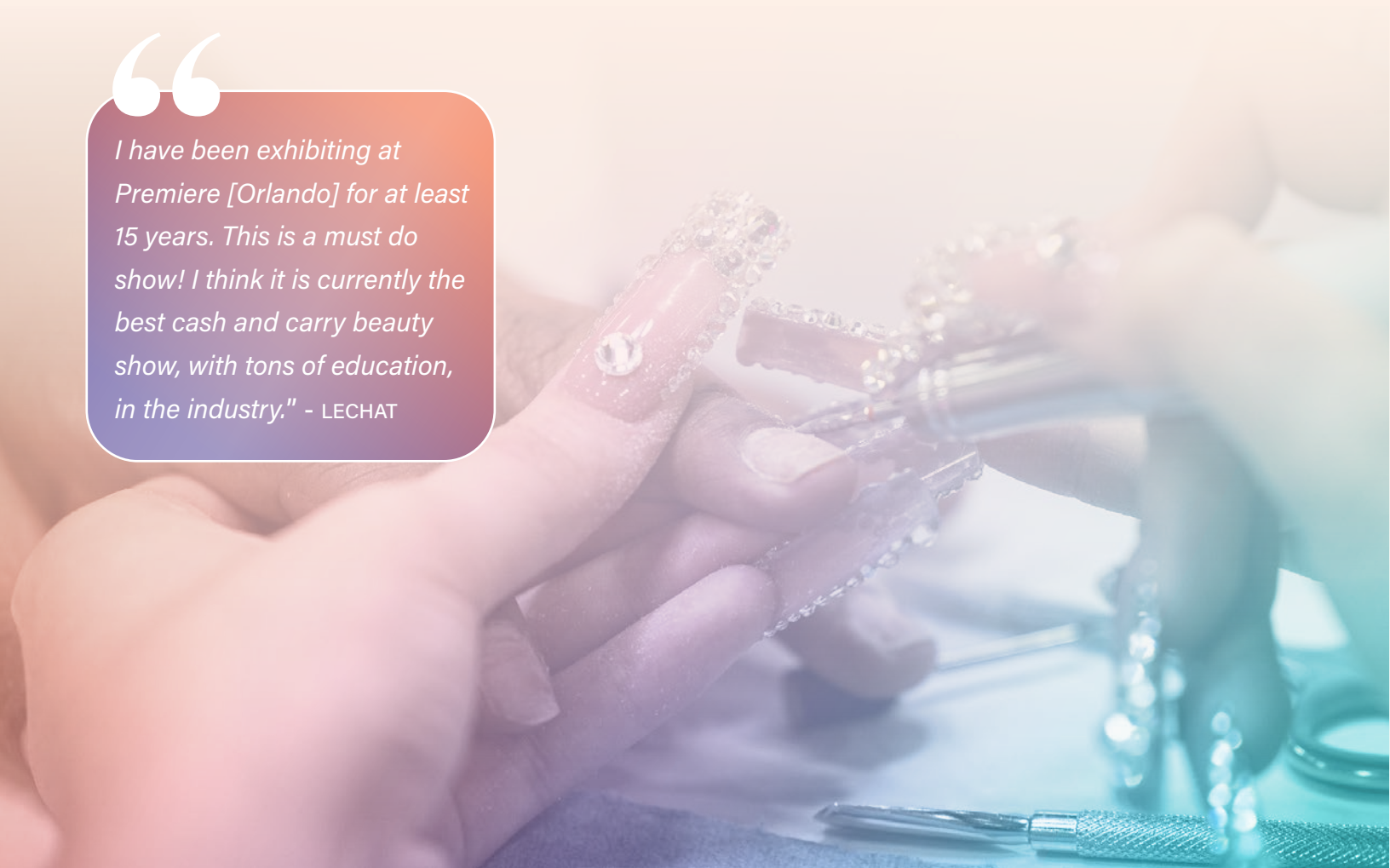
33% Under 35  
49% 35-54  
13% 55-64  
5% 65 or older

**44%**  
OF NAIL TECHS  
ARE LICENSED IN  
MULTIPLE FIELDS

**23%**  
OF NAIL TECHS ARE  
ALSO SPA OWNERS



*I have been exhibiting at Premiere [Orlando] for at least 15 years. This is a must do show! I think it is currently the best cash and carry beauty show, with tons of education, in the industry." - LECHAT*







“

*As a brand, we believe that the trade show booth is the perfect platform to educate and share knowledge with attendees. There is nothing more inspiring than seeing live interaction, collaboration, and support come together in a strong learning environment.”*

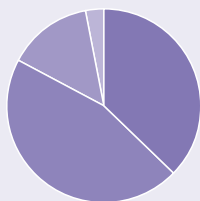
- BARBEROLOGY

# Industry Category: Barber

## TOP BENEFITS FOR BARBER BRANDS:

- ✦ Engagement with a vast barber audience, our fastest-growing attendee group
- ✦ Increased brand recognition with our exclusive Barber Stage
- ✦ Exposure to leading media outlets such as BarberEVO

## MEET THE BARBER COMMUNITY



33% Under 35  
44% 35-54  
16% 55-64  
6% 65 or older

52%  
OF BARBERS  
ARE LICENSED IN  
MULTIPLE FIELDS

20%  
OF BARBERS ARE ALSO  
SALON OR BARBERSHOP  
OWNERS



# premiere **ANAHEIM**

FEBRUARY 4-5, 2024 | ANAHEIM CONVENTION CENTER

**10K+**

ATTENDEE VISITS  
OVER 2 DAYS

**68%**

OF ATTENDEES HAVE  
SOLE PURCHASING  
AUTHORITY

**34%**

OF ATTENDEES  
WERE STUDENTS

**180+**

BRANDS EXHIBITED AT  
PREMIERE ANAHEIM  
2023

## **BOOTH PRICING**

Inline Booth: \$31 per sq. (\$3,100 per 10' x 10')

Corner Booth: \$33 per sq. (\$3,300 per 10' x 10')

# premiere **ORLANDO**

EDUCATIONS DAYS: JUNE 1-3, 2024 | EXHIBIT FLOOR OPEN: JUNE 2-3, 2024  
ORANGE COUNTY CONVENTION CENTER

**42K+**

ATTENDEE VISITS  
OVER 3 DAYS

**72%**

OF ATTENDEES HAVE  
SOLE PURCHASING  
AUTHORITY

**20%**

OF ATTENDEES  
WERE STUDENTS

**470+**

BRANDS EXHIBITED AT  
PREMIERE ORLANDO  
2023

## **BOOTH PRICING**

Inline Booth: \$32 per sq. (\$3,200 per 10' x 10')

Corner Booth: \$34 per sq. (\$3,400 per 10' x 10')





# THE ULTIMATE BEAUTY EXPERIENCE



## premiere **SAN ANTONIO**

SEPTEMBER 15-16, 2024 | HENRY B. GONZÁLEZ CONVENTION CENTER

**10K+**

ATTENDEE VISITS  
OVER 2 DAYS

**56%**

OF ATTENDEES HAVE  
SOLE PURCHASING  
AUTHORITY

**23%**

OF ATTENDEES  
WERE STUDENTS

**170+**

BRANDS EXHIBITED AT  
PREMIERE SAN ANTONIO  
2023

### **BOOTH PRICING**

Inline Booth: \$26 per sq. (\$2,600 per 10' x 10')

Corner Booth: \$27 per sq. (\$2,700 per 10' x 10')

# premiereCOLUMBUS

SEPTEMBER 29-30, 2024 | GREATER COLUMBUS CONVENTION CENTER

10K+

ATTENDEE VISITS  
OVER 3 DAYS

56%

OF ATTENDEES HAVE  
SOLE PURCHASING  
AUTHORITY

14%

OF ATTENDEES  
WERE STUDENTS

100+

BRANDS EXHIBITED AT  
PREMIERE ORLANDO  
2023

## BOOTH PRICING

Inline Booth: \$17 per sq. (\$1,700 per 10' x 10')

Corner Booth: \$18 per sq. (\$1,800 per 10' x 10')



# Get Involved: Exhibit with Us

Make a lasting impact on the beauty community by exhibiting with Premiere. Our shows provide the ideal platform to connect with qualified professionals, surpass revenue goals, and elevate your brand's visibility.

## **BENEFITS OF EXHIBITING:**

- ✦ **Elevate Brand Awareness** - Gain brand recognition and visibility with qualified beauty professionals, establishing your brand as a key player in the industry.
- ✦ **Broaden Your Customer Base** - Leverage Premiere's diverse audience to generate high-quality leads and expand business growth.
- ✦ **Drive Product Sales** - Tap into Premiere's thriving consumer demand and offer attendees an immersive shopping experience that translates into immediate sales and revenue.

## **TRUSTED BY THE BIGGEST BRANDS IN BEAUTY :**

ULTA Beauty | BabylissPRO | Profiles Backstage | WAHL | Eminence | Amika | Kokoist | Matrix  
Sam Villa | L3VEL3 | Farmhouse Fresh | Danger Jones | Apres | Circadia | Rude Cosmetics | Redken

### **BOOTH INCLUDES:**

6' Draped Table

2 Chairs

8' Back Wall

3' Side Walls

Standard ID sign

Wastebasket

Directory Listing

5 Staff Badges

## **MEET OUR SALES TEAM**



**Marco Labbate,**  
Sr. Director of Sales  
P: 203-253-8623  
E: marco@premiereshows.com



**Debra DeMello,**  
Sales Manager  
P: 407-312-1981  
E: debra@premiereshows.com



**Desiree Sanchez,**  
Sales Manager  
P: 407-312-1644  
E: desiree@premiereshows.com



# Get Involved: Educate with Us

Capture the attention of your target audience by educating Premiere attendees on your brand's techniques in a classroom setting. Educating is an interactive way for current and potential customers to gain insight into your brand and its products.



**Did you know? Classroom presentation times are complimentary with your booth commitment at all Premiere events.**

## **BENEFITS OF EDUCATING:**

- ✦ Connect with your audience and potential buyers
- ✦ Share your knowledge and expertise
- ✦ Reach new customers who are seeking industry knowledge

## **HOW TO APPLY:**

1. To educate at a Premiere show, each speaker must submit an application even if a booth contract has already been signed.
2. Please visit our website or contact [education@premiereshows.com](mailto:education@premiereshows.com) for the link to the show's sessionboard page.
3. Be prepared with details about your proposed session and contact information.
4. Once your application is complete, a member of our education team will reach out in the following weeks with the next steps.

## **DEADLINES TO APPLY:**

**Premiere Anaheim:** October 27, 2023

**Premiere San Antonio:** June 14, 2024

**Premiere Orlando:** February 16, 2024

**Premiere Columbus:** June 14, 2024

## **MEET OUR EDUCATION TEAM**



**Nicole Payne,**  
Director of Education  
P: 407-312-2250  
E: [nicole.payne@informa.com](mailto:nicole.payne@informa.com)



**Sharon Cruz,**  
Education Specialist & Special  
Events Coordinator  
P: 689-203-6101  
E: [sharon.cruz@informa.com](mailto:sharon.cruz@informa.com)



**Alexis Garcia,**  
Education Specialist  
P: 689-239-2897  
E: [alexis.garcia@informa.com](mailto:alexis.garcia@informa.com)



THE ULTIMATE BEAUTY EXPERIENCE

FOLLOW US @premierebeautysows

