



premiere

show group



2023 SALES KIT

premiere

show group



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WELCOME TO PREMIERE

Premiere Shows is the nation's leading network of beauty industry events, matched with world class education from top beauty brands and renowned educators. Premiere welcomes all representatives of the professional beauty industry to meet with top brands from around the globe, get hands-on education, shop, connect with their community, and stay up to date with the hottest trends in the business.

Premiere exhibitors are guaranteed to meet decision-makers from every area of the beauty industry on an exhibit floor designed to bring the beauty community together to learn, buy, and connect.

Premiere Shows are part of Informa Markets' growing U.S. beauty portfolio, recently joined by Cosmoprof North America in a historic partnership to better serve the beauty industry.

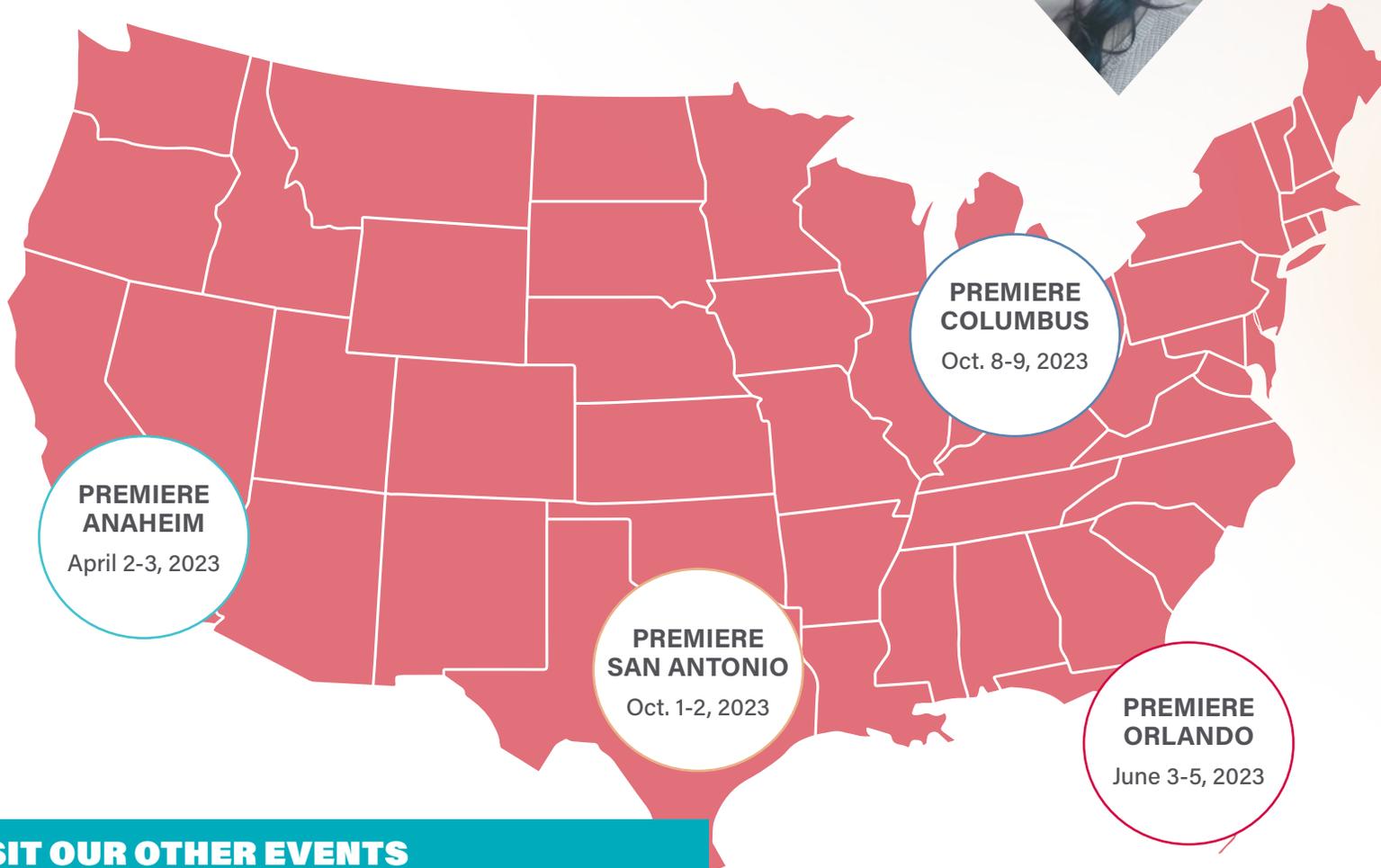


THE POWER OF PREMIERE

- ▶ **LARGEST** U.S. Beauty Trade Event
- ▶ **Best Educational Programming In The Industry with 1,000+ EDUCATIONAL SESSIONS** Annually
- ▶ **Longstanding Industry Relationships ACROSS THE GLOBE**
- ▶ **Driving Industry Growth Through DIGITAL INNOVATION AND DATA**
- ▶ **Largest Events Company In The World, with outstanding resources in: TECHNOLOGY | RELATIONSHIPS | EXPERIENCE**
- ▶ **HIGHLY QUALIFIED ATTENDEES** beauty professionals and enrolled students only, via a comprehensive qualification process



2023 SCHEDULE



VISIT OUR OTHER EVENTS
 Cosmoprof North America, Las Vegas | July 11-13, 2023
 Cosmoprof North America, Miami | Jan. 23-25, 2024 → **NEW!**

EXPERIENCE PREMIERE



Education

Hundreds of classes and workshops for beauty professionals and students, taught by top experts in the industry.



Shopping

Beauty professionals can shop what's new on the exhibit floor to stock their shelves and try new products.



Competitions

Professional hair, nail and make-up artists show off their artistry for a chance to win cash, prizes and industry recognition.



Community

Attendees, exhibitors, and beauty experts come together at Premiere to connect with their community.



Trends

The hottest trends in the industry being demonstrated from brands and educators across the globe.



Premiere Experience Lounge

Introducing a new space for attendees, educators and brands to connect with each other, explore what is new in beauty and re-energize. Sponsorship opportunities available!

THE PREMIERE ATTENDEES

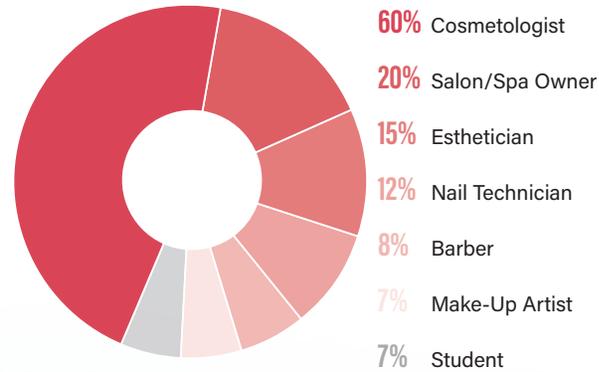
Thousands of beauty professionals depend on Premiere to find new products, receive industry-leading education, make purchases, spot trends and make connections.



“Attending Premiere Orlando gave me a fresh set of eyes and ideas for the industry. It’s motivation to get the latest tools and trade secrets without having to pay an absurd amount for classes on the outside.”

“A fantastic opportunity to meet every influencer and network and learn the newest tricks and tips.”

Who They Are



Why They Attend

- #1 Education
- #2 Shop the Exhibit floor
- #3 See the latest industry trends

90%

say Premiere is important to their business

60%

say they meet new suppliers that they wouldn't have otherwise if they hadn't attended

Purchasing Habits

94%

make purchases at the show

80%

spend more than \$250

Class Participation

82%

attend classes and/or workshops

74%

take 3 or more classes

Attendee data from Orlando 2022 exit surveys and registration

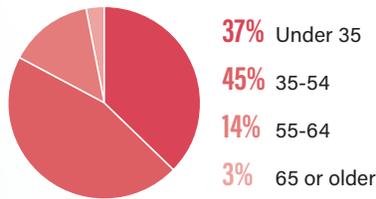
THE PREMIERE ATTENDEES – DAYSPA

Dayspa is a growing category for the Premiere Shows, with estheticians and massage therapists making up nearly 20% of Premiere’s overall attendance. Premiere is dedicated to continued growth in this category by delivering more qualified Dayspa attendees to the shows through targeted advertising, partnerships and education.

17%
of attendees

6,800
visits* from estheticians and
massage therapists

Who They Are



60% of estheticians are licensed in multiple fields

25% of estheticians are also Spa Owners

Purchasing Habits

94% make purchases at the show

81% spend more than \$250

88% have sole or joint purchasing authority for their business

*Premiere Orlando 2022 data

“Great show and high-quality attendees! Very professionally done!” — Mark Lees Skincare Inc.

“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 enquiries.” — Eminence Organic Skin Care



REACHING DAYSPA PROFESSIONALS



TARGETED DIGITAL ADS

Reaching Dayspa professionals with customized imagery and messaging



CUSTOM LANDING PAGES

Premiere webpage showcasing Dayspa brands and education opportunities



SEGMENTED EMAILS

Content focused on Dayspa brands, education and experiences at Premiere



SOCIAL MEDIA INFLUENCERS

Partnering with social influencers that Dayspa professionals follow to promote Premiere



PRINT & DIGITAL MEDIA

Promoting Premiere through media outlets that Dayspa professionals read, such as DermoScope



PARTNERSHIPS

Cross-promotions with brands and associations in the Dayspa category

DAY SPA BRANDS AT PREMIERE



THE PREMIERE ATTENDEES – NAILS

Premiere Shows is invested in growing its nail category with new vendors, added sponsorship offerings, more education, and enhanced nail competition. There are 253,588 licensed nail technicians in the states Premiere will visit in 2023! Premiere plans to reach them through targeted advertising and promotions, social media and partnerships.

253,588
nail technicians in Premiere Show states

12%
of attendees

4,374
visits* from nail technicians

Who They Are



Purchasing Habits



*Premiere Orlando 2022 data

“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



REACHING NAIL PROFESSIONALS

- TARGETED DIGITAL ADS**
Reaching nail techs with customized imagery and messaging
- CUSTOM LANDING PAGES**
Premiere webpage showcasing Nail brands and education opportunities
- SEGMENTED EMAILS**
Content focused on Nail brands, education and experiences at Premiere
- SOCIAL MEDIA INFLUENCERS**
Partnering with social influencers that Nail professionals follow to promote Premiere
- PRINT & DIGITAL MEDIA**
Promoting Premiere through media outlets that Nail professionals read, such as Scratch Magazine and Nail Pro
- PARTNERSHIPS**
Cross-promotions with brands and associations in the Nail category

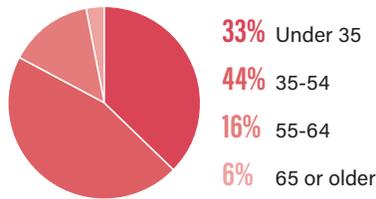
NAIL BRANDS AT PREMIERE



THE PREMIERE ATTENDEES – BARBER

Premiere Shows is reaching the ever-growing barbering segment and its distinct lifestyle through a dedicated space on the show floor, custom ad campaign, education on the latest trends and a competition on the show floor. Highly targeted creative and messaging across Premiere's marketing channels, especially social media, will be used to gain awareness with barbers across Premiere Shows' regions and drive them to attend.

Who They Are



52% of barbers are licensed in multiple fields

20% of barbers are also Salon/Barbershop owners

Purchasing Habits

96% make purchases at the show

80% spend more than \$250

87% have sole or joint purchasing authority for their business

*Premiere Orlando 2022 data

“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

BARBER BRANDS AT PREMIERE



8%
of attendees

3,069
visits* from barbers

2023 GOAL: 15% increase in barbers attending Premiere

REACHING BARBER PROFESSIONALS



TARGETED DIGITAL ADS
Reaching barber with customized imagery and messaging



CUSTOM LANDING PAGES
Premiere webpage showcasing Barber brands and education opportunities



SEGMENTED EMAILS
Content focused on Barber brands, education and experiences at Premiere



SOCIAL MEDIA INFLUENCERS
Partnering with social influencers that Barber professionals follow to promote Premiere



PRINT & DIGITAL MEDIA
Promoting Premiere through media outlets that Barber professionals read, such as Barber EVO



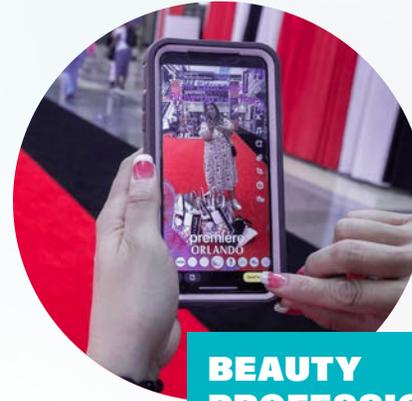
PARTNERSHIPS
Cross-promotions with brands and associations in the Barber category



STREET TEAM
Brand Ambassadors visiting local barbershops in each Premiere city

MARKETING & MEDIA

Premiere reaches the professional beauty community and students across the nation and globe through a targeted, 6-month, omni-channel marketing strategy per show.



BEAUTY PROFESSIONALS DATABASE

Premiere is building the largest database of beauty professionals in the industry through targeted lead generation campaigns, a digital registration system, industry partnerships and Premiere's expansion into new U.S. markets.

▶ **EMAIL CAMPAIGNS** → 147,800 subscribers, 20% avg. open rate

▶ **DIGITAL ADVERTISING** → 3 million+ impressions per event

▶ **SOCIAL MEDIA** → 256,473 social followers
2.2% avg. engagement rate

▶ **MOBILE APP** → Used by 42% of Premiere attendees

premiere
COLUMBUS
OCTOBER 2-3



YOUR PROFESSIONAL
Experience Artistry & Education
REGISTER TODAY!

premiereCOLUMBUS
Your Artistry & Education Event
OCTOBER 2-3, 2022
REGISTER NOW

THIS JUST IN: TRENDING NAIL ART & SKILLS!
Premiere Columbus is the place to get all your nail education on topics like acrylics, nail art, waterless pedicures, how to price your sell and build your own business plus so much more!
VIEW THE SHOW PREVIEW

SHOW OFF YOUR DESIGNS AND TECHNIQUE!
Introducing a brand-new showcase where you can submit your most creative nail sets and have a chance to have them displayed onsite!

premiereBIRMINGHAM
The Southeastern Beauty Event
OCTOBER 23-24, 2022
REGISTER NOW

YOU'RE INVITED TO CONNECT WITH US AT PREMIERE BIRMINGHAM OCTOBER 23-24, 2022

THE Beauty Industry Trade Show and Educational Event of the Year!

Here's what to look forward to this October:

- Experience the professional beauty industry's tradeshow of the year!
- 130+ Educational classes taught by your favorite artists in the industry!
- 200+ Booths to shop from - stock your salon for the holidays!



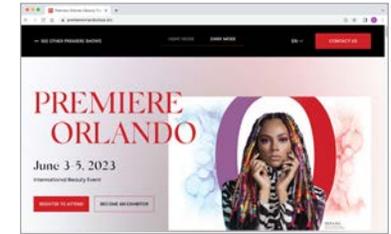
MARKETING & MEDIA

- ▶ **DIRECT MAIL** → 500,000 mailed annually
- ▶ **PRINT ADVERTISING** → 682,000+ circulation
- ▶ **PARTNERSHIPS**
 - Engagement Kits to 3,000+ schools
 - Reaching 135,000+ association members
 - 250+ distributor reps promoting Premiere in the field
- ▶ **MEDIA** → 1.1 Million+ impressions

“This was another banner year for Premiere Orlando, one of the largest beauty shows in the country, it’s a majority of hair and nails but the skin care category continues to expand both education and exhibitors!” — Lipgloss & Aftershave

“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.” — Salon EVO

- ▶ **WEBSITES** → 20,000 MUV
 - premiereshows.com
 - premiereorlandoshow.biz
 - premierecolumbusshows.biz
 - premiereanaheimshow.com
 - premieresanantoniioshow.com



JOIN PREMIERE

Join us and hundreds of other leading brands and renowned educators to connect with your beauty community. You'll engage with thousands of qualified beauty professionals across the U.S. that depend on Premiere to learn, buy and connect with their industry.

Exhibit Pricing:

ANAHEIM | APRIL 2-3, 2023

Inline Booth: \$31.00 per sq. ft. (\$3,100 per 10' x 10')

Corner Booth: \$33.00 per sq. ft. (\$3,300 per 10' x 10')

ORLANDO | JUNE 3-5, 2023

Inline Booth: \$31.00 per sq. ft. (\$3,100 per 10' x 10')

Corner Booth: \$33.00 per sq. ft. (\$3,300 per 10' x 10')

SAN ANTONIO | OCTOBER 1-2, 2023

Inline Booth: \$25.00 per sq. ft. (\$2,500 per 10' x 10')

Corner Booth: \$26.00 per sq. ft. (\$2,600 per 10' x 10')

COLUMBUS | OCTOBER 8-9, 2023

Inline Booth: \$16.00 per sq. ft. (\$1,600 per 10' x 10')

Corner Booth: \$17.00 per sq. ft. (\$1,700 per 10' x 10')

“It [Premiere Orlando] is THE show of the year and we do them all!” — SUNLIGHTS

TOP 3 REASONS TO JOIN PREMIERE

- ① Engage with Thousands of Qualified Beauty Professionals – including owners and decision makers!
- ② Makes Sales and Collect Leads
- ③ Network with Top Brands and Educators Across the Beauty Industry

PRODUCT CATEGORIES:

Hair Care & Barber, Nail Care, Spa/Massage Therapy, Extensions, Wigs & Weaves, Eyelash Extensions & Brow Care, Salon, Spa & Barber Equipment, Makeup, Business & Technology, Industry Apparel

BOOTH INCLUDES:

6' Draped Table
2 Chairs
8' Back Wall
3' Side Walls
Standard ID sign
Wastebasket
Directory Listing
5 Staff Badges



JOIN PREMIERE

Become an Educator

Engage with your target audience by educating Premiere attendees on your brand's techniques in a classroom setting. Classroom times are complimentary, based upon availability, with your exhibit booth commitment.

BENEFITS:

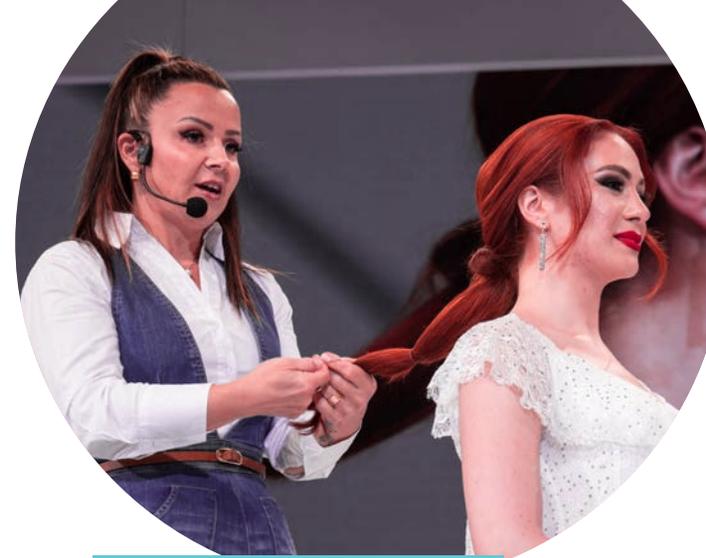
- + Meet potential buyers and welcome them to your booth after class
- + Face-to-face interaction with national and international beauty professionals
- + Reach new and existing customers who are seeking industry knowledge
- + Workshop opportunities available
- + Exclusive classroom opportunities available (additional fee required)
- + Free promotion in Show Preview

GUIDELINES:

- + Classes must remain educationally focused, unbiased, and objective
- + Sales will not be allowed in the classroom or surrounding areas
- + All educators must be in the professional beauty industry
- + Areas of education: Anti-aging; Business & Personal Development; Dayspa & Esthetics; Extensions & Weaves; Hair Color; Hair Cutting/Styling; Hair Loss Solutions; Instructor Education; Lashes & Brows; Makeup; Massage Therapy; Medesthetics; Men's Grooming; Nails; Social Media Marketing; Students & New Professionals; Wellness



“The energy and atmosphere of Premiere Orlando were so amazing. It felt alive. I think people were hungry to learn... more than I've seen in a long time.” — David Lopez, Ulta Beauty Pro Team



THE BEST EDUCATIONAL PROGRAMMING IN THE INDUSTRY

Premiere Shows hosts **1,000+** education sessions annually

82% of attendees take classes and/or workshops at the shows.

74% of attendees take 3 or more classes

TO APPLY

Deadlines to Apply:

Premiere Anaheim: December 17, 2022
 Premiere Orlando: February 10, 2023
 Premiere San Antonio: June 16, 2023
 Premiere Columbus: June 16, 2023

JOIN PREMIERE

Lead Capture

EventPass LeadGen™ allows exhibitors to scan visitor tickets, saving registration data into their own leads database.

BENEFITS:

- + Drastically improve your lead acquisition capacity
- + Instantly access and download leads, including names, emails, and addresses
- + Minimize hassle for visitors, they just scan their ticket on your device
- + Include custom questions to add meaningful insights to each lead

1 DEVICE LOGIN*

Early Bird Rate: \$149

Regular Rate: \$249

UNLIMITED DEVICE LOGINS*

Early Bird Rate: \$399

Regular Rate: \$499

Bring your own device – IOS 10+, Android 6+, max 1 device logged in at a time

To receive the early bird rate, orders must be received at least 8 days prior to show

CUSTOM QUALIFYING QUESTIONS - \$149
MAXIMUM 10 QUESTIONS

IPAD RENTAL WITH EVENTPASS
DESK STANDS - \$200 EACH

LOG INTO THE EVENTSPASS VENDOR
PORTAL TO ORDER TODAY

[CLICK HERE](#)



JOIN PREMIERE

Sponsorship Opportunities

Think outside the booth! Promote your product to beauty professionals before, during and after the shows through a variety of digital and on-site sponsorship opportunities at competitive prices.



Before The Show

EMAIL EXCLUSIVE

Create your own custom designed email, which will be sent to Premiere’s database including both current and past attendees. Email designed by sponsor and is subject to approval.

ANA	\$1,500	\$1,500 - 3 wks prior	SAN	\$1,500	\$1,500 - 3 wks prior
ORL	\$2,400	\$3,100 - 3 wks prior	COL	\$1,200	\$1,500 - 3 wks prior

EMAIL BANNER

Place your banner proudly on official show emails! Capture customers’ attention before they arrive.

ANA	\$400	SAN	\$400
ORL	\$800	COL	\$600

PRODUCT SEEDING – MEDIA INFLUENCERS

We take the work out of your hands! Create buzz for your product by connecting directly with select influencers and industry media. Premiere will send your product to our partners prior to the show. PLUS... increase your brand awareness even further by including a letter inviting these trendsetters to your booth! Space is limited and products must be approved by Premiere for inclusion in this curated box.

\$750

SOCIAL POSTS & YOUTUBE VIDEO

Promote your company or product on @PremiereBeautyShows Instagram (40K followers), Facebook (47K followers) or YouTube channel (171K subscribers). Instagram provides bonus exposure on our website. YouTube videos provided by sponsor must be relevant to participation at the show.

Facebook:

ANA	\$750	\$850 - 3 wks prior	SAN	\$750	\$850 - 3 wks prior
ORL	\$850	\$950 - 3 wks prior	COL	\$650	\$750 - 3 wks prior

Instagram:

ANA	\$850	\$950 - 3 wks prior	SAN	\$850	\$950 - 3 wks prior
ORL	\$950	\$1,050 - 3 wks prior	COL	\$750	\$850 - 3 wks prior

YouTube:

\$800

JOIN PREMIERE

Sponsorship Opportunities – continued

Before The Show

WEBSITE BANNER AD

Capture your target audience before the show! Banner location available on high traffic pages of Premiere’s website.

ANA	\$400/month	SAN	\$400/month
ORL	\$600/month	COL	\$400/month

SHOW PREVIEW AD - *NEW!*

Promote your company in the Show Preview brochure! Your 4-color ad will be included in BOTH the printed version mailed in advance, as well as the digital version posted online + promoted via email and social channels.

ANA	\$1,750 - half pg.	\$3,000 - full pg.	SAN	\$1,750 - half pg.	\$3,000 - full pg.
ORL	\$3,500 - half pg.	\$5,000 - full pg.	COL	\$1,250	\$2,000

SHOW PASS CONFIRMATION PROMO

Do you have a show special or discount you’d like to promote? Want to connect directly to attendees? Look no further than to advertise your show special on attendees Show Pass confirmation email. Get directly in the hands of beauty pros and build traffic at your booth!

ANA	\$500	SAN	\$500
ORL	\$900	COL	\$500



During The Show

BANNER PLACEMENT - LOBBY

Prominently display your banner inside the convention center lobby. Banner provided by sponsor must meet show management specifications and be shipped prior to event. *Additional material handling fees will apply.

ANA	\$2,700	SAN	\$3,000
ORL	\$2,300	COL	\$1,200

BANNER PLACEMENT - OUTSIDE

Announce to everyone you are at Premiere! Banner provided by sponsor must meet show management specifications and be shipped prior to event. *Additional material handling fees will apply.

ORL	\$4,300
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CARPET LOGO

Showcase your company logo for everyone to see on Premiere’s Prestigious Red Carpet. Large in size at 10’ x 10’ your company logo will appear for everyone to see! Logo and artwork provided by sponsor will be digitally printed on your preferred background color.

ORL	\$2,800
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JOIN PREMIERE

Sponsorship Opportunities – continued

During The Show

COLUMN WRAP

These wraps are placed in strategic locations inside the convention center lobby for maximum visibility. Column wraps allow for a prominent, custom display of vertical graphics.

ANA	\$5,000	ORL	\$4,000	SAN	\$4,000
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COMPETITION SPONSORSHIPS

Professional hair, nail and make-up artists show off their artistry for a chance to win prizes and industry recognition. Connect your brand with these top artists and Premiere’s competition promotions through a Headliner or Award sponsorship. Sponsorship gives you wide recognition in competition ads including show preview, show program, website, social media and onsite signage.

HEADLINER SPONSOR	\$4,500	AWARDS SPONSOR	\$2,500
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DOOR CLINGS

Welcome attendees at the door and help them find your booth. Advertise with these vibrant 17” x 22” single-sided graphics placed on the front and back of doors in the convention center. Be the first to make an impression! Minimum order of 4.

ANA	\$250	SAN	\$350
ORL	\$200	COL	\$200



ENTRANCE UNIT MONITOR

Create attention and excitement for your brand at classroom and exhibit floor entrance units. Sponsor must provide artwork for 3-5 rotating images. Location exclusive to the sponsor.

ORL	\$2,200
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ESCALATOR GRAPHIC

Place your company logo and graphics on escalators carrying attendees to and from the exhibit hall and classroom entrances.

Center Steel:		Side Glass:	
ORL	\$2,400	ORL	\$3,800
SAN	\$3,000	SAN	\$6,000

SHOW PROGRAM ADS

Direct traffic to your booth, relay information about your company and leave an impression. Your advertisement will be included in the printed program available at the show, as well as the digital version promoted in advance.

	Half Page	Half Page floorplan fold out vertical	Full Page	Full Page inside front or back cover	Full Page outside back cover
ANA	\$950	n/a	\$1,450	\$1,800	\$2,000
ORL	\$1,650	\$2,000	\$2,300	\$2,800	\$3,000
SAN	\$950	n/a	\$1,450	\$1,800	\$2,000
COL	\$750	n/a	\$1,250	\$1,600	\$1,800

JOIN PREMIERE

Sponsorship Opportunities – continued

During The Show

EXHIBITOR LIST UPGRADE

Stand out from the crowd! Upgrade your company in the Day-of-Show Program listing and official Mobile App.

\$200

MOBILE APP

Get your message to attendees using the Premiere Mobile App to plan their day and navigate the show. In-app banner ads and push notifications are available. Maximum purchase of 1 push notification per day.

BANNER AD	\$850	PUSH NOTIFICATION	\$1,100
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FEATURED PRODUCT SHOWCASE - *NEW!*

This showcase is a fantastic way to both promote your products and gain unbeatable exposure. This display of the hottest products throughout the show will be a must-see for attendees and media. Plus... the new featured product awards program will recognize products entered, with winners being voted on by show participants.

\$500



PRODUCT SAMPLE BIN

Located in the busy show lobbies on both Sunday and Monday, these Product Sample Bins give you the opportunity to place your product directly into the hands of attendees. Sponsor to provide staffing. *Additional material handling fees will apply.

\$3,000

PUBLICATION DISTRIBUTION BIN - SHARED

Distribute your magazine, catalog or promotional literature to attendees by sponsoring a shared publication bin. Sponsorship includes placement of your publication within the busy show lobby, along with promotional graphics included.

\$2,500

REGISTRATION SPONSOR - EXCLUSIVE

Ensure maximum branding with multiple exposures – online and in person. Welcome visitors registering with the most dominant branding opportunity available. Logo included proudly on Premiere’s Website, Registration Open Email, as well as on all attendee’s Show Pass Email Confirmations. Plus... reinforce your messaging with the included custom panels located at the show pass assistance and service desks. Exclusive opportunity!

ANA	\$8,000	SAN	\$8,000
ORL	\$12,000	COL	\$5,000

JOIN PREMIERE



Sponsorship Opportunities – continued

During The Show

STAIR GRAPHICS

An impressive and unique show of your branding with these eye-catching graphics, making a profound impression on attendees as they flow through the show.

ORL	\$11,000	SAN	\$7,500
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WINDOW ARCHES

Make a memorable impression by promoting your product with these customized, single-sided clings. Graphics are placed surrounding doors on the left, right and top for a great messaging opportunity.

ORL	\$4,100
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PREMIERE EXPERIENCE LOUNGE

Take part in the Premiere Experience Lounge through scalable sponsorship opportunities that will drive new points of engagement and excitement for your brand. Opportunities range from complimentary beauty services, photos ops, and a beauty sample bar, to food & beverage offerings and workstations. Learn more [here](#).

\$900 - \$6,000



After The Show

SOCIAL POSTS & YOUTUBE VIDEO

Promote your company or product on @PremiereBeautyShows Instagram (40K followers), Facebook (47K followers) or YouTube channel (171K subscribers). Instagram provides bonus exposure on our website. YouTube videos provided by sponsor must be relevant to participation at the show.

Facebook:

ANA	\$750	\$850 - 3 wks prior	SAN	\$750	\$850 - 3 wks prior
ORL	\$850	\$950 - 3 wks prior	COL	\$650	\$750 - 3 wks prior

Instagram:

ANA	\$850	\$950 - 3 wks prior	SAN	\$850	\$950 - 3 wks prior
ORL	\$950	\$1,050 - 3 wks prior	COL	\$750	\$850 - 3 wks prior

YouTube:

\$800



PREMIERE SHOWS SUPPORTERS

amika:



BaBylissPRO

booksy

BRAZILIAN BLOWOUT

CLICS

CND



HALO couture



KERATIN COMPLEX Beautiful hair every day

LEVEL3



RILEY SALON SUPPLY



L'ORÉAL

MOROCCANOIL



REDKEN 5TH AVENUE NYC



SalonCentric

HEALTHY NATURAL NAILS SINIS



VOESH NEW YORK



NEW MARKETS

Premiere Anaheim

APRIL 2-3, 2023 | ANAHEIM CONVENTION CENTER | ANAHEIM, CA

Welcome to sunny Southern California! Premiere Anaheim is THE professional beauty event serving the Southern California market. PBA's long-standing ISSE event in Long Beach, CA is now being blended into Premiere Anaheim, making the event a must-attend for beauty professionals seeking education, new products, shopping opportunities and connection with their community.

INDUSTRY MARKET STATS:

668,000 Licensed Cosmetologists in California, Nevada and Arizona

- + CA: 560,000
- + NV: 30,000
- + AZ: 78,000



THINGS TO DO

Anaheim and the greater Southern California area is home to Disneyland, Hollywood, Beaches, Rodeo Drive, Live Music and Sports and much more! Check out visitanaheim.org to plan your trip.

HOTEL & TRAVEL

Save money on your hotel and travel accommodations by booking with our trusted partners. Visit <https://www.premiereanaheimshow.com/en/hotel-travel.html> for hotel, airfare and rental car discount codes and booking links.

NEW MARKETS

Premiere **San Antonio**

OCT. 1-2, 2023 | SAN ANTONIO CONVENTION CENTER | SAN ANTONIO, TX

Premiere is expanding to the great state of Texas! As the 2nd largest state in the U.S. and proximity to Mexico, Premiere San Antonio is primed to reach tens-of-thousands of new beauty professionals and students looking to connect with brands and learn all the latest trends and techniques to amplify their businesses.

INDUSTRY MARKET STATS:

More than **390,000** licensed Beauty Professionals in Texas, Oklahoma, and Louisiana

- + TX: **340,778**
- + OK: Approx. **27,700**
- + LA: Approx. **23,600**



THINGS TO DO

Explore San Antonio, a city rich in history, bursting with culture, and booming with modern attractions. Take in the Museum of Art, Majestic Theater, the Alamo, River Walk, beautiful Fall weather and more. Check out visitsanantonio.com to plan your trip.

HOTEL & TRAVEL

Details coming soon.

“Educating at Premiere Orlando was the highlight of my career honestly. One of the biggest stages in the hair industry but above all, a team that treats you like family, is quick to respond, help and accommodate. Definitely my number one pick when it comes to education.” — Lala’s Updos

“Valuable education, networking, and overall positive and energizing experience. So much fun!”

“The classes are amazing, networking with other professionals makes you feel great and the prices are outstanding.”

“Great show and high quality attendees! Very professionally done!” — Mark Lees Skincare Inc.

“Many demos by qualified nail educators, some hands on classes and huge shopping opportunity.”



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