

# premiereANAHEIM

THE ULTIMATE BEAUTY EXPERIENCE

POST SHOW RESULTS | PREMIERE ANAHEIM, APRIL 2-3, 2023

## Premiere Shows Makes Its West Coast Debut in Anaheim with 10,000 Visits to the Show Floor and Renowned Educational Programming

### SUMMARY

The Premiere Show Group made its much-anticipated west coast debut, April 2-3, at the Anaheim Convention Center with 10,000 visits from an energized beauty community eager to return to shows. The event was buzzing with demonstrations, new product launches, shopping opportunities and electric main stage performances from nearly 200 top professional beauty brands and service providers supporting the launch. In addition, Premiere Anaheim offered more than 250 educational classes and hands-on workshops for beauty professionals to hone their skills and learn new trends in their respective fields.



### ATTENDEE SNAPSHOT

#### Top Professions

- 1 Cosmetologist
- 2 Salon Owner
- 3 Esthetician
- 4 Barber
- 5 Nail Technician

34% were students — the next generation of beauty professionals!

#### Reason for Attending

- #1 Education
- #2 Main Stage Presentations
- #3 Shop the Exhibit Floor



**91%** said Premiere Anaheim is important to their business



**94%** made purchases  
**65%** spent over \$250



#### EDUCATION ROUND-UP

**250**  
classes offered

**78%**  
participated in classroom education

**45%**  
took more than 2 classes

### MARKETING SNAPSHOT

#### SOCIAL MEDIA

**2 million**

Social Media Impressions

**2.8%**

Avg. Engagement rate

#### INFLUENCER PROGRAM



@chaunlegend | 1.2m followers  
CHAUN LEGEND  
Celebrity Nail Artist



@juliuscaesar | 144k followers  
JULIUS "CAESAR" ARRIOLA  
Barber & Educator



@yvett\_g | 321k followers  
YVETT GARCIA  
Celebrity Nail Artist



@Steezcuts | 12.6k followers  
JOSHUA AGUILERA  
Andis Clippers Global  
Educator & Barber



@sabrinatoday | 57.2k followers  
SABRINA BRADLEY  
Holistic Esthetician



@reneeloizmakeup | 18k followers  
RENEE LOIZ  
Celebrity Makeup Artist

#### DIGITAL ADVERTISING

**6 million**

Impressions

#### EMAIL MARKETING

**490,000**

Emails Delivered



#### DIRECT MAIL

**69,898**

Show Previews Delivered

#### TRADE ADVERTISING



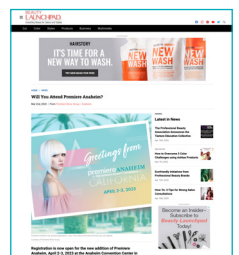
#### MEDIA COVERAGE

WellSpa360, Beauty Launchpad, Modern Salon, Beauty Matter and more.

**PLUS 410 pick-ups** across the newswire with  
**2,258 release views**

#### MEDIA IN ATTENDANCE

Beauty Launchpad, Barber EVO, DermalScope, Estetica Magazine, Orange County Business Journal, Salon EVO, SkinDeep, Skin Inc., The Tease, VueZ Magazine, and Wellspa360 among others



### TESTIMONIALS

[The] Premiere Anaheim show was the best I've attended post-COVID. It is so encouraging to see major beauty companies returning to in-person beauty shows after such an extended period of dormancy! I would definitely be interested in covering future Premiere beauty shows."

— Gregory Fletcher, Contributing Editor, Nails & Millennium Nails

"This is the place to be! No matter what stage you are in your beauty career. I had so much fun meeting new people and getting the chance to learn new talents for my own career. Thank you to the Premiere Anaheim."

"Premiere really changed my mind about coming back [to shows]. I went to so many classes and came back with so much new stuff to try behind the chair. Vendors were amazing and everything I wanted to see was available on the show room floor."

"A great opportunity to learn new techniques, network with fellow professionals and stay up-to-date on industry trends. But perhaps even more importantly, it is also a chance to celebrate the beauty industry and the artistry that goes into it."

### NEXT UP

**premiere**  
**ORLANDO**  
June 3 – 5, 2023

**premiere**  
**SAN ANTONIO**  
October 1 – 2, 2023

**premiere**  
**COLUMBUS**  
October 8 – 9, 2023