



2024 Sales Kit

premiere

show group



Contents

Welcome	1
Schedule	2
Experience Premiere	3
Attendees	4
Dayspa	5
Nails	6
Barber	7
Show Impressions and Reach	8
Exhibit With Us	10
Exhibit Pricing	10
Become an Educator	11
Premiere Shows Supporters	12
Contacts	13

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



2024 Show Dates



premiere
COLUMBUS

SEPT. 29-30 2024

premiere
ANAHEIM

FEB. 4-5, 2024
NEW DATES

premiere
ORLANDO

JUNE 1-3, 2024

premiere
SAN ANTONIO

SEPT. 15-16, 2024

VISIT OUR OTHER EVENTS

Cosmoprof North America, Las Vegas | July 23-24, 2024

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.



Competitions

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



Trends

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



Shopping

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



Community

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

The Premiere Attendees

Thousands of beauty professionals depend on Premiere to find new products, receive industry-leading purchases, make purchases, spot trends, and make connections. All attendees must undergo a verification process, ensuring each attendee is a qualified buyer

Who They Are



COSMETOLOGISTS



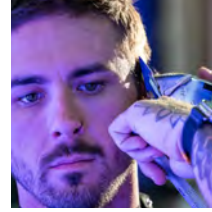
SALON & SPA OWNERS



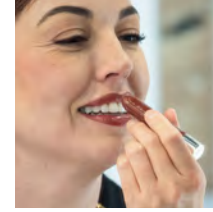
ESTHETICIANS



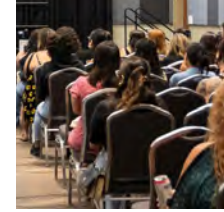
NAIL TECHS



BARBERS



MAKEUP ARTISTS



STUDENTS

Why They Attend

- #1 Shop Exhibit Floor
- #2 Classroom Education
- #3 Look for New Products or Brands
- #4 See Latest Industry Trends
- #5 Network with Other Professionals

94%

make purchases at the show

83%

attend classes and/or workshops

80%

spend more than \$250

95%

say Premiere is important to their business

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.

Who They Are



Purchasing Habits



*Premiere Orlando 2022 data

“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

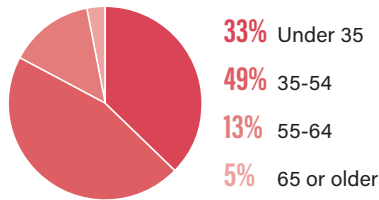


The Premiere Attendees – Nails



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.

Who They Are



44% of nail techs are licensed in multiple fields

23% of nail techs are also Spa Owners

Purchasing Habits

96% make purchases at the show

81% spend more than \$250

89% have sole or joint purchasing authority for their business

*Premiere Orlando 2022 data

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

“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

NAIL BRANDS AT PREMIERE

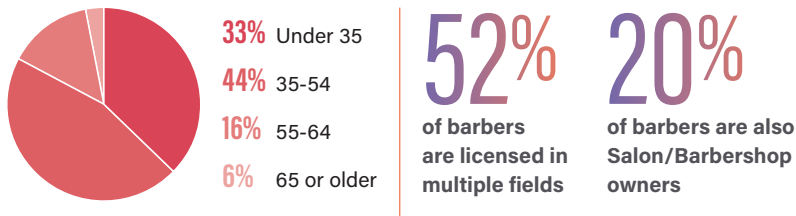


The Premiere Attendees – Barbering



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



Purchasing Habits



*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



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

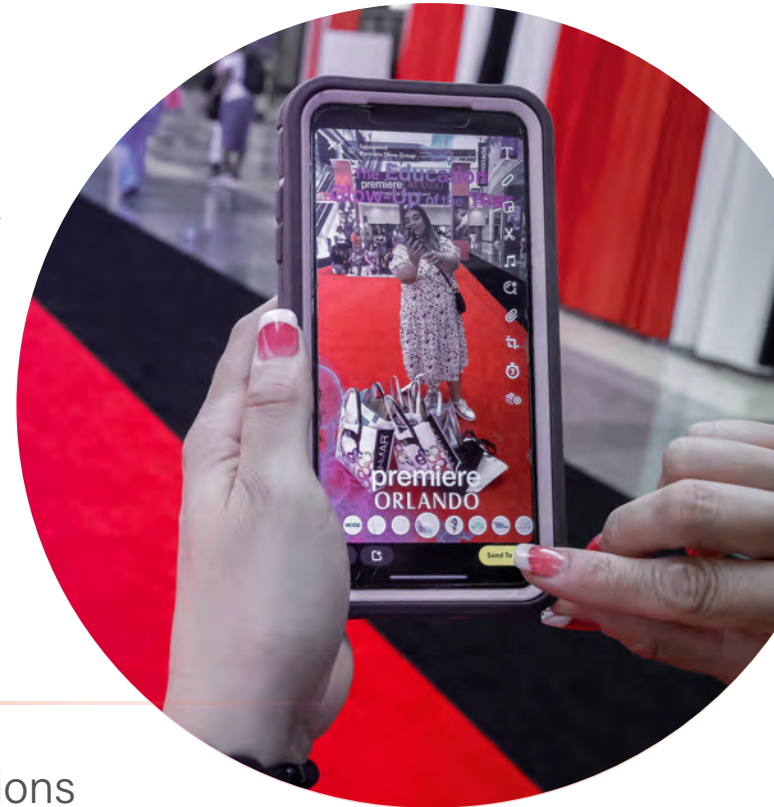
Show Impressions & Reach

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

- ▶ **EMAIL CAMPAIGNS** → 147,800 contacts

- ▶ **DIGITAL ADVERTISING** → 18 million impressions

- ▶ **SOCIAL MEDIA** → 5.8+ million impressions
2.2% avg. engagement rate
272,300 combined followers



Show Impressions & Reach

▶ **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

▶ **WEBSITES** → 20,000 MUV

premiereshows.com

premiereorlandoshow.biz

premierecolumbusshows.biz

premiereanaheimshow.com

premieresanantonioshow.com

“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

Exhibit With Us

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 | FEBRUARY 4-5, 2024

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 1-2, 2024

Inline Booth: \$32.00 per sq. ft. (\$3,200 per 10' x 10')

Corner Booth: \$34.00 per sq. ft. (\$3,400 per 10' x 10')

SAN ANTONIO | SEPTEMBER 15-16, 2024

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

Corner Booth: \$27.00 per sq. ft. (\$2,700 per 10' x 10')

COLUMBUS | SEPTEMBER 29-30, 2024

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

Corner Booth: \$18.00 per sq. ft. (\$1,800 per 10' x 10')

TOP 5 REASONS TO EXHIBIT

- ① Elevate Brand Awareness
- ② Broaden Your Customer Base with New Leads
- ③ Drive Product Sales
- ④ Engage with Qualified Professionals
- ⑤ Unlock Valuable Customer Insights

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



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

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, Ultra Beauty Pro Team



Nicole Payne, Director of Education
P: 407-312-2250
E: nicole.payne@informa.com



Sharon Cruz, Education Specialist & Special Events Coordinator
P: 689-203-6101
E: sharon.cruz@informa.com



Alexis Garcia, Education Specialist
P: 689-239-2897
E: alexis.garcia@informa.com

For more information: education@premiereshows.com



THE BEST EDUCATIONAL PROGRAMMING IN THE INDUSTRY

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

83% 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: October 27, 2023
Premiere Orlando: February 16, 2024
Premiere San Antonio: June 14, 2024
Premiere Columbus: June 14, 2024

Premiere Shows Supporters

amika:



BaBylissPRO



CND™

DANGER JONES



LEVEL3



L'ORÉAL



OLAPLEX



SAM VILLA





Meet Your 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