

# premiereANAHEIM

THE ULTIMATE BEAUTY EXPERIENCE

FEBRUARY 4-5, 2024

## Exhibitor Promotional Kit

We appreciate your interest in promoting your presence at Premiere Anaheim. 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).

### ABOUT THE SHOW

Premiere Anaheim  
Professional Beauty + Barber Show and  
Education Event  
February 4-5, 2024  
Anaheim Convention Center - North Hall  
Anaheim, CA

@premierebeautysows  
#PremiereAnaheim #premierebeautysows  
[www.premiereanaheimshow.com](http://www.premiereanaheimshow.com)

### SHOW PASS PRICING & PROMOTIONS – Score your network extra savings!

Please use this link when promoting to your audience – [https://www.eventspass.com/vrf/cHJlbWllcmVhbm-FoZWltc2hvdzI0?pr=ana24\\_ex\\_pm\\_register\\_now](https://www.eventspass.com/vrf/cHJlbWllcmVhbm-FoZWltc2hvdzI0?pr=ana24_ex_pm_register_now)

If you would like a custom tracking code, please contact [erin.mcdonald@informa.com](mailto:erin.mcdonald@informa.com) for more information.

*Important notice: To purchase a school bundle, choose 'Instructor' during the show pass registration process, and then review the available bundle ticket options. All show passes must be purchased within the same transaction to qualify.*

### WHAT IS PREMIERE ANAHEIM

- ✦ **Premiere Anaheim is the place for members of the beauty community to Learn, Connect, and Buy**
- ✦ **LEARN** - Attendees will elevate their skills with hands-on education and live demonstrations taught by renowned instructors
- ✦ **CONNECT** - Network with like-minded individuals and industry professionals from across the beauty community
- ✦ **BUY** - Attendees will explore exclusive pro products and discover unbeatable deals from industry-leading brands

### BENEFITS OF ATTENDING

- ✦ Engage in Classroom Education
- ✦ Up skill with Hands-On Workshops
- ✦ Attend Live Demonstrations
- ✦ Explore and Shop the Exhibit Floor
- ✦ Discover New Products and Brands
- ✦ Access Exclusive Show Deals
- ✦ Stay Abreast of Industry Trends

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

**Early Bird Special** (Reg Open-January 10): \$55 OFF Day-of-Show Price  
Professional Price: \$65  
Student Price: \$50

#### NEW School Bundle Rate

10 Students + One Instructor: \$500  
5 Students + One Instructor: \$300

**Advance Rate** (January 11-February 3):  
\$30 OFF Day-of-Show Price  
Professional Price: \$90  
Student Price: \$75

#### NEW School Bundle Rate

10 Students + One Instructor: \$750  
5 Students + One Instructor: \$425

**Day-of-Show Rate** (February 4-5)  
Professional Price: \$120  
Student Price: \$105

#### NEW School Bundle Rate

10 Students + One Instructor: \$1,050  
5 Students + One Instructor: \$600

## INVITE YOUR AUDIENCE

Please click [here](#) to view the following assets to promote your presence at the show

- ✦ Show Logos
- ✦ Social Media Graphics
  - Please tag **@premierebeautysshows** and use the hashtags **#PremiereAnaheim, #premierebeautysshows** for a chance to be featured.
- ✦ Email JPG's

## PREMIERE ANAHEIM BRANDING & ASSETS

### Primary colors



CMYK: 97/0/30/0  
RGB: 0/172/189  
Hex: #00acbd



CMYK: 0/64/69/0  
RGB: 244/124/87  
Hex: #f47c57

### Secondary colors



CMYK: 5/68/28/0  
RGB: 230/116/138  
Hex: #e6748a



CMYK: 62/65/3/0  
RGB: 116/104/170  
Hex: #7468aa

**premiere**ANAHEIM  
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Use this logo on light backgrounds

**premiere**ANAHEIM  
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Use this logo on a dark backgrounds

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Don't modify the proportions



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