

# Go Beyond THE BOOTH

Maximize your ROI with sponsorship opportunities.

**2024 SPONSORSHIP DECK**

**premiere**ANAHEIM

THE ULTIMATE BEAUTY EXPERIENCE

# About Premiere Anaheim

**Premiere Anaheim** is Southern California's leading professional beauty + barber show and educational event. Thousands of industry professionals come together to get hands-on education, shop **exclusive** offers from top brands, network, and stay current on the hottest trends.

## WHY SPONSOR?

- ✦ Reach a diverse audience of beauty professionals to gain visibility and boost brand recognition within the industry.
- ✦ Take advantage of Premiere's vast database of current and past attendees to unlock new market opportunities.
- ✦ Exclusive branding opportunities set you apart from competitors and leave a lasting impression on attendees.
- ✦ Foster a loyal customer base by engaging with potential customers on a new level.

## Join Us at Premiere Anaheim

February 4-5, 2024

Anaheim Convention Center



# About the Attendees

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

94%

MAKE PURCHASES AT THE SHOW

80%

SPEND MORE THAN \$250

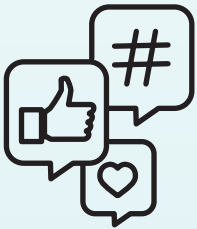
72%

HAVE SOLE PURCHASING AUTHORITY



# Digital Opportunities & Insights

Connect with Premiere's database, including current and past attendees. Our digital opportunities were designed to put your company in front of a targeted audience to unlock new markets and gain brand visibility.



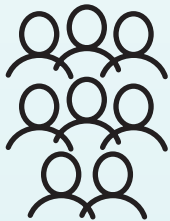
**5.8+ Million**

IMPRESSIONS ON SOCIAL MEDIA



**42K+**

SUBSCRIBERS IN OUR ANAHEIM EMAIL DATABASE



**273.8K**

COMBINED FOLLOWERS ON SOCIAL MEDIA



**20K+**

MONTHLY VISITORS TO OUR WEBSITES



# Sponsored Social Post

Promote your company or product on @PremiereBeautyShows Instagram (53.7k followers) or Facebook (48k followers) page. Our sponsored social posts help you tap into new audiences and generate buzz for your brand before the show even starts.

## INVESTMENT INCLUDES:

- ✦ One main page post or story on the selected social media page (content must be provided by sponsor and is subject to approval).
- ✦ Customizable captions and hashtags related to your brand.
- ✦ Your company's social handle tagged.
- ✦ Instagram includes bonus exposure on our website.

### FACEBOOK -

December Rate: \$750

January Rate: \$850

Stories: \$850

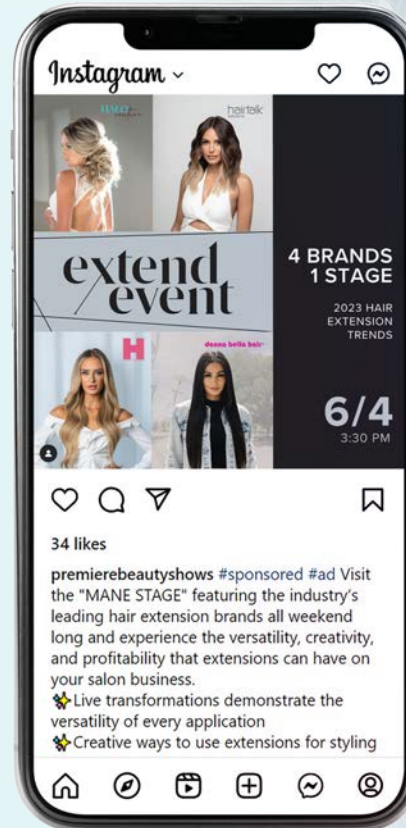


### INSTAGRAM -

December Rate: \$850

January Rate: \$950

Stories: \$850



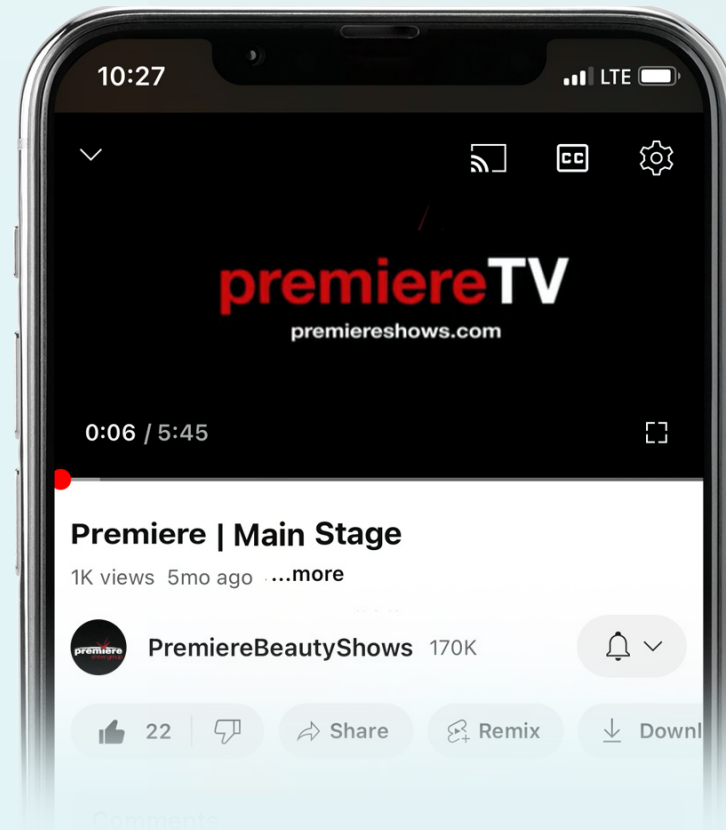
# Sponsored YouTube Video

Make a lasting impression on our audience by promoting your company or product on @PremiereBeautyShows YouTube channel (171k subscribers).

## INVESTMENT INCLUDES:

- ✦ 30-60 second video shared on YouTube. (video must be provided by sponsor and is subject to approval).
- ✦ Customizable caption, hashtags, and direct links to your company's page

\$800



# Email Exclusive

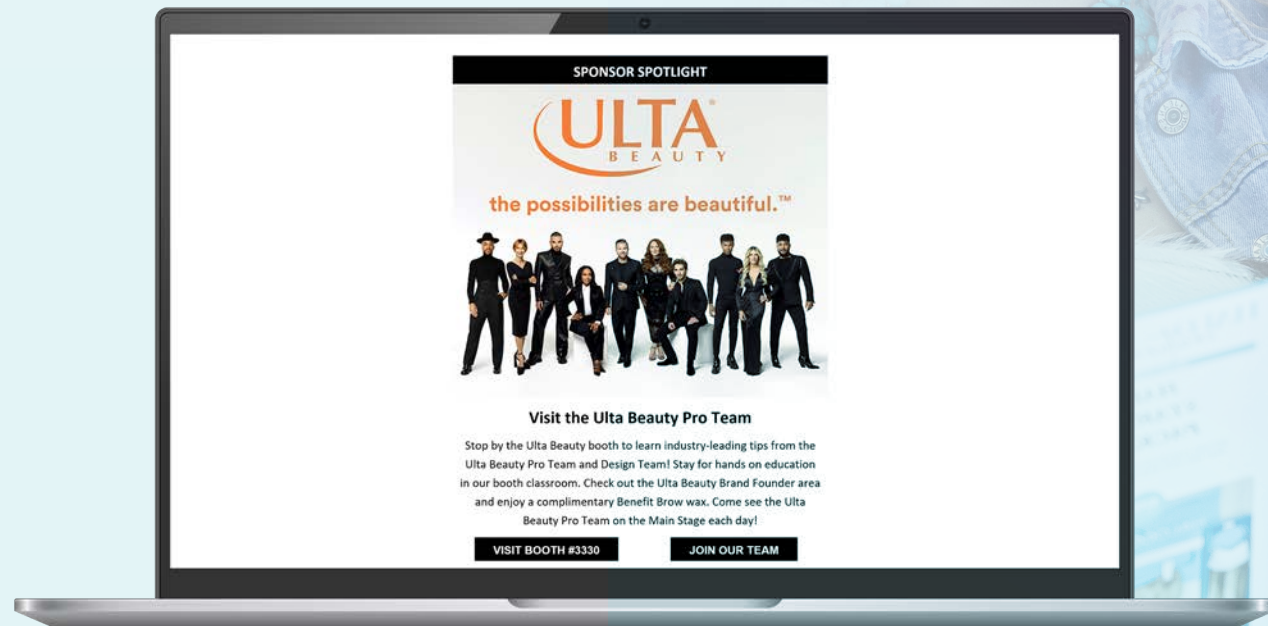
Create your own custom-designed email, which will be sent to Premiere's database, including current and past attendees. Our email exclusives offer unparalleled exposure for your company to amplify brand recognition.

## INVESTMENT INCLUDES:

- ✦ One dedicated, branded email to Premiere Anaheim attendees (the graphics supplied by the sponsor should be directly aligned with generating traffic to the booth/show and are subject to approval.)
- ✦ Ability to link directly to your company's page or company profile on our digital planner.

December Rate: \$1,200

January Rate: \$1,500



## EMAIL FEATURES

### Email Banner Ad

Proudly promote your company with a banner on one (1) official Premiere show email.

\$400

### Know Before You Go Email Ad

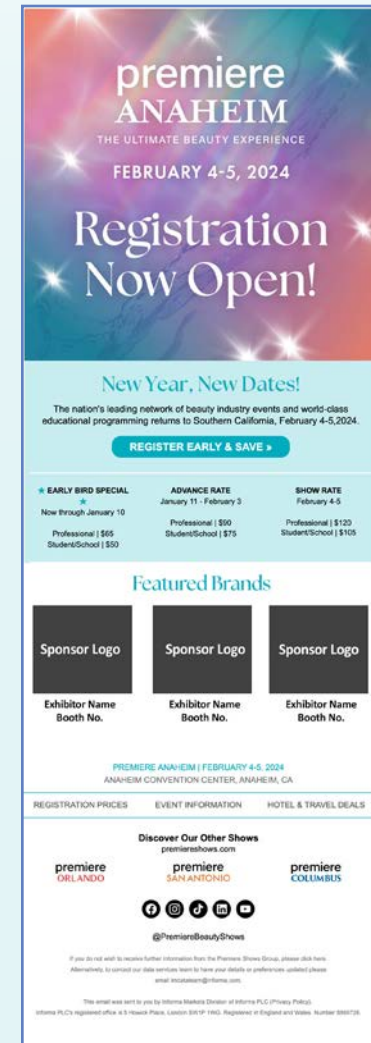
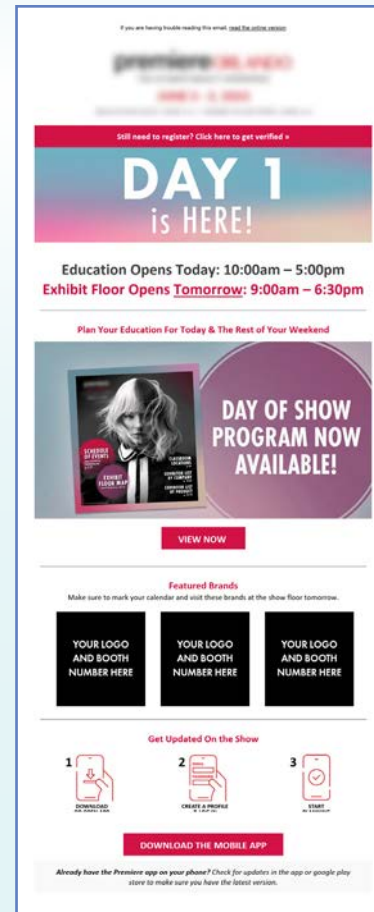
Enhance your brand's visibility with a logo and booth number feature in our Know Before You Go attendee emails.

\$800

### Day-of-Show Ad

Direct traffic to your booth by prominently featuring your brand logo and booth number in one of the day-of-show morning emails.

\$800





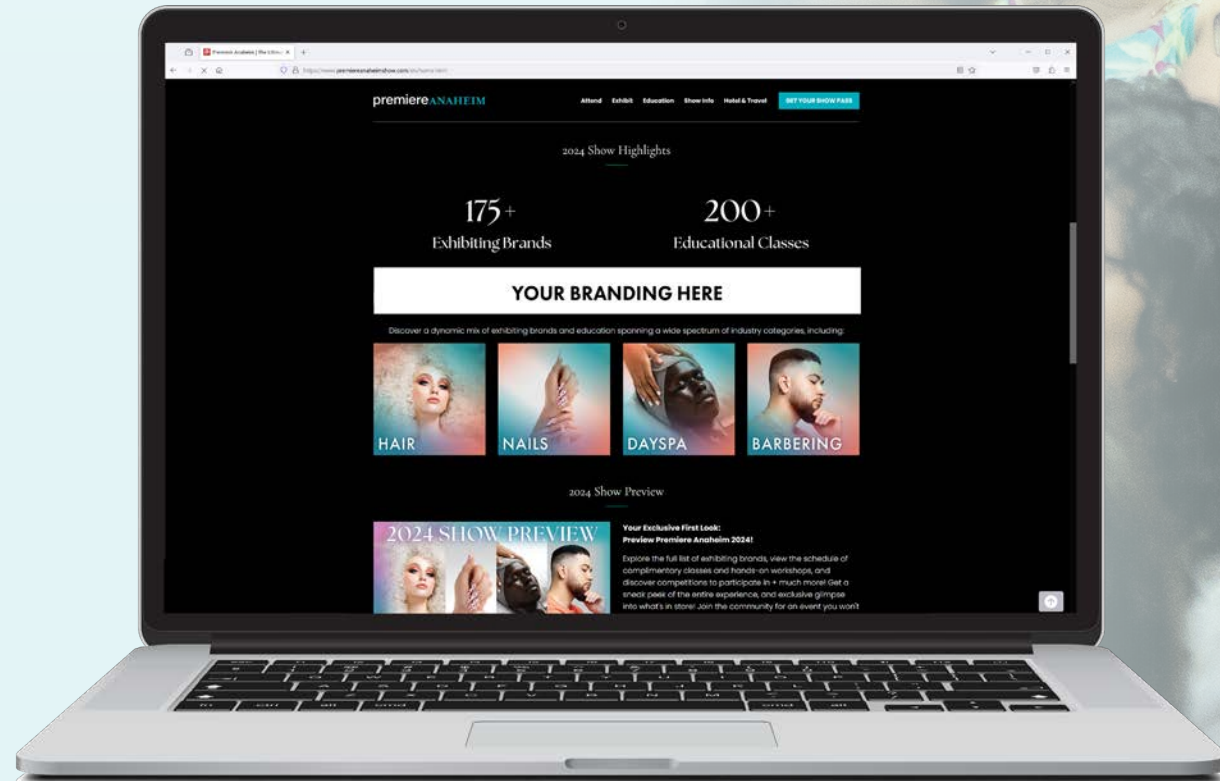
# Website Banner

Our websites are one of our most viewed marketing channels. Capture your target audience's attention with a banner on Premiere's high-traffic web pages.

## INVESTMENT INCLUDES:

- ✦ One (1) custom banner graphic featured on Premiere Anaheim's homepage and/or attendee page (banner must be provided by sponsor and is subject to approval).
- ✦ Ability to link banner directly to your company's page.

\$400



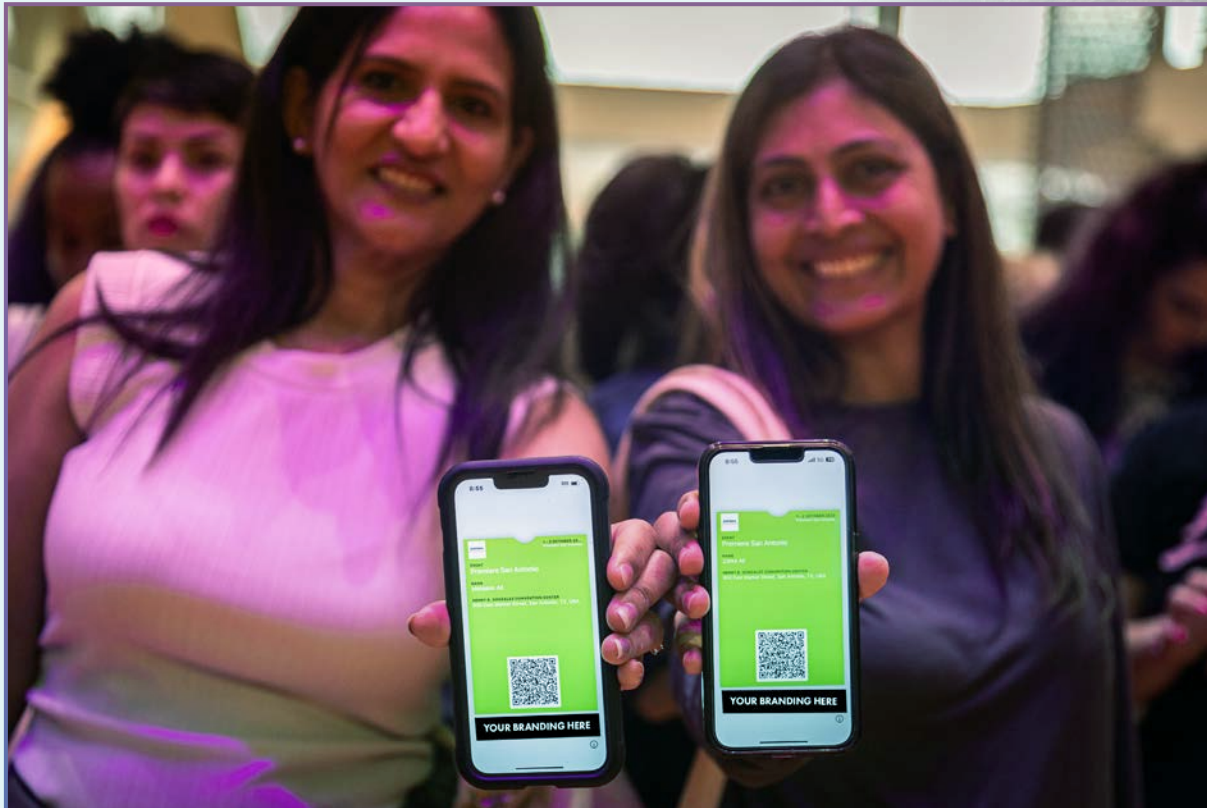
# Show Pass Confirmation

Advertise your brand, booth, or show specials on Show Pass confirmation emails – received by all attendees.

## INVESTMENT INCLUDES:

- ✦ Custom messaging featured on exclusive Show Pass confirmation emails (copy must be provided by sponsor and is subject to approval).

\$500



# Onsite Opportunities & Insights

Prepare for some serious exposure. Highlight your brand throughout the show to amplify your presence and make visiting your booth a top priority for attendees.



**175+**

EXHIBITING BRANDS



**10K+**

VISITS FROM BEAUTY PROFESSIONALS  
AND STUDENTS



**91%**

OF ATTENDEES SAID PREMIERE  
ANAHEIM IS IMPORTANT FOR  
THEIR BUSINESS



**94%**

OF ATTENDEES MADE  
PURCHASES AT THE SHOW

\*Data collected from Premiere Anaheim 2023



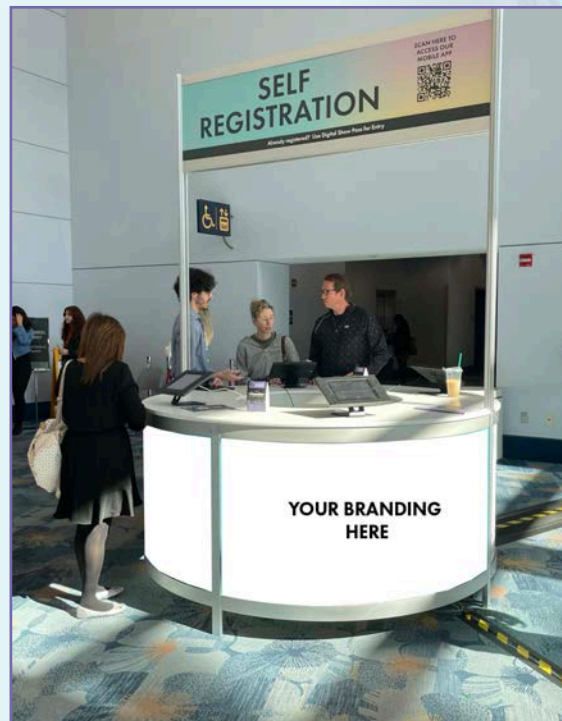
# Registration Sponsor – EXCLUSIVE OPPORTUNITY

Ensure maximum exposure – online and in person with the most dominant branding opportunity available.

## INVESTMENT INCLUDES:

- ✦ Your logo featured on Premiere's website and registration email.
- ✦ Your show discounts or offers promoted on all attendee show pass confirmations.
- ✦ Customized, branded panels located on-site at registration desks.

\$8,000



# Competition Sponsorships

Who doesn't love a friendly competition? Earn brand recognition and visibility with the industry's best competitors.

## INVESTMENT INCLUDES:

- ✦ Your logo featured in competition ads promoted on various marketing channels, including show preview, show program, website, social media, and on-site signage.

Headliner: \$4,500

Awards: \$2,500



# Meterboard Signage – **NEW**

Make your logo the first and last thing attendees see at the show. Increase your visibility with double-sided signs strategically placed throughout the lobby area.

## **INVESTMENT INCLUDES:**

- ✦ One (1) branded graphic that will be visible on both sides of the meterboard (artwork must be provided by the sponsor).
- ✦ Fulfillment of printing and labor by show staff.

\$1,250



# Show Program Advertising

Place your brand in attendees' hands with day-of-show program advertising, offered to all in attendance and located at the show entrance.

## INVESTMENT INCLUDES:

- ✦ Your logo and branding included in both the printed and digital versions of the show program.
- ✦ Program promotion on various social channels.
- ✦ Ability to link ad directly to your company's page within the digital version.

1/2 Page (Horizontal): \$950

Full Page: \$1,450

Full Page  
(Inside Front or Inside Back Cover): \$1,800

Full Page (Outside Back Cover): \$2,000



# Floor Cling – **NEW**

Drive traffic to your booth as soon as attendees enter the show floor with eye-catching floor clings.

## **INVESTMENT INCLUDES:**

- ✦ Your branding placed on one (1) floor cling to direct attendees toward your booth (artwork must be provided by the sponsor and is subject to approval).
- ✦ Fulfillment of printing and labor by show staff.

\$600





# Door Clings

Advertise with these vibrant single-sided graphics placed on the INSIDE of the convention center doors.

## INVESTMENT INCLUDES:

- ✦ Minimum of two (2) single-sided graphics with your branding placed inside the convention center doors (artwork must be provided by the sponsor and is subject to approval.) .
- ✦ Fulfillment of printing and labor by show staff.

\$250 each (minimum 2)



# Stair Graphics Half Set– **NEW**

Promote your brand on the staircase attendees use when exiting the show floor to visit registration and classrooms.

## **INVESTMENT INCLUDES:**

- ✦ Promote your brand on the staircase attendees use when exiting the show floor to visit registration and classrooms.
- ✦ Fulfillment of printing and labor by show staff.

\$3,500



# Escalator Graphic Center Runner

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

## INVESTMENT INCLUDES:

- ✦ Your company branding on designated escalators in the convention center (artwork must be provided by the sponsor and is subject to approval).
- ✦ Fulfillment of printing and labor by show staff.

\$1,900



# Ready to Get Started?

Contact our sales team to discuss which opportunities are right for you.



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