



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.

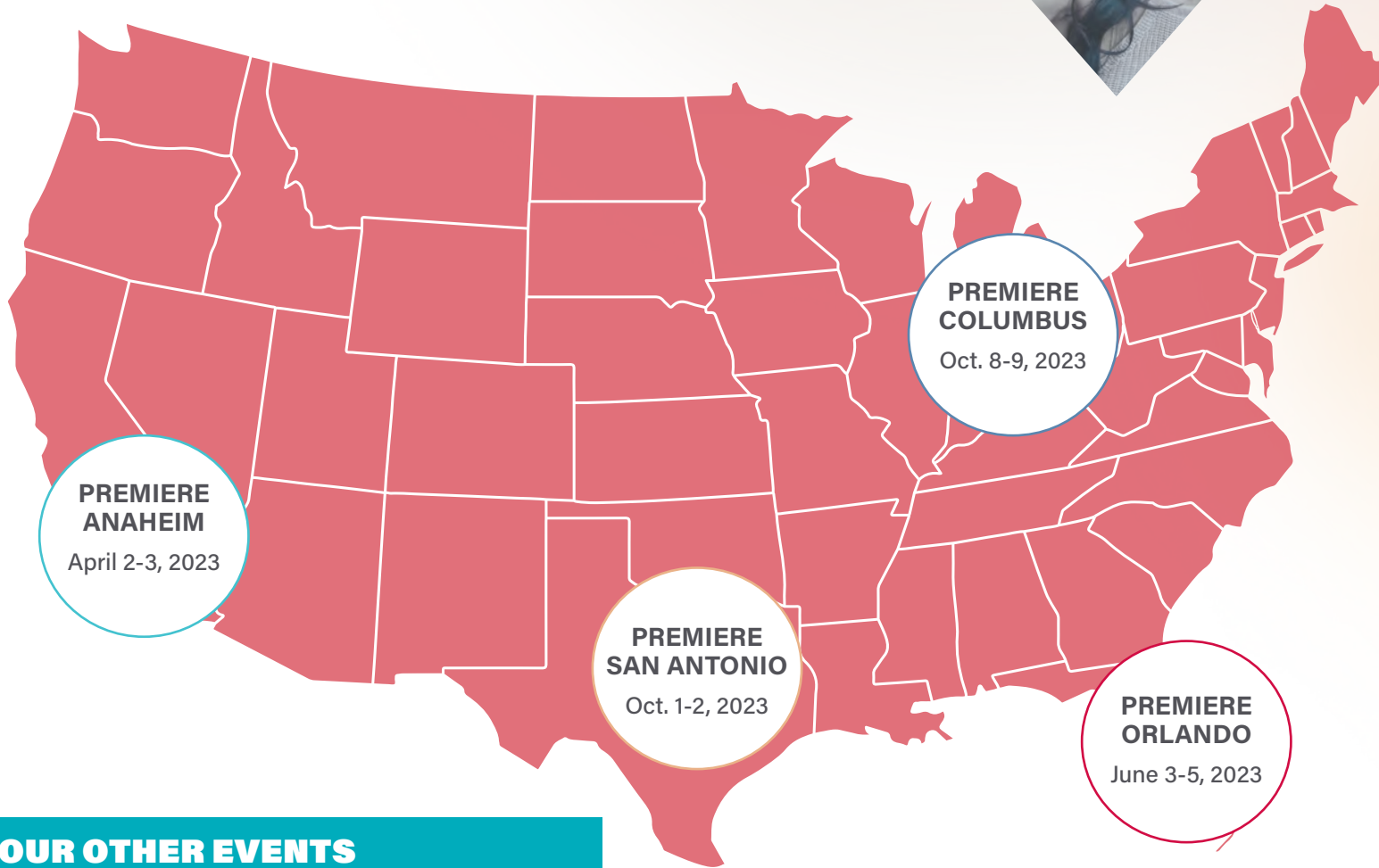
Premiere Shows are part of Informa Markets' growing U.S. beauty portfolio, recently joined by Cosmoprof North America in a historic partnership to better serve the beauty industry.



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. 9-11, 2024

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

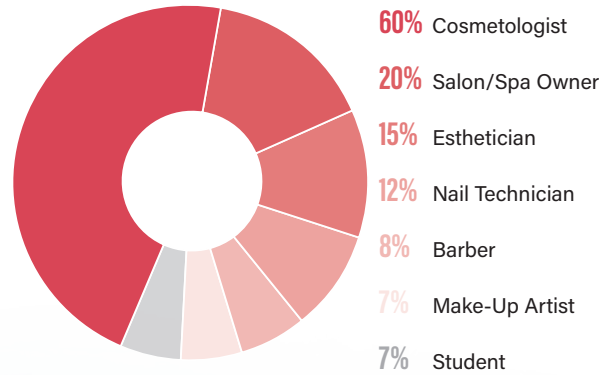
Thousands of beauty professionals depend on Premiere to find new products, receive industry-leading education, make purchases, spot trends and make connections.



“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

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 & Educat
REGISTER TODAY!

premiereCOLUMBUS
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

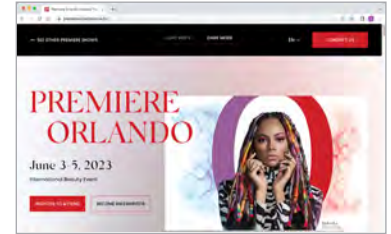
PARTNERSHIPS

- 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

- premiereshow.com [Re-launching October '22]
- premiereorlandoshow.biz
- premierecolumbusshows.biz
- premiereanaheimshow.com [Coming September '22]
- premieresanantoniioshow.com [Coming October '22]



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')

[**CONTRACT NOW**](#)

“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

Maximize your investment in Premiere by reaching qualified beauty professionals beyond the exhibit floor.

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:

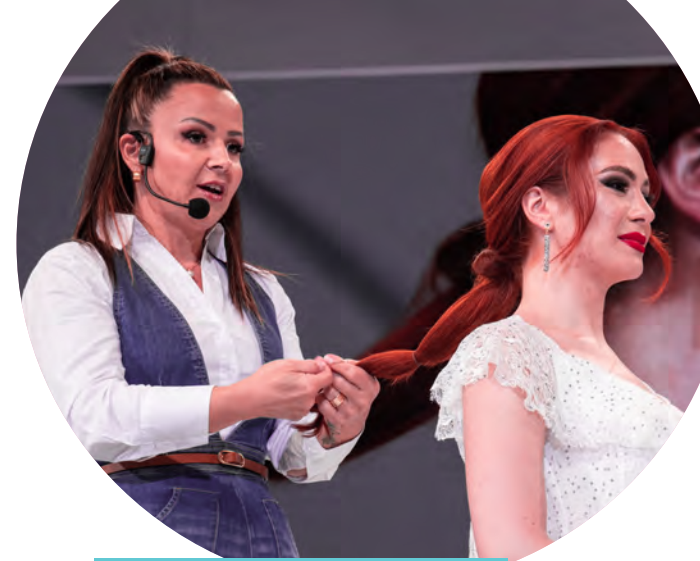
- + Meet potential buyers and welcome them to your booth after class
- + Face-to-face interaction with national and international beauty professionals
- + Reach new and existing customers who are seeking industry knowledge
- + Workshop opportunities available
- + Exclusive classroom opportunities available (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
- + Minimize hassle for visitors, they just scan their ticket on your device
- + Include custom questions to add meaningful insights to each lead

1 DEVICE

Early Bird Rate: \$199

Regular Rate: \$249

UNLIMITED DEVICES

Early Bird Rate: \$499

Regular Rate: \$549

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



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.

DIGITAL OPPORTUNITIES:

- + Sponsored Emails
- + Sponsored Social Media Posts
- + Email Banner Ads
- + Sponsored YouTube Videos
- + Mobile App Banner Ads
- + Website Banner Ads
- + Mobile App Push Notifications

ONSITE OPPORTUNITIES:

- + Competition & Lounge
- + Convention Center Door Decals
- + Banner Placements
- + Show Program Ads
- + Registration Desk Panels

More details coming soon!



PREMIERE SHOWS SUPPORTERS

amika:



BaBylissPRO

booksy

BRAZILIAN BLOWOUT

CLICS

CND



LEVEL3



L'ORÉAL

MOROCCANOIL



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.

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.



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