

Premiere Experience *Lounge*

Welcome to a new experiential space on the Premiere Show floor for attendees, educators and brands to connect with each other, explore what is new in beauty and re-energize.

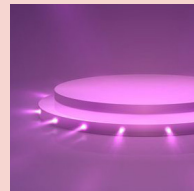
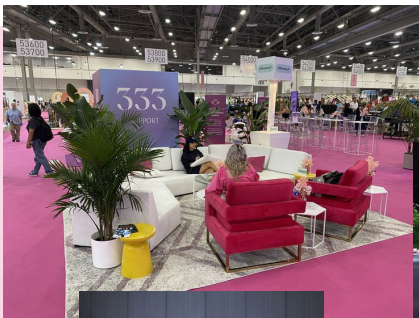
The Experiences:

- Instagram-able Moments
- Influencer & Educator Meet and Greet
- Complimentary Beauty Services: Manicures, Hair Braiding, etc.
- Product Sampling
- Seating & Work Stations
- Beverage & Food Offerings
- Non-endemic Services: Horoscopes, Tarot card Readings, Airbrush Tattoos, etc.

Look & Feel:

An open and inviting space that sets itself apart from the rest of the show.

- Comfy carpet and accent rugs
- Added lighting
- Plants and flowers
- Various types of seating areas:
 - + High bar table with stools
 - + Lounge chairs with side tables
 - + Couch and coffee table
 - + Bean bags and ottomans
- Freestanding walls or hanging signage to act as dividers between the various spaces, with branding opportunities. Maintaining open sight lines as much as possible.
- Punchy colors, balanced by greenery



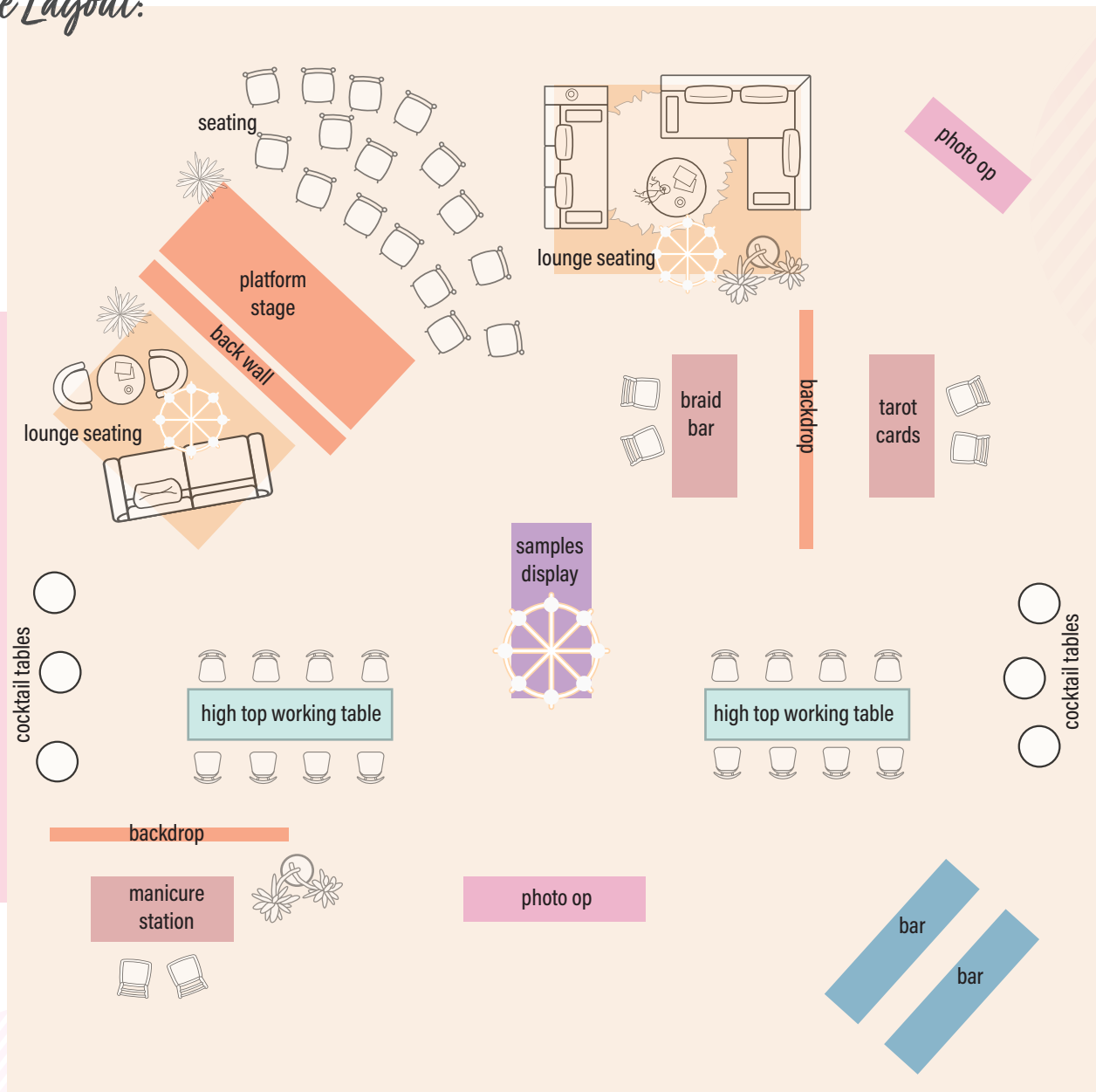
Inspiration

Get Involved

Premiere exhibitors are encouraged to take part in the Premiere Experience Lounge through scalable sponsorship opportunities that will drive new points of engagement and excitement for their brands.

Premiere Experience Lounge

The Layout:



Premiere Experience Lounge

Sponsorship Opportunities

Sponsored Bar — \$2,500

Host a happy hour at Premiere with a branded bar and signage within the Premiere Experience Lounge. Invite your VIP's and customers for complimentary drinks and meet new potential customers that can walk-up and enjoy a drink branded by your brand on a cash bar basis. Do giveaways, collect leads or just enjoy your community.

SPONSORSHIP INCLUDES:

- Up to 4 Hour Activation
- 2M Bar with Full Graphics
- Carpeted Space in Lounge
- Bartender
- 50 Drinks Tickets for Complementary Drinks
 - All other customers purchase on a Cash basis
- Electric
- Signage
- Opportunity to Customize Drink
- Promotion via Premiere Marketing Channels

Photo Op — \$6,000

This is a fabulous opportunity to co-brand an official Premiere photo opportunity in the Premiere Experience Lounge. Your logo will be shown on Premiere's designed photo booth — options available on the digital photo or physical backdrop. Limited availability!

Beauty Sample Bar — \$900*

Introduce attendees to your product through complimentary sample distribution, with charitable donation, in the lounge and promotion via Premiere's marketing channels.

* plus product and material handling

SPONSORSHIP INCLUDES:

- Product inclusion in Beauty Sample Bar (2,500 pcs.)
- Branding on the Bar
- Promotion via Premiere Marketing Channels



Premiere Experience Lounge

Sponsorship Opportunities

Coffee Bar — \$3,500

Give Premiere attendees a morning or afternoon boost with a hosted Coffee Bar, including complimentary espresso drinks served from a branded bar.

SPONSORSHIP INCLUDES:

- 2 Hour Activation
- Front Bar Graphic
- Carpeted Space in Lounge
- Complementary Espresso Drinks
- Electric
- Signage
- Opportunity to Customize Drink
- Pastries & Treats Available (additional charge)
- Promotion via Premiere Marketing Channels



Beauty Services — starting at \$2,500

Introduce your products with a complimentary beauty service, such as a Braid Bar, Lash Bar, Manicure Station and more! This space will be dedicated to your brand for 2-hour, 4-hour or full day increments and promoted through the Premiere marketing channels.

SPONSORSHIP INCLUDES:

- Branded Backdrop
- Carpeted Space in Lounge
- Signage
- Table or Vanity
- Chairs
- Electricity
- Promotion via Premiere Marketing Channels

Work & Charging Station — \$3,500

Offer attendees complimentary work and charging stations in the lounge to get work done, make connections and take a break. Workstations are branded using custom graphics on the tables. Limited availability!

SPONSORSHIP INCLUDES:

- 6' high table with charging capabilities
- Stools
- Carpeted Space in Lounge
- Branded Graphics on Table
- Electricity
- Promotion via Premiere Marketing Channels

Experiential Services — starting at \$2,500

Sponsor a fun and unique service that allows your brand to stand out among the rest, such as Tarot Card Readings, Horoscopes, Palm Readings, or Airbrush Tattoos to engage attendees with a memorable experience.

SPONSORSHIP INCLUDES:

- Branded Backdrop
- Carpeted Space in Lounge
- Signage
- Table or Vanity
- Chairs
- Electricity
- Promotion via Premiere Marketing Channels