

Premiere Orlando Shines with Top Rated Exhibit Floor Shopping, Industry-Leading Education, and New Data Initiatives

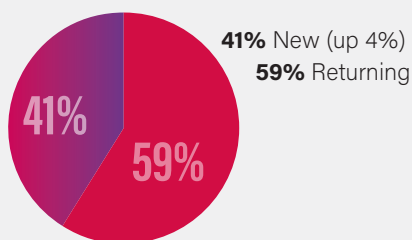
SUMMARY

Premiere Orlando 2022 was a completely immersive 3-day experience that hosted over 40,000 visits from beauty professionals across the U.S. and globe and more than 460 exhibitors, in the Orange County Convention Center from June 4th - 6th. Premiere Orlando's world class educational platform and the exhibit floor brought brand new trends to a vast audience of students and professionals looking to expand their careers. This was Premiere's first event under the ownership of Informa Markets, in which new digital and data tactics were successfully launched to drive further growth for the Premiere brand. These results and more can be found below.



ATTENDEE SNAPSHOT

New vs. Returning



Top Professions



Reason for Attending

- 1 Classroom education
- 2 Shop the exhibit floor
- 3 See latest industry trends



Attendees from
40+ countries



96% said Premiere Orlando is important to their business



94% made purchases



EDUCATION ROUND-UP

650+

classes offered

82%

participated in classroom education

47%

increase in workshop participants

WHAT'S NEW

- + Launched All-Digital Registration
resulting in 50% increase in attendee data captured
- + First Time Offering Lead Capture to Exhibitors
- + Engaged New Social Marketing Tactics

TESTIMONIALS

"It was an amazing experience. I learned so much, got to add multiple new services at the salon and got really great deals on products, etc."

"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."

MARKETING RESULTS

Organic marketing efforts generating \$133,000+ in revenue

1.7million

Social Media Impressions

118%

More Social Followers

20%

Increase in Social Engagements &

70%

Increase in Reach

12%

Increase in Mobile App Users



Media Coverage in [SALON EVO](#), [NAILPRO](#), and [Estetica Magazine](#) among others

1.1 million+ potential impressions

VISIT PREMIERE IN 2023!

premiere
ANAHEIM

April 2 - 3, 2023

premiere
ORLANDO

June 3 - 5, 2023

premiere
SAN ANTONIO

October 1 - 2, 2023

premiere
COLUMBUS

October 8 - 9, 2023