



2024 Sales Kit

Welcome to Premiere

I have the privilege of witnessing something incredible at our shows - the excitement, the artistry, the buzz of it all. And this year, I'd love for you to be a part of the experience.

Our industry is special, and it is because of the unwavering dedication and innovation demonstrated by exhibitors like you. I want to express my sincere gratitude for the role your company plays in our thriving beauty industry.

I am confident that your presence at our shows will not only elevate your brand but also contribute to the overall success of Premiere. As a valued exhibitor, you will be part of a community that celebrates the growth of our industry.

Thank you for considering this invitation. I look forward to the opportunity of working with you in the future.



Warm Regards,

Ed McNeill, Senior Vice President



2024 Show Dates



premiere
ANAHEIM

FEB. 4-5, 2024
NEW DATES

premiere
COLUMBUS

SEPT. 29-30 2024

premiere
SAN ANTONIO

SEPT. 15-16, 2024

premiere
ORLANDO

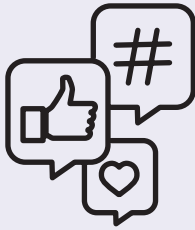
JUNE 1-3, 2024

VISIT OUR OTHER EVENTS

Cosmoprof North America, Las Vegas | July 23-25, 2024

Cosmoprof North America, Miami | Jan. 21-23, 2025

Showcase Your Brand on a Global Scale



5.8+ Million

MILLION SOCIAL MEDIA IMPRESSIONS WITH
OVER 272.8K COMBINED FOLLOWERS



147K+

SUBSCRIBERS IN OUR EMAIL
DATABASE



682K

PRINT ADVERTISEMENTS IN
CIRCULATION



18+ Million

DIGITAL IMPRESSIONS

Press & Media Partners

BARBER *EVO*

dermascope
THE AUTHORITY ON PROFESSIONAL SKIN CARE

 **WellSpa360**
The Whole Health Resource for Wellness Spa Professionals

NAILPRO
THE ART AND BUSINESS OF NAILS

scratch
www.scratchmagazine.co.uk

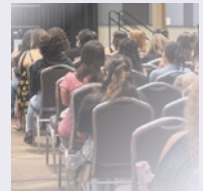
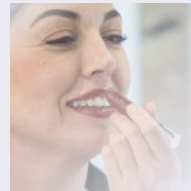
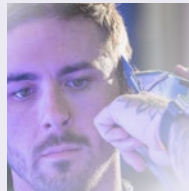
MODERN
SALON

4 Shows. 4 Cities. One Incredible Community.

Premiere brings together thousands of beauty professionals and students to learn, buy, and connect. With shows across the country, our audience is among the most diverse in the industry.

At Premiere, attendees must undergo a verification process before registration. This step guarantees that every attendee is a qualified buyer, allowing for direct and meaningful engagement with your target audience.

Who Attends Premiere

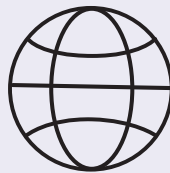


- ✦ Cosmetologists
- ✦ Salon & Spa Owners
- ✦ Estheticians
- ✦ Nail Techs
- ✦ Barbers
- ✦ Makeup Artists
- ✦ Students



72K+

ATTENDEES VISITED A
PREMIERE EVENT IN 2023



50+

COUNTRIES AND ALL STATES
WERE REPRESENTED AT
PREMIERE EVENTS IN 2023

Their Purchasing Habits



76%

ATTEND PREMIERE
TO SHOP THE
FLOOR

80%

SPEND MORE
THAN \$250

94%

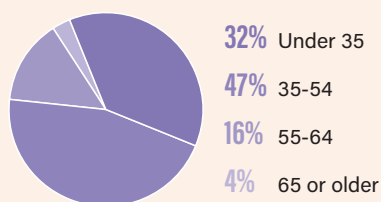
MAKE PURCHASES
AT THE SHOW

Industry Category: Hair

TOP BENEFITS FOR HAIR BRANDS:

- ✦ Hair is Premiere's largest attendee segment
- ✦ Connections with the biggest educators and influencers in the industry
- ✦ Dynamic main stage performances that showcase the artistry of haircare .

MEET THE HAIR COMMUNITY

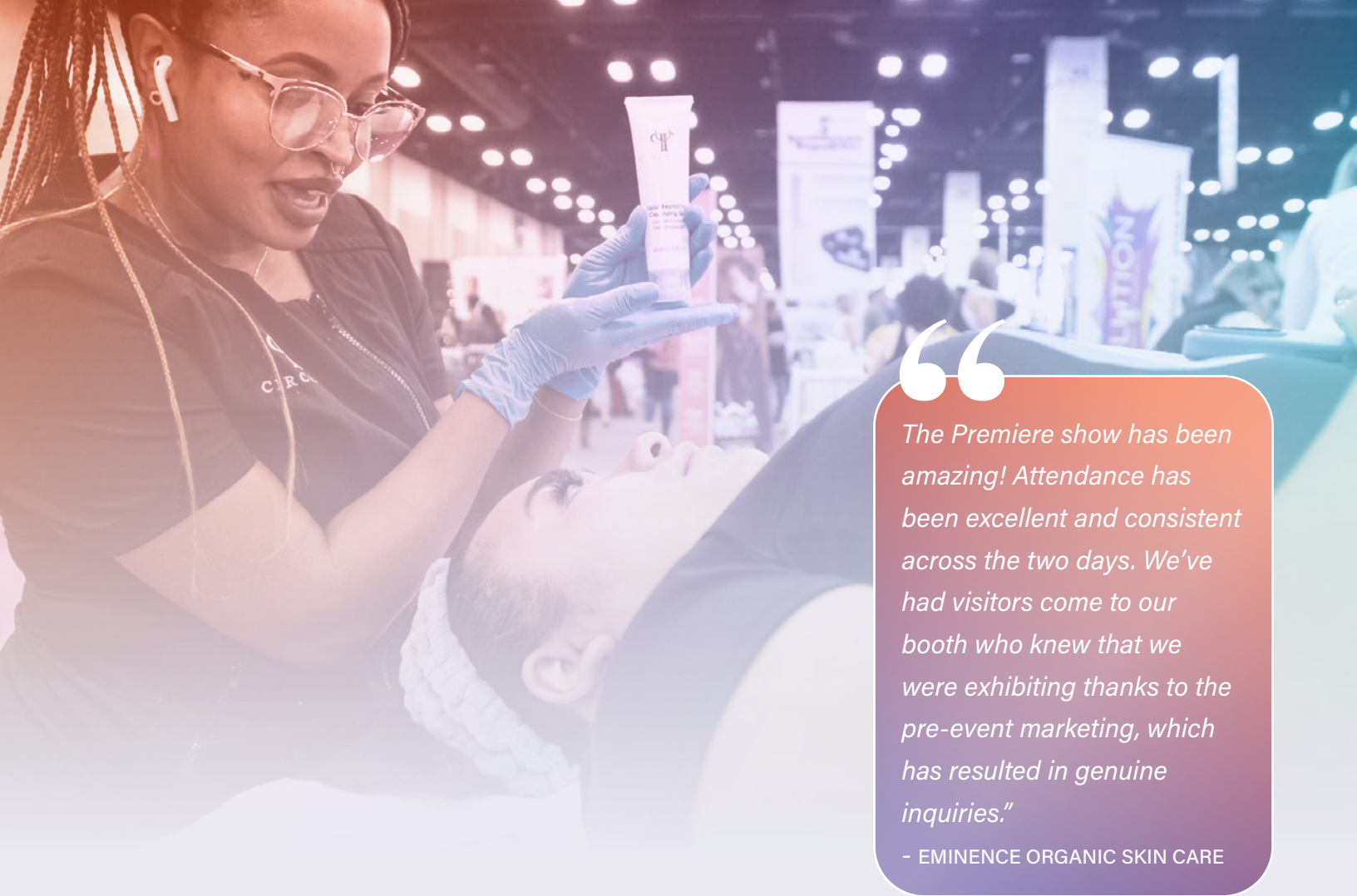


55%
OF ATTENDEES
AT PREMIERE ARE
COSMETOLOGISTS

21%
OF COSMETOLOGISTS
ARE ALSO
SALON OWNERS



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." - SALONEVO



“

The Premiere show has been amazing! Attendance has been excellent and consistent across the two days. We've had visitors come to our booth who knew that we were exhibiting thanks to the pre-event marketing, which has resulted in genuine inquiries.”

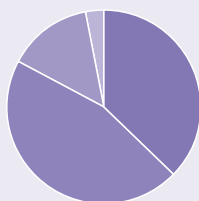
- EMINENCE ORGANIC SKIN CARE

Industry Category: Dayspa

TOP BENEFITS FOR DAY SPA BRANDS:

- ✦ Dedicated Dayspa section for brands and attendees to interact
- ✦ Product visibility to a vast network of spa owners and estheticians
- ✦ Exposure to press and media outlets

MEET THE DAYSPA COMMUNITY



37% Under 35
45% 35-54
14% 55-64
3% 65 or older

60%
OF ESTHETICIANS
ARE LICENSED IN
MULTIPLE FIELDS

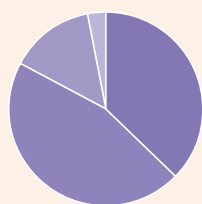
25%
OF ESTHETICIANS
ARE ALSO SPA
OWNERS

Industry Category: Nails

TOP BENEFITS FOR NAIL BRANDS:

- ✦ Dedicated Nail World section for brands and attendees to interact
- ✦ Forge connections within the global nail market through Naillympia competitions
- ✦ Engage with the leading educators and influencers in the nail industry

MEET THE NAIL COMMUNITY



33% Under 35
49% 35-54
13% 55-64
5% 65 or older

44%
OF NAIL TECHS
ARE LICENSED IN
MULTIPLE FIELDS

23%
OF NAIL TECHS ARE
ALSO SPA OWNERS

“

I have been exhibiting at Premiere [Orlando] for at least 15 years. This is a must do show! I think it is currently the best cash and carry beauty show, with tons of education, in the industry.” - LECHAT



“

As a brand, we believe that the trade show booth is the perfect platform to educate and share knowledge with attendees. There is nothing more inspiring than seeing live interaction, collaboration, and support come together in a strong learning environment.”

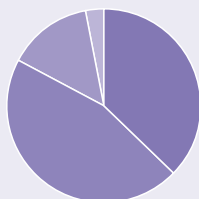
- BARBEROLOGY

Industry Category: Barber

TOP BENEFITS FOR BARBER BRANDS:

- ✦ Engagement with a vast barber audience, our fastest-growing attendee group
- ✦ Increased brand recognition with our exclusive Barber Stage
- ✦ Exposure to leading media outlets such as BarberEVO

MEET THE BARBER COMMUNITY



33% Under 35
44% 35-54
16% 55-64
6% 65 or older

52%
OF BARBERS
ARE LICENSED IN
MULTIPLE FIELDS

20%
OF BARBERS ARE ALSO
SALON OR BARBERSHOP
OWNERS



premiereANAHEIM

FEBRUARY 4-5, 2024 | ANAHEIM CONVENTION CENTER

10K+

ATTENDEE VISITS
OVER 2 DAYS

68%

OF ATTENDEES HAVE
SOLE PURCHASING
AUTHORITY

34%

OF ATTENDEES
WERE STUDENTS

180+

BRANDS EXHIBITED AT
PREMIERE ANAHEIM
2023

BOOTH PRICING

Inline Booth: \$31 per sq. (\$3,100 per 10' x 10')

Corner Booth: \$33 per sq. (\$3,300 per 10' x 10')

premiereORLANDO

EDUCATIONS DAYS: JUNE 1-3, 2024 | EXHIBIT FLOOR OPEN: JUNE 2-3, 2024
ORANGE COUNTY CONVENTION CENTER

42K+

ATTENDEE VISITS
OVER 3 DAYS

72%

OF ATTENDEES HAVE
SOLE PURCHASING
AUTHORITY

20%

OF ATTENDEES
WERE STUDENTS

470+

BRANDS EXHIBITED AT
PREMIERE ORLANDO
2023

BOOTH PRICING

Inline Booth: \$32 per sq. (\$3,200 per 10' x 10')

Corner Booth: \$34 per sq. (\$3,400 per 10' x 10')



THE ULTIMATE BEAUTY EXPERIENCE



NAVIGATE

premiere SAN ANTONIO

FIRST FLOOR

MAIN LOBBY - YOU ARE HERE
ENTRY TO EXHIBIT FLOOR

SECOND FLOOR

CLASSROOMS 216 - 218
BACK OF EXHIBIT FLOOR & TAKE ESCALATORS
TO SECOND FLOOR

CLASSROOMS 220 - 225
TAKE ESCALATORS
TO SECOND FLOOR FROM MAIN LOBBY

THIRD FLOOR

CLASSROOMS 301 - 303
TAKE ESCALATORS
TO THIRD FLOOR FROM MAIN LOBBY

premiere **SAN ANTONIO**

SEPTEMBER 15-16, 2024 | HENRY B. GONZÁLEZ CONVENTION CENTER

10K+

ATTENDEE VISITS
OVER 2 DAYS

56%

OF ATTENDEES HAVE
SOLE PURCHASING
AUTHORITY

23%

OF ATTENDEES
WERE STUDENTS

170+

BRANDS EXHIBITED AT
PREMIERE SAN ANTONIO
2023

BOOTH PRICING

Inline Booth: \$26 per sq. (\$2,600 per 10' x 10')

Corner Booth: \$27 per sq. (\$2,700 per 10' x 10')

premiereCOLUMBUS

SEPTEMBER 29-30, 2024 | GREATER COLUMBUS CONVENTION CENTER

10K+

ATTENDEE VISITS
OVER 3 DAYS

56%

OF ATTENDEES HAVE
SOLE PURCHASING
AUTHORITY

14%

OF ATTENDEES
WERE STUDENTS

100+

BRANDS EXHIBITED AT
PREMIERE ORLANDO
2023

BOOTH PRICING

Inline Booth: \$17 per sq. (\$1,700 per 10' x 10')

Corner Booth: \$18 per sq. (\$1,800 per 10' x 10')



Get Involved: Exhibit with Us

Make a lasting impact on the beauty community by exhibiting with Premiere. Our shows provide the ideal platform to connect with qualified professionals, surpass revenue goals, and elevate your brand's visibility.

BENEFITS OF EXHIBITING:

- ✦ **Elevate Brand Awareness** - Gain brand recognition and visibility with qualified beauty professionals, establishing your brand as a key player in the industry.
- ✦ **Broaden Your Customer Base** - Leverage Premiere's diverse audience to generate high-quality leads and expand business growth.
- ✦ **Drive Product Sales** - Tap into Premiere's thriving consumer demand and offer attendees an immersive shopping experience that translates into immediate sales and revenue.

TRUSTED BY THE BIGGEST BRANDS IN BEAUTY :

ULTA Beauty | BabylissPRO | Profiles Backstage | WAHL | Eminence | Amika | Kokoist | Matrix
Sam Villa | L3VEL3 | Farmhouse Fresh | Danger Jones | Apres | Circadia | Rude Cosmetics | Redken

BOOTH INCLUDES:

6' Draped Table

2 Chairs

8' Back Wall

3' Side Walls

Standard ID sign

Wastebasket

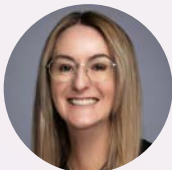
Directory Listing

5 Staff Badges

MEET OUR SALES TEAM



Marco Labbate,
Sr. Director of Sales
P: 203-253-8623
E: marco@premiereshows.com



Debra DeMello,
Sales Manager
P: 407-312-1981
E: debra@premiereshows.com



Desiree Sanchez,
Sales Manager
P: 407-312-1644
E: desiree@premiereshows.com

Get Involved: Educate with Us

Capture the attention of your target audience by educating Premiere attendees on your brand's techniques in a classroom setting. Educating is an interactive way for current and potential customers to gain insight into your brand and its products.



Did you know? Classroom presentation times are complimentary with your booth commitment at all Premiere events.

BENEFITS OF EDUCATING:

- ✦ Connect with your audience and potential buyers
- ✦ Share your knowledge and expertise
- ✦ Reach new customers who are seeking industry knowledge

HOW TO APPLY:

1. To educate at a Premiere show, each speaker must submit an application even if a booth contract has already been signed.
2. Please visit our website or contact education@premiereshows.com for the link to the show's sessionboard page.
3. Be prepared with details about your proposed session and contact information.
4. Once your application is complete, a member of our education team will reach out in the following weeks with the next steps.

DEADLINES TO APPLY:

Premiere Anaheim: October 27, 2023

Premiere San Antonio: June 14, 2024

Premiere Orlando: February 16, 2024

Premiere Columbus: June 14, 2024

MEET OUR EDUCATION TEAM



Nicole Payne,
Director of Education
P: 407-312-2250
E: nicole.payne@informa.com



Sharon Cruz,
Education Specialist & Special
Events Coordinator
P: 689-203-6101
E: sharon.cruz@informa.com



Alexis Garcia,
Education Specialist
P: 689-239-2897
E: alexis.garcia@informa.com



THE ULTIMATE BEAUTY EXPERIENCE

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