

PROMOTIONAL RESOURCE GUIDE

We appreciate your interest in promoting your presence at Premiere Columbus. Should you require further assistance or have inquiries regarding assets or brand promotion, please contact Robbie Rosser at robbie.rosser@informa.com.

ABOUT PREMIERE COLUMBUS

For over 25 years, Premiere Columbus has been the Midwest's ultimate classroom—bringing together top artists, educators, and brands for a weekend of nonstop learning, inspiration, and growth.

PREMIERE PROMOTIONAL KIT

Our kit contains ready-to-use assets, branding information, captions, and more to help you effectively promote your participation at the show. **Click on the icons below to access the kit and get started.**



SOCIAL MEDIA
GRAPHICS



BRANDING GUIDE
& LOGOS



IMAGE GALLERY



ADDITIONAL
ASSETS



CAPTION
EXAMPLES



ARTICLES &
PRESS

TIPS FOR PROMOTING YOUR PRESENCE

1. Start promoting early to generate buzz and drive more traffic to your booth.
2. Share what attendees can expect at your booth, such as discounts or fun activations.
3. Utilize our promotional kit to enhance your marketing efforts.
4. When posting on social media, tag our page [@premierebeautyshows](#) and use the hashtag [#PremiereColumbus](#) to expand your reach and engage with our audience.
5. Take advantage of our complimentary marketing opportunities such as Snöball, our social amplification tool.

FOLLOW US ON SOCIAL FOR SHOW UPDATES

[@premierebeautyshows](#)



Please note: While we encourage all exhibitors to tag our social media accounts and use official show hashtags, this does not guarantee promotion on our page. For additional opportunities and sponsorships, please contact your sales representative.

SHOW PASS PRICING & SPECIALS

We offer three pricing tiers. The earlier attendees buy the more they save. Please use **this exclusive link** when promoting to your audience.

EARLY BIRD

On or Before September 17

Professional – \$65
Student – \$45

ADVANCE RATE

September 18 – October 10

Professional – \$85
Student – \$65

DAY-OF-SHOW RATE

October 11 – 12

Professional – \$105
Student – \$85