premiere ANAHEIM
by informa

ANAHEIM, CA
FEBRUARY 7-8, 2027

IMPORTANT INFORMATION & DATES

EXHIBITOR REGISTRATION AND CREDENTIALS

Each Exhibit Personnel must have their own printed badge, and it is to be used only by Exhibit Personnel working in the show. Quantity of credentials are distributed as follows: (5) Credentials per 10′ x 10′ Space.

HOW TO REGISTER YOUR STAFF:

Your key contact will receive an email from **premiere@compusystems.com** when registration is live, approximately 60 days prior to show opening. Add **premiere@compusystems.com** to your email whitelist to ensure you receive the registration notification.

Each badge requires a unique email address during registration.

PRINTING YOUR BADGES:

Badges can be printed onsite at designated show pass assistance locations— All registered staff will receive a badge confirmation and event access email one week prior to the show opening.
Badges are to be used **ONLY** by exhibitor personnel working in show *(Please always keep your ID accessible, as you may be asked to show identification matching the name on your badge).*
Badges may only be printed ONCE. If you misplace your badge, you may be required to pay a reprint fee.

IMPORTANT: No children under the age of 16 (including infants) are permitted to access the show including the show floor and education rooms, prior to the show, during the show or after the show.

BADGE PICK UP & SHOW PASS ASSISTANCE HOURS

Friday, February 5:	8:00 AM – 5:00 PM	Sunday, February 7:	7:00 AM – 5:00 PM
Saturday, February 6:	8:00 AM – 5:00 PM	Monday, February 8:	7:00 AM – 4:00 PM

FOOTWEAR MANDATORY REQUIREMENTS

All Personnel and Models MUST wear closed toe shoes during show build, move-in, and setup operations. Policy effective until official show opens at 9am on Sunday, February 1 and is reinforced on Monday, February 2nd at 4:01pm.
NO EXCEPTIONS – improper footwear will result in denied venue access.

MODEL REGISTRATION:

Hair and Barber Exhibitors are allotted three (3) model passes per 10x10 booth space. Each model must have their own individual printed badge (with a name that matches their ID), which grants access to the show floor exclusively for modeling purposes.

To register your models, please follow these steps:

1. Access your registration exhibitor portal
   The exhibitor key contact will have an email from premiere@compusystems.com with a direct access link to their portal
2. Send each model a registration request—be sure you have your model's email address available.
   Go to "Registration Tools" page, and select "Invite models to Register".
   Note: You must have the key contact registered first to start sending model invites.
3. Relay to your model that they will be receiving an email to complete their registration from **premiere@compusystems.com,** and ensure they complete this before they arrive onsite.
4. Once the model completes their registration, they will receive a confirmation and event access email. Please instruct your models to save this confirmation email and bring it with them to the show to print their badge on-site.
5. Be sure your model knows where to go and where to meet you—it is your responsibility to meet your model.

SHOW SCHEDULE

EXHIBITOR MOVE-IN

Friday, February 5: 8:00am - 5:00pm
Saturday, February 6: 8:00am - 5:00pm

EXHIBIT HOURS

Sunday, February 7: 9:00am - 5:00pm
Monday, February 8: 9:00am - 4:00pm

EXHIBITOR MOVE-OUT

Monday, February 8: 4:30pm - 10:00pm*
Tuesday, February 9: 8:00am - 1:00pm
**POV load out starts at 5pm*

*The exhibit floor will be open from 7AM on Sunday and Monday for Exhibitor booth staff, Educators and Models.

IMPORTANT DEADLINES & LINKS

DECEMBER 22ND

LAST DAY FOR INCENTIVE RATES

- Audio Visual Rentals for Classroom
  Connect to AVP

- Last Day to Submit Oveer (250lbs+) Aerial Rigging
  Connect to Encore

LAST DAY TO ORDER

- Order Online AV for the Exhibit Floor
  Connect to AVP

- Florals
  Connect to Themes and Flowers

- Booth Catering
  Connect to Aramark

DECEMBER 29TH

SUBMISSION DUE DATE

- General Liability insurance with at least $1,000,000 per occurrence, $2,000,000 general and naming Informa Markets, USA Beauty LLC, Premiere Show Group, Anaheim Convention Center, GES
  Submit Certificate of Insurance to Exhibitor Insurance Portal
  Exhibitors needing a COI can connect to Exhibitor Insurance by Brokers Trust

JANUARY 4TH

- Advanced Shipment Warehouse Receiving Starts | Exhibitor Shipping
  Connect to GES

JANUARY 15TH

LAST DAY FOR INCENTIVE RATES

- Decorator Services, Utilities, Rigging, Cleaning
  Connect to GES

JANUARY 21ST

LAST DAY FOR INCENTIVE RATES

- Dedicated Wi-Fi / Internet / Phone / TV Services
  Connect to Smart City. Search "Premiere Beauty 2027"

JANUARY 29TH

- Advanced Shipment Warehouse Receiving Ends at 2pm | Exhibitor Shipping
  Connect to GES

FEBRUARY 5TH

- Direct Shipping Starts | Exhibitor Shipping
  Connect to GES