

## PROMOTIONAL RESOURCE GUIDE

We appreciate your interest in promoting your presence at Premiere Orlando. Should you require further assistance or have inquiries regarding assets or brand promotion, please contact Beatrice Miner at [beatrice.miner@informa.com](mailto:beatrice.miner@informa.com).

### ABOUT PREMIERE ORLANDO

Premiere Orlando is the nation's leading beauty + barber show and educational event. Catering to all sectors of the beauty industry, it provides the perfect opportunity for professionals and students to learn new skills, buy trending products, and connect with their beauty community.

### ATTENDEE 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.

★ If you would like a custom tracking code, please contact Erin McDonald at [erin.mcdonald@informa.com](mailto:erin.mcdonald@informa.com) for more information.

#### EARLY BIRD – \$55 OFF

On or Before April 24

**Professional – \$75**

**Student – \$55**

#### ADVANCE RATE – \$30 OFF

April 25 – May 30

**Professional – \$99**

**Student – \$79**

#### DAY-OF-SHOW RATE

May 31 – June 2

**Professional – \$130**

**Student – \$110**

The event is not open to the general public. To maintain an event that is focused on business and education, we do not allow family members, friends, or anyone under the age of 16, including infants, to attend.

### 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 @premierebeautysows and use the hashtag #PremiereOrlando 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

@premierebeautysows



**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.