premiere ANAHEIM
by informa

ANAHEIM, CA
FEBRUARY 7-8, 2027

PROMOTIONAL RESOURCE GUIDE

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

ABOUT PREMIERE ANAHEIM

Premiere Anaheim is California'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.

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


PROMO ASSETS & VIDEOS


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 **#PremiereAnaheim** 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

Score your network extra savings on day-of-show prices! Please use this exclusive LINK when promoting to your audience. If you would like a custom tracking code, please contact Robbie Rosser at **robbie.rosser@informa.com** for more information.

EARLY BIRD – $35 OFF	ADVANCE RATE – $20 OFF	SHOW RATE
Now through - December 17	December 18 - February 1	February 2-8
Professional – $65	**Professional – $85**	**Professional – $105**
Student – $45	**Student – $65**	**Student – $80**