

premiere show group

Classroom Education Application

Premiere Orlando June 1-3, 2019
 Premiere Philadelphia September 15-16, 2019
 Premiere Beauty Classic October 6-7, 2019
 Premiere Birmingham October 20-21, 2019

Email Form to:
education@premiereshows.com

Company Name: (as would be promoted in show materials) _____

Contact Name: _____ Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Website Address: _____ f URL: _____

Twitter URL: _____ @ URL: _____

Classroom Education

<p>premiere & premiere ORLANDO & DAYSPA June 1-3, 2019</p> <p><input type="checkbox"/> Returning Educator <input type="checkbox"/> New Educator <input type="checkbox"/> Not interested in this show</p> <p>PREFERRED CLASS TIME requests are subject to availability. <input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> SAT <input type="checkbox"/> SUN <input type="checkbox"/> MON All classes are 60 min in length</p>	<p>premiere PHILADELPHIA September 15-16, 2019</p> <p><input type="checkbox"/> Returning Educator <input type="checkbox"/> New Educator <input type="checkbox"/> Not interested in this show</p> <p>PREFERRED CLASS TIME requests are subject to availability <input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> SUN <input type="checkbox"/> MON Class length to be determined by Premiere</p>	<p>premiere COLUMBUS October 6-7, 2019</p> <p><input type="checkbox"/> Returning Educator <input type="checkbox"/> New Educator <input type="checkbox"/> Not interested in this show</p> <p>PREFERRED CLASS TIME requests are subject to availability <input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> SUN <input type="checkbox"/> MON All classes are 70 min in length</p> <p>If chosen as an approved educator, you will be required to submit \$100 for CE Course Approval to Ohio State Board of Cosmetology for each class.</p>	<p>premiere BIRMINGHAM October 20-21, 2019</p> <p><input type="checkbox"/> Returning Educator <input type="checkbox"/> New Educator <input type="checkbox"/> Not interested in this show</p> <p>PREFERRED CLASS TIME requests are subject to availability <input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> SUN <input type="checkbox"/> MON <input type="checkbox"/> 60 min <input type="checkbox"/> 75 min</p>
<p>APPLICATION DEADLINE: January 11, 2019 If accepted into the education program, your booth contract with deposit must be received by February 8, 2019</p>	<p>APPLICATION DEADLINE: April 12, 2019 If accepted into the education program, your booth contract with deposit must be received by May 10, 2019</p>	<p>APPLICATION DEADLINE: May 17, 2019 If accepted into the education program, your booth contract with deposit must be received by June 14, 2019</p>	<p>APPLICATION DEADLINE: May 10, 2019 If accepted into the education program, your booth contract with deposit must be received by June 7, 2019</p>

Classroom Education Requirements

QUALIFICATIONS: All educators must be in the professional beauty industry and will be required to purchase a booth on the exhibit floor. Education topics must remain educationally focused, unbiased & objective.

SELECTION PROCESS: The selection process is based on available space with relevance to the education topic. The Education Committee reserves the right to recommend final selections in order to ensure a balanced program. To be considered for education, applicants must submit the completed application and all required materials by above deadline for each show.

CLASSROOM EDUCATION RULES: Classes are scheduled in a shared classroom. Product sales or endorsement are not permitted in the classroom or surrounding areas. If accepted into the education program, your booth contract with deposit must be received by above show deadline to be promoted in the show preview, which is directly mailed to professionals and marketed online. Promotion is forfeited if the required materials are not received.

Premiere to Provide for Shared Classroom

PROMOTION: Free promotion and marketing via 300,000+ mailed Show Previews, Premiere Website, Day-of-Show Program and misc. industry media. Eligibility based on confirmation date and Show Management discretion. Promotion is forfeited if materials and/or exhibitor contract are not received by the dates specified.

CLASSROOM SPACE: Classes are scheduled in a shared classroom, and classroom space is provided at no charge with your booth commitment on the exhibit floor. Shared classrooms are furnished with chairs set theater style. A detailed classroom diagram will be included in your Education Packet, emailed in May.

ELECTRICITY/EXTENSION CORDS: Shared classrooms will be provided with one electrical outlet. We recommend bringing your own extension cords and power strips as they are not provided in the room. If needed, additional electricity may be ordered through the Convention Center. Forms will be provided in your Exhibitor Manual.

ADDITIONAL EXPENSES: Any additional expenses are the responsibility of the presenter including, but not limited to: housing, travel, handouts, models, additional electricity and additional audio visual equipment.

Show Preview Promotion Sample

Dyson featuring Todd Tinnel

Bombshell to Boho Blow Dry Styling
 Sun 11:00a - 12:00p & 2:00 - 3:00p Room W311E

Whether you're looking to create volume for days or laid-back festival waves, impeccable blow dry technique will set you up for success! Learn tips and tricks using the Dyson Supersonic hair dryer to take your blowdrys from "ok" to "no way!"

Malibu C Pro
 Conquer Colour Catastrophes: Hidden Hair Horrors Exposed!
 Featuring Nicole Estrella & Anthony Sbardel Room W414A

Let's face it: colour catastrophes happen to all of us and virtually every colourist experiences unexpected disasters. This class is designed to arm you with the tools you need to become an expert at problem solving, no matter what challenge you're faced with. These simple solutions for common colour disasters will help you take any OTC Colour Emergency with an opportunity to boost your revenue.

Agadir International
 Featuring Carlos Gonzalez & Casey Teranocosa Room W311E

Agadir Original, Agadir Hair Shield 450 & Agadir MEN
 Sun 9:00a - 6:30p & Mon 9:00a - 5:00p Exhibit Floor

Step by Step:
 • Chemical and pre-treat hair
 • Moisturize and condition hair
 • Repair and protect hair
 • 4 different cuts and styles
 • Men's hair styling and beard grooming techniques

The Art of Colour Correction: Become a Confident Concentrator Colorist!
 Featuring Missy Peterson Room W414A

We already know you're a Pro. You've mastered the rubric, which doesn't mean you don't like pushing the limits. In fact, it's just the opposite. There's nothing you love more than a good challenge. Which is why we designed this class just for you. We've already taught you how to prepare your colour canvas, now we'll show you how to colour outside the lines which, honestly, takes you back to the basics.

Olaplex

OLAPEX Discover Olaplex Today
 Sun 9:00a - 6:30p & Mon 9:00a - 5:00p Exhibit Floor

One ingredient changes everything.
 Go Blonder: Push the amplex further without compromising the integrity of hair. From the photo shoot to the salon chair, colorists are set free from the fear of damaged hair. From Base Color to Balayage, OLAPEX multiplies bonds making hair stronger and healthier, while color lasts longer with more vibrancy. Come visit the OLAPEX booth to learn how to repair all hair types, as using Olaplex in conjunction with all professional chemical services and treatments will ensure the best hair for client face ever had and increase the revenue of the professional stylist.

Quidad featuring Sarah Burly Smith Room W414A

All About the Rake & Shake - A Modern Day Wet Set
 Sun 12:45 - 2:00p Exhibit Floor

Curl has the amazing ability to manipulate and take shape for beyond their natural state. Learn how to create the perfect curl (and how to style it) using the Rake & Shake. In this class we will cover the styling fundamentals including: to style and to style the perfect curl, from the cast, and options for enhancing or altering the curl pattern for alternative looks and styles.

Bio Ionic Room W414A

Beauty Powered by Nature
 Sun 9:00a - 6:30p & Mon 9:00a - 5:00p Exhibit Floor

Innovators of the hair tool industry, Bio Ionic will demonstrate the ease of creating beautiful, healthy styles with their unique mineral infused tools. Observing remarkable results, smoother shine, and long-lasting curls, their tools and techniques cannot be missed! Bio Ionic is a top choice in professional tools.

Quidad Room W414A

The Art of Braiding and Updos on Loose and Classic Curls
 Sun 4:00 - 5:15p Exhibit Floor

There's no denying models are the hottest thing right now and there's no reason why your curls shouldn't join in the fun! Save yourself the time of blow-drying and learn how to benefit without frizzing the natural texture and, instead, embrace the curls for a beautiful glowing braid effect! From there, we will show you easy options to elevate those day-to-day braids into special event styles.

Transformational Curis: The Key to Unlocking Shape Shifting
 Mon 12:45 - 2:00p Exhibit Floor Room W414A

Learn how to provide transformational results with our proprietary Curis and Silca techniques. We will kick it up a notch for fluid movement and varying degrees of vertical layers with our Sliding Gradation technique while we explain the corners, yet discuss mistakes made when cutting curls.

Premiere Education Course Information Form (complete one form per class)

Audio Visual

Show: Premiere Orlando Premiere Philadelphia Premiere Columbus Premiere Birmingham

Company Name (as would be promoted in show materials): _____

Class Title (35 character max): _____

Educator Name(s): _____

Educator  Handle: _____

if chosen to educate, will you require
(check all that apply)

screen

A/V cart

Any additional audio visual equipment is the responsibility of the presenter.

Target Area of Education

Required Materials

Educator Bio (50 word max)

- Anti-Aging
 - Business & Personal Development
 - Dayspa & Esthetics
 - Extensions & Weaves
 - Global Texture
 - Hair Color
 - Hair Cutting/Styling
 - Hair Loss Solutions
 - Instructor Education
 - Lashes & Brows
 - Makeup
 - Massage Therapy
 - Medesthetics
 - Men's Grooming
 - Nails
 - Social Media Marketing
 - Students & New Professionals
 - Wellness
 - Check here to receive further info on hands-on workshop availability.
- Note: limited space available*

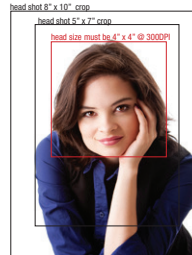
All applicants must complete form and submit ALL required materials including:

Company Logo

Only Vector EPS format, color or grayscale
(spot color will be converted to CMYK)
Create outlines before submitting to avoid font issues.

Educator Headshot

All images must be supplied as 300 dpi, where head size is 4" x 4" TIFF or EPS; JPEG (original image at 300dpi)
All images in cmyk color mode.



Current Model Images

Image must be at least 8" x 10" (2400 pixels x 3000 pixels) at 300dpi or corporate website media library or web address.

Type of Education

- General Technique
- Trends
- Bridal / Special Event

Course Description (complete one form per class) (100 word max - Premiere reserves the right to edit for clarity and/or space limitations):

Acceptance of Terms

I understand that if my proposal is accepted, Premiere is authorized to use promotional materials submitted. I have reviewed, understand and will adhere to classroom education requirements if chosen. My contact information may be used to advise me of future Premiere events.

Name (Please Print) _____ Title _____

Signature _____ Date _____

Show Management Use Only Area

Classroom # _____ Communicated with Client _____

Notes: