

Classroom Education Application

Email Form to: education@premiereshows.com

APPLICATION DEADLINE: JUNE 10, 2022

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

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

Address: _____

City: _____ State: _____ Zip Code: _____

Website Address: _____ f URL: _____

🐦 URL: _____ 📷 URL: _____

PREFERRED CLASS TIME requests are subject to availability.

- Morning
- Afternoon

- SUN
- MON

All classes are 60 min in length

- Exclusive Classroom (Additional Fee Required)**
- Check here to receive further info on hands-on workshop availability.**

IS THIS COURSE CE CERTIFIED?

- Yes
- No

If so, what state does this CE apply to? _____

TARGET AREA OF EDUCATION

- | | |
|--|---|
| <input type="checkbox"/> Anti-Aging | <input type="checkbox"/> Massage Therapy |
| <input type="checkbox"/> Business & Personal Development | <input type="checkbox"/> Medesthetics |
| <input type="checkbox"/> Dayspa & Esthetics | <input type="checkbox"/> Men's Grooming |
| <input type="checkbox"/> Extensions & Weaves | <input type="checkbox"/> Nails |
| <input type="checkbox"/> Global Texture | <input type="checkbox"/> Social Media Marketing |
| <input type="checkbox"/> Hair Color | <input type="checkbox"/> Students & New Professionals |
| <input type="checkbox"/> Hair Cutting/Styling | <input type="checkbox"/> Wellness |
| <input type="checkbox"/> Hair Loss Solutions | |
| <input type="checkbox"/> Instructor Education | |
| <input type="checkbox"/> Lashes & Brows | |
| <input type="checkbox"/> Makeup | |

Note: limited space available

AUDIO VISUAL

If accepted, show management will send final confirmation of classes including classroom locations and AV provided.

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

Class Title (35 character max): _____

Educator Name(s): _____

Educator 📷 Handle: _____

Educator Bio (50 word max)

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

NEW THIS YEAR!

Each classroom will be equipped with scanning technology. Attendees will be required to scan in and out of each session they attend.

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. **Classes 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.

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 and / or education deposit must be received by above show deadline to be promoted in the show preview. Promotion is forfeited if the required materials are not received.

Premiere to Provide for Shared Classroom

PROMOTION: Free promotion and marketing via 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.

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.

Educator to Provide

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.

PROMOTION: Educators agree to promote their class via social media and marketing channels.

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): _____

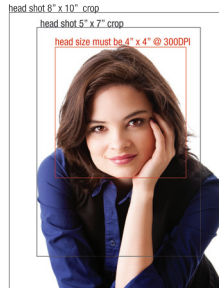
Title: _____

Signature: _____

Date: _____

Required Materials

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" TIF or EPS; JPEG (original image at 300dpi) All images in cmky 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.

Show Preview Promotion Sample

Classes are FREE with your show pass!

<p>Keracolor Exhibit Floor Deep, Plug and Lock It SUNDAY 2:30 - 3:30p Keracolor Salon - 1030p</p> <p>Deep is and let your inner wild visions fly with Keracolor. Our top educators will be showcasing the revolutionary, top, high-tech color line to create some of the season's hottest color trends, from Shiva Licks to Shadow Reach. With more new color-powered products than ever before, including our new vibrant Shiva Color - Chandeliers, we'll have you returning to the salon feeling covered up and color confident.</p>	<p>Ray Paul Products W221B Reinvent - The Metamorphosis of Color & Color SUNDAY 3:30 - 4:30p Reinvent Salon - 1130p</p> <p>Introduce your creativity and create fashion-forward! Explore the opportunity of creating a personal history and journey with fashion-forward applications. Learn color theory and advanced color placement techniques to create stunning transformations. This class is designed to help you take command of techniques and refine the look required to complete your creative vision and expand profit margins.</p>
<p>Hair Bar NYC Inc W221A Make a Difference in Your Clients Hair SUNDAY 2:30 - 3:30p</p> <p>Beny will be educating you on new technology for your business and how to keep it growing to the fullest success. And of course, he will be introducing to you his natural line of product which will most definitely make a difference to your clients hair. Come and grow your company by getting the education needed.</p> <p>Beny Molayev is an owner of several salons around NYC and is now franchising around the world. Developing the salon industry to a whole new level, with new technology apps and hair.</p>	<p>Recamier Professional Exhibit Floor The Best Hairdressers Never Stop Learning SUNDAY 10:00 - 11:00a</p> <p>A complete line of products developed to give all the beauty professionals inspiration and tools in their daily work.</p> <p>Technical Line: Products designed for coloring hair, enhance its color or modify its texture. Finishing Line: Products that assure the perfect finishing touch of hairdressing. Product Line: Other creative designed products to maintain, keep and repair your client's hair while returning to the beauty salon.</p> <p>Meet us at our booth where our team will be creating beauty!</p>
<p>SHEAR POLICE Exhibit Floor The Culture, The Cutting, The Difference... SUNDAY 10:00 - 11:00a</p> <p>Join SHEARPOLICE as they team others with you the art of controlling the texture within a haircut in both cutting and styling long, medium and short hair. The simple use of innovative hairdressing tools by SHEARPOLICE, COLABO + and SHEARPOLICE that will make your life more enjoyable and productive.</p> <p>Join Artistic Team Members Naz Hagel and Jan Roberts as they change the way you look at modern hair styling today.</p>	<p>Avena Beauty Exhibit Floor Avena Lumina SUNDAY 10:00 - 11:00a</p> <p>No more bleaching technology from the original 2 in 1 kit and deposit color system. Today's newest formula by Avena Expert Lumina allows professionals to "lift and deposit" color in a "single process". Learn these techniques developed by Avena Lumina: instant high lift on dried hair, change strand hair color in minutes, avoid over processing and create red, violet, silver and other light shades without pre-bleaching.</p>
<p>Stylecraft Gamma+ Exhibit Floor The Art of Modern Precision Hair Styling SUNDAY 10:00 - 11:00a</p> <p>Whether looking for creative color or the ultimate hair in performance and technology. Stylecraft and Gamma+ have you covered. Learn cutting-edge techniques from masters at their craft, with our newly-released barber and stylist educators.</p> <p>Watch as our meticulously crafted tools are used to unleash artistic and creative freedom. Hair is our canvas. Let's create.</p>	<p>TURBO POWER Exhibit Floor Welcome to the Turbo Power Professional Collection SUNDAY 10:00 - 11:00a</p> <p>Turbo Power was the first company to introduce the turbo hair dryer to the salon professional. Since the introduction, we have produced lower, more powerful tools. Today our product lines include cutting, straightening, blowers and much more. If you are as serious about your work as we are, then Turbo Power is your only choice for professional styling tools. Our stylists will be on hand to share their beauty perspectives, latest hairdressing techniques and the newest technologies made by Turbo Power.</p>

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