

# 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](mailto: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><b>premiere &amp; premiere</b>  <b>ORLANDO &amp; DAYSPA</b>                  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><b>PREFERRED CLASS TIME</b>                  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><b>premiere PHILADELPHIA</b>                  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><b>PREFERRED CLASS TIME</b>                  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><b>premiere COLUMBUS</b>                  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><b>PREFERRED CLASS TIME</b>                  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><b>premiere BIRMINGHAM</b>                  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><b>PREFERRED CLASS TIME</b>                  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><b>APPLICATION DEADLINE: January 11, 2019</b>                  If accepted into the education program, your booth contract with deposit must be received by <b>February 8, 2019</b></p>	<p><b>APPLICATION DEADLINE: June 7, 2019</b>                  If accepted into the education program, your booth contract with deposit must be received by <b>July 1, 2019</b></p>	<p><b>APPLICATION DEADLINE: June 7, 2019</b>                  If accepted into the education program, your booth contract with deposit must be received by <b>July 19, 2019</b></p>	<p><b>APPLICATION DEADLINE: June 7, 2019</b>                  If accepted into the education program, your booth contract with deposit must be received by <b>July 12, 2019</b></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

## 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*

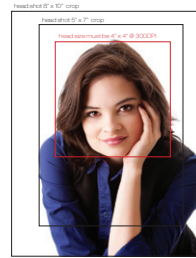
All applicants must complete form and submit ALL required materials including:

### 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: