

premiere **BIRMINGHAM**

The Southeastern Beauty Event

2017 CLASSROOM EDUCATION APPLICATION

DEADLINE: FRIDAY, JUNE 9

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 and 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 Friday, June 9.

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 exhibitor contract with deposit must be received by June 16 to be promoted in the show preview, which is directly mailed to over 120,000 professionals and marketed online. Promotion is forfeited if the required materials are not received.

Please complete page 2 and submit with required materials to your education contact, Ann Donlon: ann@premiereshows.com

REQUIRED MATERIALS

SPECS

Class Title(s) & Description(s)

Class title: 35 character max
Class description: 100 word max

Premiere reserves the right to edit titles and descriptions for clarity and/or space limitations.

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

For educator specs, click here.

Educator Bio

50 word max

Current Model Images

Image must be at least 8" x 10" (2400 pixels x 3000 pixels) at 300dpi

Corporate website media library or web address

SAMPLE

CLASS DESCRIPTION

Sample provided is for reference only and may not refer to your exact promotion.



Scruples

featuring Chris Venesky, Katie Nielsen & April Godwin

International Influence

Sun 9:00a - 6:30p
Mon 9:00a - 5:00p
Exhibit Floor



Join the Scruples Design Team as they go global with cut, color and style in the NEW Style Cities collection.

Showcasing fashion trends with international influence, this collection series highlights looks from the catwalk capitals of the world: Paris, Milan and New York City.



These trend setting styles are presented with Scruples Gel and Creme color ranges, hair color systems that feature consistent, proven technology in both bold and diffused versions, providing the ultimate freedom of expression.

Scruples

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EDUCATOR INFORMATION

Company* _____ Contact Name _____

Work Phone (_____) _____ Ext _____ Contact Email _____

Address _____ City, State, Zip _____

Educator(s) Name* _____

**As would be promoted in show materials*

SOCIAL MEDIA PROMOTION

Website URL _____ Facebook URL _____

Instagram URL _____ Twitter URL _____

CLASS LEVEL OF EDUCATION

Introductory Intermediate Advanced

TARGET AREA OF EDUCATION

Hair Color Men's Zone & Barbershop Hair Loss Dayspa & Esthetics Social Media & Marketing
 Hair Cutting/Styling Extensions & Weaves Makeup Business & Personal Development
 Nail Technician Global Texture Lashes & Brows

CLASS TIME

Indicate class preference below; requests are subject to availability.

Sunday Class Preference

60 minutes Morning
 75 minutes Afternoon

Monday Class Preference

60 minutes Morning
 75 minutes Afternoon

Hands-On/Look & Learn Workshops

Check here to receive further information on workshop availability. Note: limited space available.

REQUIRED MATERIALS

All applicants must complete form and submit ALL required materials by **Friday, June 9.**

(Check off that all materials are attached)

Classroom Application Company Logo Educator Short Bio
 Current Model Images Class Title(s) and Description(s) Educator Headshot

ACCEPTANCE OF TERMS

I understand that if my proposal is accepted, Premiere Birmingham is authorized to use promotional materials submitted. My contact information may be used to advise me of future Premiere Birmingham events.

Name (Please Print) _____ Title _____

Signature _____ Date _____