

# Application for Classroom Education

June 2, 3 & 4, 2012 (Exhibit Floor open ONLY June 3 & 4)  
Orlando/Orange County Convention Center



Premiere DAYSPA® and Premiere Orlando combine to create the largest gathering of beauty industry professionals, drawing over 50,300 attendees from all 50 states and 14 countries. Each year, the event connects participants with top leaders through over 350 featured classes, general sessions and hands-on workshops offering industry-recognized education as well as providing access to new ideas and networking opportunities.

**To be considered all applicants must submit the attached form along with all required materials by Friday, January 13, 2012.**

Please fax form to 407-265-3134, or scan and email to gretchen@premiereshows.com. If accepted into the educational program, classroom space will be provided at no charge with your booth commitment.

## PRE-REQUISITES FOR APPLICATION

Education topics must remain educationally focused, unbiased and objective. Product endorsement or sales will not be allowed. All educators must be in the professional beauty industry and will be required to purchase a booth on the exhibit floor. See Exhibitor Contract for pricing. Product sales are not permitted in the classroom or surrounding areas.

## SELECTION PROCESS

Classroom education is provided on a space available basis with relevance to education topic. Submissions in acceptable formats and completed by January 13 will be evaluated by members of the Education Committee. They will be judged on relevance to the conference. The Education Committee reserves the right to recommend final selections in order to ensure a balanced program. All applicants will be contacted within two weeks of the January 13 deadline to inform you of the status of your application.

## SHARED CLASSROOMS WILL BE FURNISHED WITH

- One wired microphone
- Screen and AV stand
- One electrical outlet
- Chairs set theater style
- Stage if applicable

Projectors and/or laptops computers are **NOT** provided. Any additional audio visual is the responsibility of the educator and may be ordered through your preferred provider. Official show providers will be listed in your Exhibitor Manual.

## MATERIALS REQUIRED

Promotional materials listed below must be submitted by January 13 in order to apply. **If you are accepted, additional materials including your exhibitor contract with deposit will be required** by February 1 in order to be promoted in the Show Preview Brochure (50,000 mailed). Promotion is forfeited if materials and/or exhibitor contract are not received by the dates specified. Premiere reserves the right to edit titles and descriptions for clarity and/or space limitations.

- Company Logo\*
- Educator Photo\* and Short Bio  
Listing qualifications to speak on the topic
- Class Title(s)
- Class Description(s)  
55-80 word description of what attendees will learn in the class

## PLEASE SEND PROMOTIONAL MATERIALS TO:

Email gretchen@premiereshows.com  
Fax 407-265-3134  
FTP Please contact us to request FTP instructions

## EDUCATION CONTACT

Gretchen Nielsen  
800-335-7469 x115  
gretchen@premiereshows.com

### \*Acceptable Formats

#### Company Logo

- Only Vector EPS format, color or grayscale (please note all spot color will be converted to CMYK)
- Please create outlines before submitting in order to avoid font issues

#### Speaker Photo

- Speaker photo must be at least 5" x 7" (1500 pixels x 2100 pixels) at 300dpi
- TIFF or EPS format; JPEG is acceptable if the original image is at 300dpi
- All images must be in CMYK color mode
- Corporate website media library or web address

Please be advised that photo resolution is important for quality reproduction; therefore, low resolution images such as "web" images at 72dpi in JPEG, GIF, BMP, photos embedded in MSWord or Power Point WILL NOT BE ACCEPTED

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## EDUCATOR INFORMATION

Company\*\* \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_ Ext \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Educator Name\*\* \_\_\_\_\_ Educator Email \_\_\_\_\_

Facebook URL \_\_\_\_\_ Twitter URL \_\_\_\_\_

\*\* To be promoted in show materials

## SCHEDULE

Indicate your educational class preferences below. We will try to accommodate requests indicated below if possible, but all items are subject to availability. Please note the Exhibit Floor will be open Sunday and Monday only. Saturday is reserved for select pre-show classes and workshops. Exhibit Floor hours are Sunday 8:30am – 6:30pm and Monday 9am – 5pm. Exhibit floor is not open Saturday.

### Sunday & Monday Class Preference

Sunday Class Length (select one)	<input type="checkbox"/> 60 minutes	<input type="checkbox"/> 75 minutes	<input type="checkbox"/> 90 minutes
- Sunday Time Preference	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	
Monday Class Length (select one)	<input type="checkbox"/> 60 minutes	<input type="checkbox"/> 75 minutes	<input type="checkbox"/> 90 minutes
- Monday Time Preference	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	

### Saturday Pre-Show Class Preference

Saturday Class Length (select one)  60 minutes  75 minutes  90 minutes

### Hands-on / Look & Learn Workshops

The Premiere DAYSPA Conference has a limited amount of workshop opportunities available pre-show on Saturday, as well as Sunday and Monday. Please contact Gretchen Nielsen at [gretchen@premiereshows.com](mailto:gretchen@premiereshows.com) for details.

## CLASS LEVEL

Introductory  Intermediate  Advanced

## DOES THIS CLASS INCLUDE A DEMONSTRATION? \*\*

Yes  No

\*\* To be promoted in show materials

## IF SO, PLEASE INDICATE % LECTURE to DEMO

Lecture \_\_\_\_\_% Demo \_\_\_\_\_%

## TARGET AUDIENCE

<input type="checkbox"/> Esthetician	<input type="checkbox"/> Massage Therapist	<input type="checkbox"/> Makeup Artist	<input type="checkbox"/> Spa Owner	<input type="checkbox"/> Spa Manager
<input type="checkbox"/> Medical Spa	<input type="checkbox"/> Receptionist	<input type="checkbox"/> New Professional	<input type="checkbox"/> Student	<input type="checkbox"/> School Instructor

## ACCEPTANCE OF TERMS

I understand that if my proposal is accepted, Premiere Orlando and Premiere DAYSPA<sup>®</sup> are authorized to use promotional materials submitted. My contact information may be used to advise me of future Premiere Orlando and Premiere DAYSPA<sup>®</sup> events.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (Please Print) \_\_\_\_\_ Title \_\_\_\_\_

Questions? Call 800-335-7469 ext. 115 or email [gretchen@premiereshows.com](mailto:gretchen@premiereshows.com)

Thank You! All applicants will be contacted within two weeks of the January 13, 2012 deadline to inform you of the status of your application.