

## 2017 CLASSROOM EDUCATION APPLICATION

**DEADLINE: WEDNESDAY, JANUARY 11**

**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 Wednesday, January 11.**

**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 February 15 to be promoted in the show preview, which is directly mailed to over 300,000 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, Gretchen Nielsen:**  
gretchen@premiereshows.com

REQUIRED MATERIALS	SPECS
<b>Class Title(s) &amp; Description(s)</b>	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.
<b>Company Logo</b>	Only Vector EPS format, color or grayscale (spot color will be converted to CMYK)  Create outlines before submitting to avoid font issues
<b>Educator Headshot</b>	For educator specs, click here.
<b>Educator Bio</b>	50 word max
<b>Current Model Images</b>	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.




**American Biotech Labs, LLC**  
featuring Leigh J. Mack, MD, PhD

**Post Procedure Skin Care and the Healing Process**

**Sun & Mon 2:15 - 3:30p**  
**Room W304G**

This unique class will provide you with the information to clinically assess the client's skin after a peel or procedure. Learn how to recognize and understand the phases of skin healing from a clinical medicine standpoint. Complications and when to refer to a physician/medical provider will be discussed. The goal of the session is to provide a working knowledge of what occurs after a procedure and how the skin heals. The session will be taught in a basic medical language that is easy to understand.



## 2017 CLASSROOM EDUCATION APPLICATION

### 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

Dayspa & Esthetics     Makeup                       Lashes & Brows       Wellness  
 Medesthetics           Massage Therapy     Anti-Aging               Spa Business

### CLASS TIME

Indicate class preference below; requests are subject to availability.

Saturday Class Preference		Sunday Class Preference		Monday Class Preference	
<input type="checkbox"/> 60 minutes	<input type="checkbox"/> Morning	<input type="checkbox"/> 60 minutes	<input type="checkbox"/> Morning	<input type="checkbox"/> 60 minutes	<input type="checkbox"/> Morning
<input type="checkbox"/> 75 minutes	<input type="checkbox"/> Afternoon	<input type="checkbox"/> 75 minutes	<input type="checkbox"/> Afternoon	<input type="checkbox"/> 75 minutes	<input type="checkbox"/> Afternoon
<input type="checkbox"/> 90 minutes					

### 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 **Wednesday, January 11**.  
 (Check off that all materials are attached)

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

### ACCEPTANCE OF TERMS

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

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

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