

Application for Classroom Education

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

Premiere Orlando and Premiere DAYSPA® 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 20, 2012.

Please fax form to 407-265-3134, or scan and email to ann@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 20 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 20 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 20 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 (250,000 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 ann@premiereshows.com
Fax 407-265-3134
FTP Please contact us to request FTP instructions

EDUCATION CONTACT

Ann Donlon
800-335-7469 x113
ann@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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premiereorlando

International Beauty Event

2012

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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) 60 minutes 75 minutes 90 minutes
- Sunday Time Preference Morning Afternoon
Monday Class Length (select one) 60 minutes 75 minutes 90 minutes
- Monday Time Preference Morning Afternoon

Saturday Pre-Show Class Preference

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

Hands-on / Look & Learn Workshops

Premiere Orlando has a limited amount of workshop opportunities available pre-show on Saturday, as well as Sunday and Monday. Please contact Ann Donlon at ann@premiereshows.com for details.

CLASS LEVEL Introductory Intermediate Advanced

DOES THIS CLASS INCLUDE A DEMONSTRATION? Yes No

IF SO, PLEASE INDICATE % LECTURE to DEMO Lecture _____% Demo _____%

TARGET AUDIENCE

Cosmetologist Hair Stylist Hair Colorist Barber Nail Technician
 Esthetician Massage Therapist Makeup Artist Salon/Spa Owner Salon/Spa Manager
 Medical Spa Receptionist New Professional Student School Instructor

ACCEPTANCE OF TERMS

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

Signature _____ Date _____

Name (Please Print) _____ Title _____

Questions? Call 800-335-7469 ext. 113 or email ann@premiereshows.com

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