

For immediate release: July 24, 2018

premiere
PHILADELPHIA
September 23-24, 2018



Calling All Beauty Professionals: Premiere Comes to the Northeast !

Philadelphia, PA , July 24, 2018 | Since its announcement in January of 2017, the industry has been anxiously awaiting for the debut of the educational lineup for Premiere Philadelphia on September 23-24 which will be held at the Pennsylvania Convention Center and it's **FINALLY HERE !!!**

The Education You Need To Succeed™

Premiere Show Group is known throughout the industry as bringing some of the finest education to their events and Premiere Philadelphia will be no exception with more than 300 classes included with a show pass, this is THE show you do not want to miss! Take advantage of the opportunity to learn from some of the biggest names in the industry such as: Candy Shaw, Cassandra Platinum, Eden Sassoon, Eric Pacinos, Kenny Duncan, Lena Piccininni, Leen & Bertus, Martino Cartier, Matt Beck, Mustafa Avci, Najah Aziz, Nick Arrojo, Pat Regan, Ricardo Santiago, Sam Villa, Tabatha Coffey and Tracey Hughes —just to name a few. Attendees will also be able to experience some unique panel discussions covering: salon ownership & management, the most common questions in hair color, social media, how to get into television and film work and the barber/men's grooming industry. Whether you are a cosmetologist, barber, nail technician, esthetician, makeup artist or industry student, there is education for YOU at Premiere Philadelphia!

Compete to Win Cash Prizes

Are you a wizard with your scissors, master updo artist, or a true champion with your clippers? If the answer is a clear yes to any of these or you think that you definitely can be, then Premiere Philadelphia has the competition for you. Cosmetologists, barbers and industry students will have the opportunity to compete in 4 different categories and earn **CASH** prizes. Additionally, schools will have a unique opportunity to send 4 of their students to compete in the school tag team competition. Competition categories include:

WOMEN'S HAIR

Women's Cut, Color & Style and Bridal, Upstyling & Braiding

MEN'S GROOMING

Fantastic Fades and Limit-Free Style

SCHOOL TEAM

90's Rewind: Casting Call—Celebrity Look-A-Like

premiere PHILADELPHIA

September 23-24, 2018

Experience the Remarkable Exhibit Floor

Half the fun of attending Premiere is the shopping! Show attendees will be able to shop and learn from some of their favorite brands such as:

| | | | |
|----------------|---------------------------------|--------------------------|------------|
| American Crew | Aquage | BaBylissPro | Esquire |
| Farouk Systems | Footlogix-Where Medi Meets Pedi | L'ANZA Healing Hair Care | MATRIX |
| PRAVANA | Redken 5th Avenue NYC | RUSK | Sam Villa® |
| Sexy Hair | Sunlights Balayage Inc | TruBeauty Concepts | |

Start the Excitement Early and Keep It Going Through the Weekend

On Saturday evening, September 22 - For an additional fee, nail technicians can experience, the *NAILS Net Worth Social*. This event will help nail technicians think about, discover and formulate your net worth so at the end of each day, you emotionally, socially and personally profit. Hear from top techs in the market, talk with peers, share your stories and make new friends! Then on Sunday, the fun doesn't have to stop at the end of the day! Keep the excitement going and spend time with your friends both new and old at the City Center District for dining and entertainment.

Register Today!

Premiere Philadelphia show passes are available online at premierephiladelphia.com, by calling 800-335-7469 or through an authorized ticket retailer. A Premiere Philadelphia Show Pass includes access to the amazing exhibit floor, more than 300 educational classes including Main Stage presentations. Also, through premierephiladelphia.com attendees can access exclusive discounted hotel rates (OnPeak) as well as discounted travel rates.

###

Contact Information for this Release: Email press@premiereshows.com or call 800-335-7469