

AMERICA'S  
BEAUTY SHOW



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COSMETOLOGISTS  
CHICAGO

2027

**AMERICA'S  
BEAUTY SHOW**

SALES GUIDE

APRIL 3, 4 & 5, 2027

# 2027

AMERICA'S BEAUTY SHOW ★ COSMETOLOGISTS CHICAGO

## AMERICA'S BEAUTY SHOW

## EXHIBITOR GUIDE

Promote your brand to over 20,000 beauty professionals.

Reserve your space to connect with our community of loyal, original, and straight-up cool beauty pros. Our attendees are projected to spend over \$40,000,000 on products and partnerships.

*Carpet, Electricity, and Secure WiFi are not included in the booth package.*

### 10' X 10' | LINEAR

For independent organizers looking to promote their products.

- (1) Skirted Table
- (2) Booth Chairs
- (1) Waste Basket

**Starting at \$3,600**



### 10' X 30' | LINEAR

**Starting at \$10,800**

- (3) Tables
- (6) Chairs
- (1) Waste Basket

### 20' X 20' | ISLAND

For established practitioners who need heavy foot traffic.

**Starting at \$12,800**



### 10' X 20' | LINEAR

For up & coming companies that have multiple products to display.

- (2) Skirted Tables
- (4) Booth Chairs
- (1) Waste Basket

**Starting at \$7,200**



### 20' X 40' | ISLAND

For exhibitors who need to pull customers into their space for demonstrations.

**Starting at \$25,600**

*20x30 available for \$19,200*

### 10' X 10' | DISPLAY

For brands looking to showcase their offerings with more of a department store presentation.

- Signage
- Glass Case Exhibit
- Locking, and Lit.
- Includes (2) chairs

**Starting at \$3,500**



### 30' X 30' | ISLAND

For companies who need to make a big impression on attendees.

**Starting at \$28,800**



1000 sq ft and larger contact for pricing

**PLEASE NOTE, FLOORING IS REQUIRED**



# APRIL 3, 4 & 5 2027



## WAYS TO PARTICIPATE

- EXHIBIT
- EDUCATION
- SPONSORSHIP



## CONTACT US

WE LOOK FORWARD TO WELCOMING YOU TO AMERICA'S BEAUTY SHOW 2027 AND SUPPORTING YOUR SUCCESS AT THE 104<sup>TH</sup> AMERICA'S BEAUTY SHOW!

**Exhibitor Sales:**

[exhibits@americasbeautyshow.com](mailto:exhibits@americasbeautyshow.com)

**Education:** [education@americasbeautyshow.com](mailto:education@americasbeautyshow.com)

**General Information:** [info@americasbeautyshow.com](mailto:info@americasbeautyshow.com)

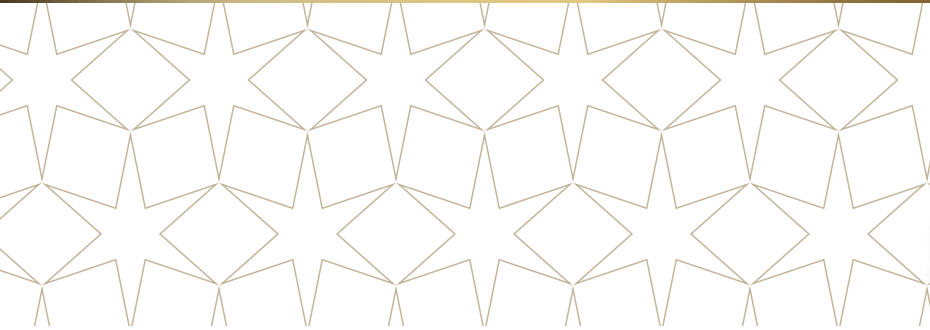
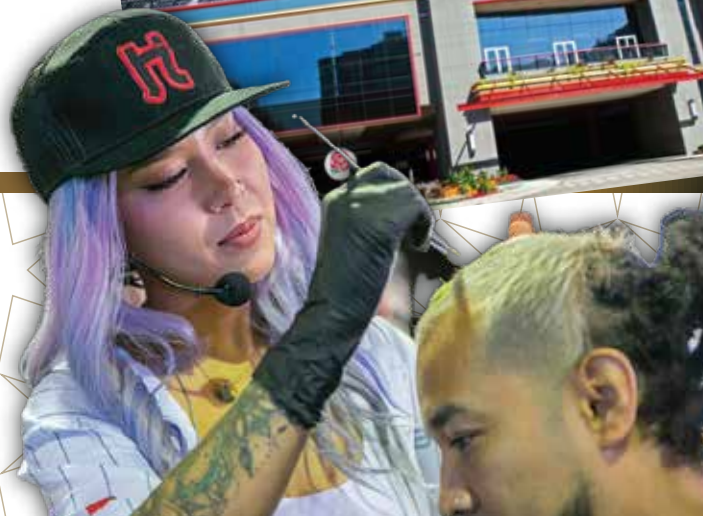
**Sponsorships:** [sponsorship@americasbeautyshow.com](mailto:sponsorship@americasbeautyshow.com)



 **Instagram:** @americasbeautyshow

 **Facebook:** America's Beauty Show

 **LinkedIn:** America's Beauty Show





2027  
**PROSPECTUS**

# WHY AMERICA'S BEAUTY SHOW?

## Influence with Authority

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### Strategic Framework

- The constraint is not product innovation. It is authority acceleration.
- Elevated Beauty Group brands compete in a market where authority determines discoverability.
- Authority drives AI citations, organic growth, consumer trust, salon loyalty, and expanded lifetime value.
- Competitive brands compound authority over time.

America's Beauty Show is the ignition point of 4.5 million hours of conversation inside trusted client relationships. Professional conversation is influence with authority.

#### **Do the Math:**

- 20,000 licensed professionals
- 3,000,000 consumers influenced
- 14,400,000 annual client appointments
- 6,720,000 chair hours
- 67% of time with client is conversation.

Professional conversation with a client is narrative. Narrative drives demand. This narrative is not media. This narrative is influence with authority.

#### **Strategic Integration: Elevated Beauty Group at America's Beauty Show**

- CEU-integrated education
- Competition sponsorship
- Live social commerce
- QR-based wholesale capture
- Affiliate stylist activation
- Post-show CRM integration
- AI-optimized content capture

#### **The Strategic Choice**

- Compete on paid impressions or control 4.5 million hours of trusted, influential professional narrative.
- You don't need more impressions.
- You need more hours of narrative that influences with authority.

# AMERICA'S BEAUTY SHOW 2027

## April 3-5 | Donald E. Stephens Convention Center

*America's Beauty Show is a non-profit event FOR you.  
Here's how we're continuing to support your growth:*

- **\$40 million annually** on beauty products is approximately what our attendees spend. We are investing in more digital marketing to increase attendance and deliver more value to you.
- **Exhibit Space is YOUR Content Studio**  
Capture the energy—interactions, testimonials, and behind-the-scenes footage—right from your exhibit space to use in post-show marketing. We'll provide tools and affordable solutions to help you do this easily.
- **Lead generation tools** will offer one-on-one meeting opportunities in 2027 to help you turn attendee interest into long-term customer relationships. We will offer this functionality at a low price so you can capture the data you need.
- **Visual Story Telling**  
Think about replacing static signage with stacked monitors or dynamic displays to tell your story with movement and color. Televisions are often significantly less expensive than printing signs and are reusable. We've done it and will guide you on how to do it affordably.
- **Media Opportunities**  
We coordinate with key media outlets each year to spotlight brands like yours. We'll offer more ways to showcase you across digital, print, and influencer platforms.
- **Cost-Effective Exhibit Experience**  
Flooring is required, but it doesn't have to be carpet. Consider cost-effective padded tiles to improve both visual appeal and comfort. Source them on Alibaba.
- **Education is our legacy—and your opportunity.** Whether you're teaching in an exhibit, classroom, main stage, or creative pop-up, we will help you bring meaningful education experiences to life.

### YOUR IMPACT MATTERS

Over a century, we are still evolving, and honored to serve you. ABS is committed to professionalism, passion, and to our beauty community.

We are here to help you THRIVE and together, our future is bright.

**Together, We Make Our Industry Stronger.** With deep gratitude and admiration,



Frank P. Fulco | Chief Executive Officer

*America's Beauty Show & Cosmetologists Chicago (Since 1912)*

# 104 YEARS & THRIVING!

AMERICA'S  
BEAUTY SHOW ★  
COSMETOLOGISTS  
CHICAGO  
SINCE ★ 1912

**YOU CANNOT  
AFFORD TO  
MISS THIS SHOW!**

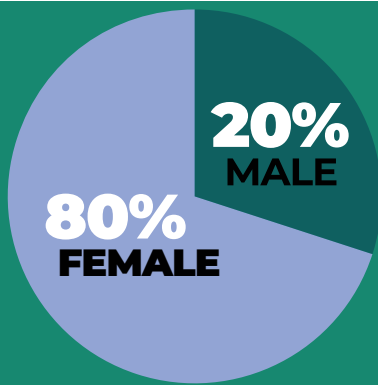
PROJECTED ANNUAL PURCHASES OF  
AMERICA'S BEAUTY SHOW ATTENDEES  
**+\$40,000,000**  
40+ MILLION REASONS TO ATTEND ABS!

## THE MARKET IS GROWING!

PROJECTED % GROWTH  
# STYLISTS (2020 – 2030)

**19%**

Source: US Bureau of Labor Statistics



**53%**

OF THE ATTENDEES  
ARE UNDER THE  
**AGE OF 45.**

**5,000+** SALON OWNERS  
**9,000+** STUDENTS

**10,000+**  
INDIVIDUAL PROFESSIONALS

## ATTENDEES DESCRIBE THEMSELVES

**"THESE ARE MY PEOPLE!** I get to be with my tribe of other salon owners, and in-person. The vibes leave me feeling sparked & re-energized for months."

— McKenna, Jasmine, Aveda Concept Salon

*I'm enthusiastic and a complete beauty enthusiast! ABS has so many incredible offerings, I look forward to going every year!*

*I'm a people person. Making a difference in others' lives is my passion, and that is why I chose a career in the beauty industry. I love surrounding myself with people every day.*

*I have always been a natural leader. The professional opportunities and networking are unlike anywhere else I have experienced.*

**2027**

**IS A RENEWAL  
YEAR FOR  
COSMETOLOGISTS  
&  
ESTHETICIANS**

# MARKETING OPPORTUNITIES

## AMERICA'S MOST BADASS BEAUTY SHOW HAS THE MOST LOYAL ATTENDEES.

You'll be in front of people who pride themselves on being original. When they find a brand they like, they can't wait to share it in their salon, spa, and **social media**. **ABS is invested in digital marketing**. Our commitment to **digital is a driving force in our, and your success**. Join our **digital marketing force** and further invest in yourself.

Don't miss out on building your brand through:

**25,000** of your newest superfans  
**\$40,000,000+** in annual purchases  
**7 million** emails  
**24 million** impressions on social media  
**30,000** direct mail pieces  
**12 million** influencer followers

## SOCIAL MEDIA AUDIENCE



**102,000+**  
followers on  
facebook



**74,000+**  
followers on  
instagram



**14,000+**  
followers on  
twitter

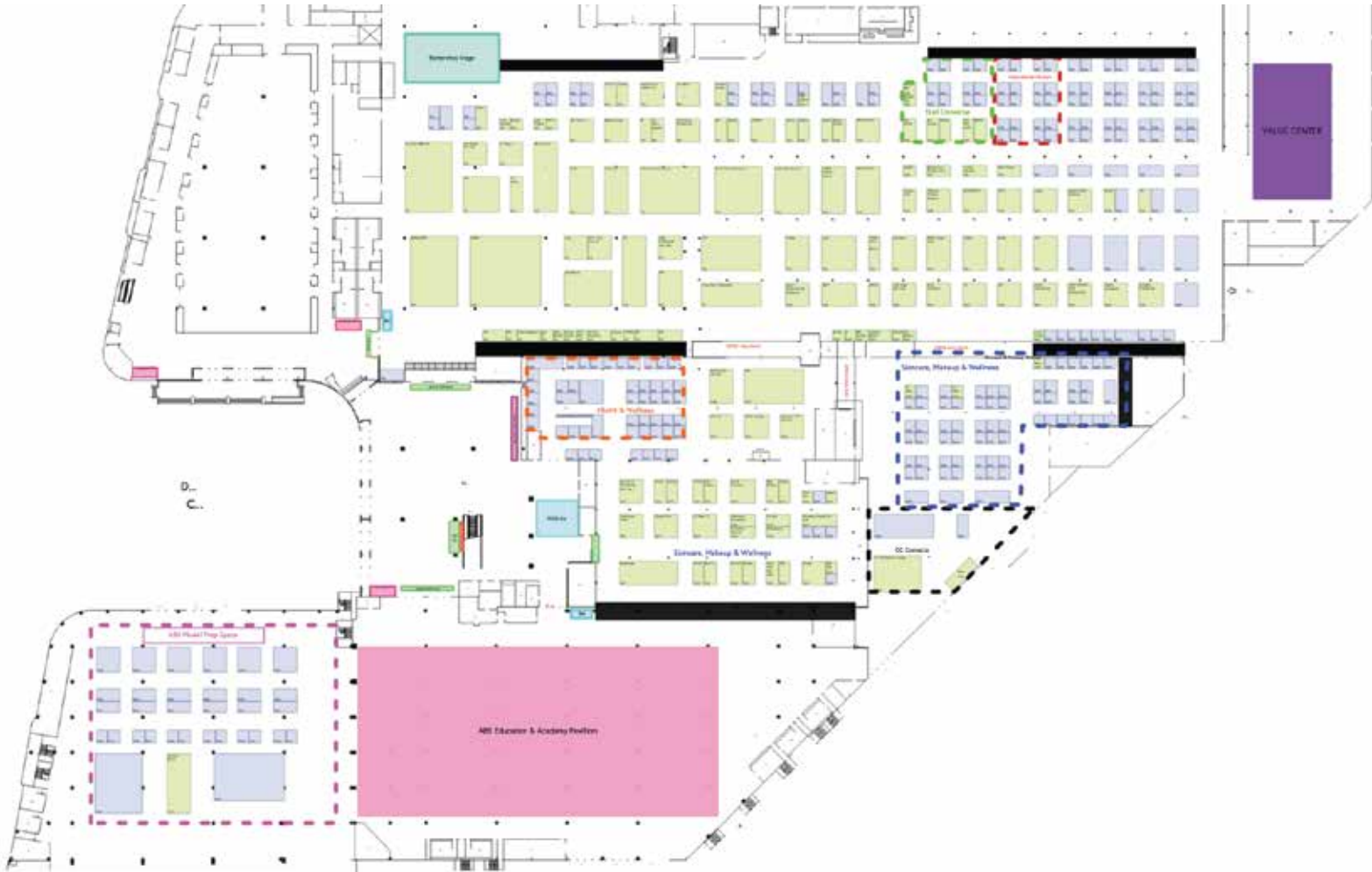


**40,000+**  
followers on  
tik tok



# 2027 FLOOR PLAN

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Donald E. Stephens  
CONVENTION CENTER

ABS Brings together the most creative professionals in the industry through community.

## WHY EXHIBIT AT ABS?

### Join the Beauty Community at America's Beauty Show 2027

America's Beauty Show offers an unparalleled opportunity to connect with the beauty community and promote your brand in a vibrant, real-world setting. Each year, tens of thousands of beauty professionals gather at ABS to discover hands-on products, innovative experiences, products, and services just like yours. No other event is as dedicated to supporting the needs of exhibitors and educators, ensuring your success. Whether you're a first-time participant or a returning exhibitor, ABS remains committed to making your experience seamless and enjoyable. Stay updated by visiting our website, signing up for email notifications, and following on social media as we continue to add exciting brands, entertainment, and educational content for ABS 2027. Get ready for a full agenda – we look forward to seeing you there!

### SEGMENTS INCLUDE:

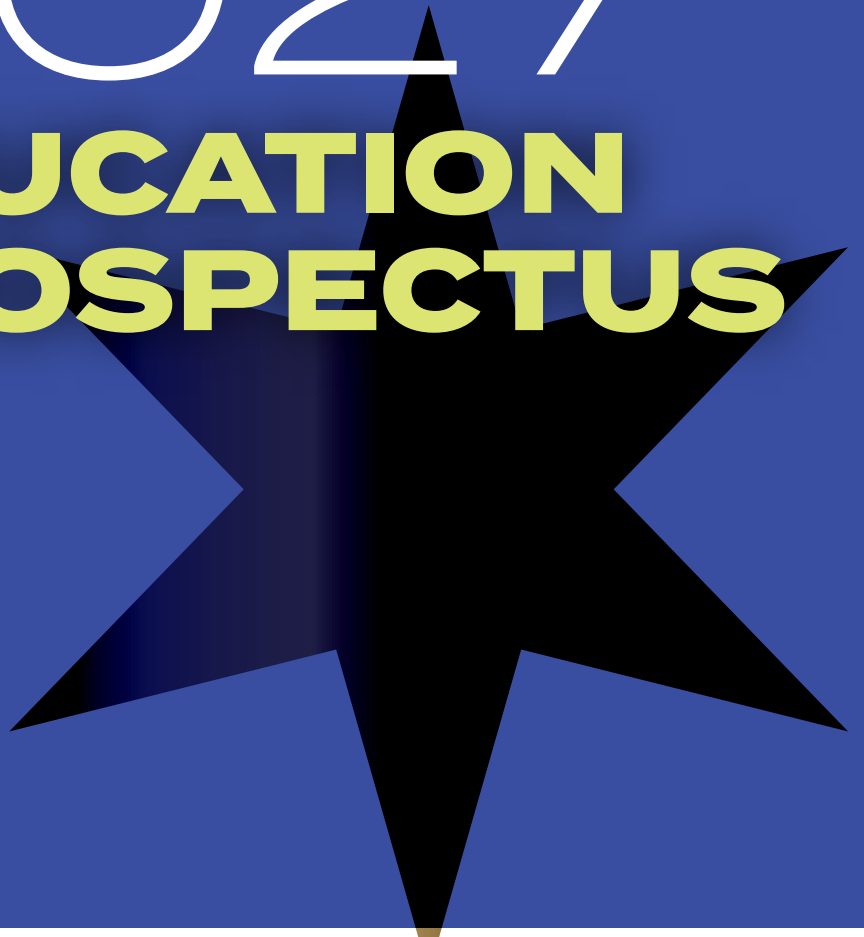
- Apparel & Accessories
- Appliances
- Barber & Grooming
- Brows & Lashes
- Business Assets
- Furniture & Equipment
- Haircare & Styling
- Hair Color
- Hair Loss & Replacement
- Makeup & Esthetics
- Nails & Pedicures
- Salon Tools & Essentials
- Skincare & Beauty
- Waxing
- Wigs & Extensions

**SHOWCASE YOUR PRODUCTS/LAUNCHES, SERVICES, HANDS ON TRAINING AND EDUCATION & REACH NEW AND EXISTING AUDIENCES.**



2027

**EDUCATION  
PROSPECTUS**



# Overview:

America's Beauty Show (ABS) offers numerous educational opportunities for brands, educators, and independent artists to showcase their skills, products, and techniques. ABS 2027 will feature a variety of session formats, available on a first-come, first-served basis. Education is limited to no more than one class per day per company/educator. The total number of education sessions is limited to no more than 300 sessions for 2027.

**Education Examples** = Hands-on workshops, Demo, Look & Learn, Certifications, Seminars

## **Paid Attendee Education Opportunities:**

These sessions must be approved by ABS and include an additional ticket charge to attendees. You are responsible for full setup and breakdown (tools, mannequin heads, clamp stands, etc.), while ABS provides tables, chairs, protected floors, basic AV, onsite signage, and advanced marketing. ABS will refund the full amount of revenue brought in for a paid session, less a 10% administration fee, within 30 days after the conclusion of the show.



For more details and questions, please email [education@americasbeautyshow.com](mailto:education@americasbeautyshow.com)

## Key Dates & Deadlines

Call for Papers Portal Opens	July 1, 2026
Press Conference Deadline	September 14, 2026
Education Launch	September 28, 2026
Deadline for Paid/Advanced Education	January 29, 2027
Digital Program Guide Launch	December 1, 2026 (approx)
Deadline for Additions/Edits/Changes	March 5, 2026

# Continuing Education (CE)

NEW: Due to the incredible response to our education program, all classroom sessions for this year's America's Beauty Show are now sold out!

We're currently accepting waitlist requests for brands and educators who would like to be part of the program. If you'd like your brand or education category added to the waitlist, please contact us — we'd love to connect and explore opportunities as they become available. Cosmetologists Chicago is an approved sponsor and can offer CE credits for certain classes.

**For CE eligibility, contact [education@americasbeautyshow.com](mailto:education@americasbeautyshow.com) for additional information.**

- The State of Illinois requires all cosmetologists, nail technicians, and estheticians to complete additional training and education for license renewal every two years (14 hours for cosmetologists, 10 hours for estheticians and nail technicians).

## Classroom Format and Pricing:

### 1. **Individual/Single Sessions**

*Price:* \$600-\$1000 | *Duration:* 60 minutes

*Included with Setup:* Theater seating for 100, one (1) microphone, speakers, 75" HD monitor

### 2. **Workshops**

*Price:* \$3500-\$5000 | *Duration:* Up to 3 hours

*Included with Setup:* Theater seating for 50, one (1) microphone, speakers, 75" HD monitor, workshop tables, protected floors

### 3. **Full Day**

*Price:* \$5000-\$7500

*Included with Setup:* Setup: Either theater, classroom, or round style seating for 50-100, protected floors, one (1) microphone, speakers, 75" HD monitor

### 4. **3-Day Academy**

*Price:* \$35,000

*Included with Setup:* Location near the exhibit floor, Ability to build your own schedule, Personalized Classroom Name/Location, One (1)-page advertisement in Digital Show Guide, Custom Seating Options, Headphones Host & Attendee "Silent Disco", 75" HD monitor, tables, protected floors (if needed), attendee contact information & ability for limited selling in the classroom (ABS Approval Required)



# Stage Options & Pricing:

## The Barbershop Stage

**Price:** Exhibitor \$2,750 / Non-Exhibitor \$5,000

Includes two (2) Sessions on the ABS Barbershop Stage, Designated for barber and men's grooming, located in Hall A on the exhibit floor. Open concept stage with HD monitors and full sound/video capabilities.

## The Runway

**Price:** Exhibitor \$7,500 / Non-Exhibitor \$12,500

A fashion week-inspired, open-concept stage experience that brings brands and artists closer to their audience. With runway-style presentations, immersive seating, and full production (lighting, sound, LED, AV), The Runway delivers high-impact, trend-forward moments designed to captivate and convert.

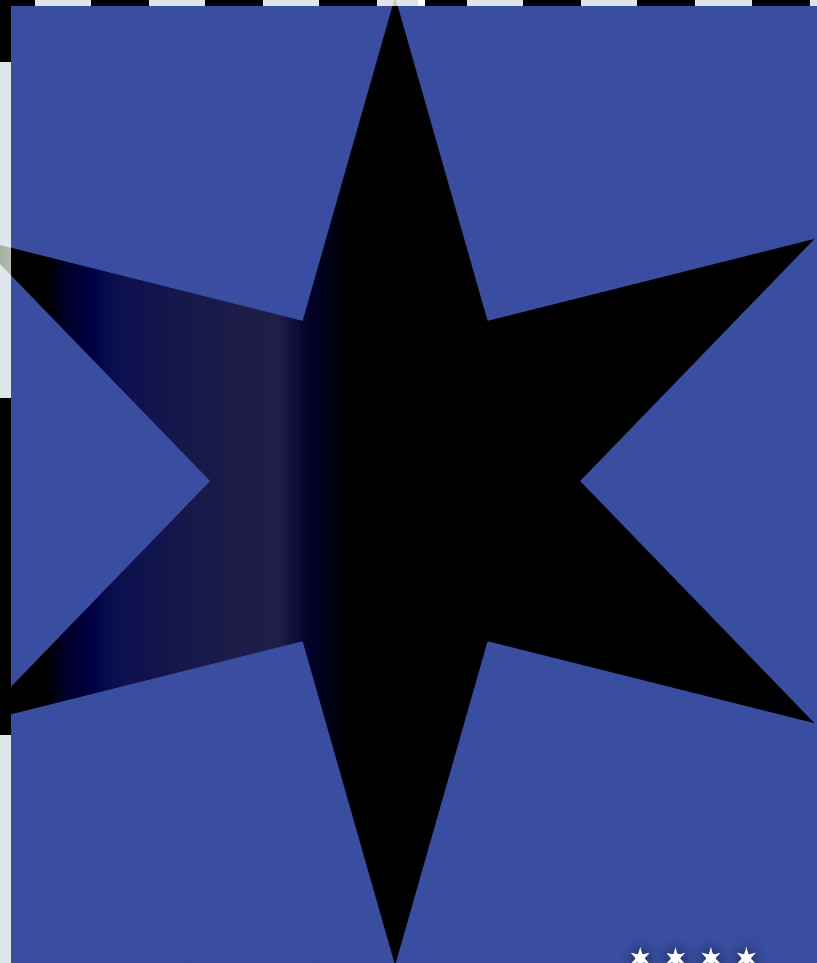


# Model Prep Space Options & Pricing:

**Setup includes access to shared shampoo space**

- 1. 10' x 10' Floor Space – \$200**  
Includes: (1) 2' x 6' x 30" Unskirted Table + (2) Side Chairs
- 2. 10' x 20' Floor Space – \$400**  
Includes: (2) 2' x 6' x 30" Unskirted Table + (4) Side Chairs
- 3. 20' x 20' Floor Space – \$800**  
Includes: (4) 2' x 6' x 30" Unskirted Table + (8) Side Chairs
- 4. 20' x 40' Floor Space – \$1600**  
Includes: (8) 2' x 6' x 30" Unskirted Table + (16) Side Chairs
- 5. 40' x 60' Floor Space – \$4800**  
Includes: (24) 2' x 6' x 30" Unskirted Table + (48) Side Chairs





**AMERICA'S**  
BEAUTY SHOW  **COSMETOLOGISTS**  
**CHICAGO**

**THANK  
YOU!**