

20TH ANNUAL
TALIAH WAAJID PRESENTS

WORLDTM

NATURAL HAIR

HEALTH & BEAUTY SHOW

CELEBRATING
20 years

2017 EXHIBITOR PROSPECTUS

Save the Date

APRIL 22-23, 2017

ATLANTA GEORGIA

#WNHS

www.naturalhairshow.org

Sponsored by

TALIAH WAAJIDTM
HEALTHY HAIR | HEALTHY BODY

Model: Danielle Desiree • Photography 20/20

20 years

Did You Know The "Big Chop" has been a release for many women that felt oppressed and forced to wear their hair chemically straight due to fear of job loss, love loss, or even ridicule and rejection from family and friends. These days people are a lot more open to natural hair, but it is still a challenge for many. a long journey and great need for better understanding. Women nationally and internationally wait until the WNHH&B show to do their Big Chop during the show weekend because of the strong support and understanding our attendees bring to the show.

Learn About
Our Show

How it Began:

20 years ago the show started as an empowering, exciting, annual celebration of natural hair. It quickly morphed into a weekend celebration of everything natural, healthy, organic, musical and FUN! It is where thousands of consumers, women, men and families come to network, shop and enjoy a weekend of fun, music, interactive workshops and information on the latest products and services to enhance their lifestyles totally. This event has grown over the years from 25 exhibit booths and 200 attendees to 250 exhibit booths and over 30,000 attendees. It is a very established event that shows no signs of slowing down. This show is the foundation of a movement that instills love of total self. It started out as a hair movement that quickly morphed into a total body movement who's message is, Healthy Hair, Healthy Body, Healthy Lifestyle.

Taliah Waajid created this show to spread the word about natural hair care, but found that women also needed and wanted information on becoming healthier. Millions of women all over the world struggle with managing their natural-textured hair, weight, health issues and self esteem, and are looking for answers and acceptance. That is why the health and wellness aspect of the show was added to the event. The WNHH&BS provides positive encouragement and is a place of freedom from negativity for those who choose to embrace their natural hair and natural self. It is a welcoming place where women become more empowered. They come to celebrate, network, enjoy and learn to be the best self they can be—totally.

The WNHH&B Show educates and encourages total love of self through knowledge about healthy hair, healthy living, wellness and beauty. The show is still inspiring and life changing for many choosing to be healthier from head to toe.

Taliah Waajid



CELEBRATING 20 years

Get your brand in front of...
30,000+ Consumers
At the Ultimate Healthy Lifestyle Event

Weekend of
Fun and Excitement

**Thousands of Super consumers
looking for quality products
and services that support
their goals for obtaining a
healthier lifestyle
from head to toe.**

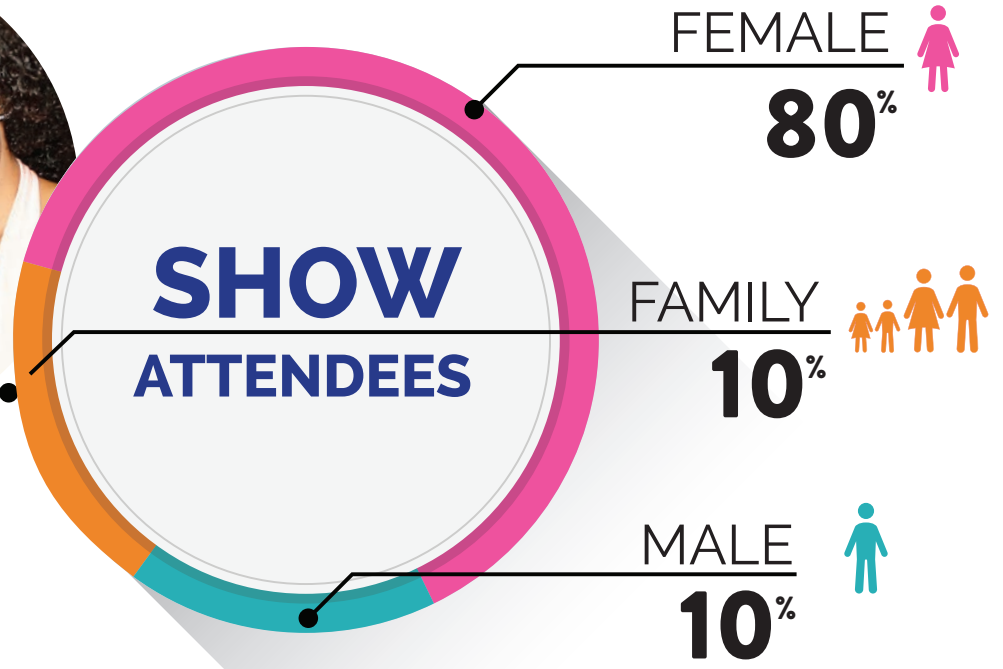


Other Exciting Features that Attract our Attendees

- ◆ Men's Den
- ◆ Taste Fest
- ◆ Social Circle
- ◆ Fitness Zone
- ◆ Live Music
- ◆ Children Corner
- ◆ Pamper Zone
- ◆ And Much More!

Meet Our Attendees

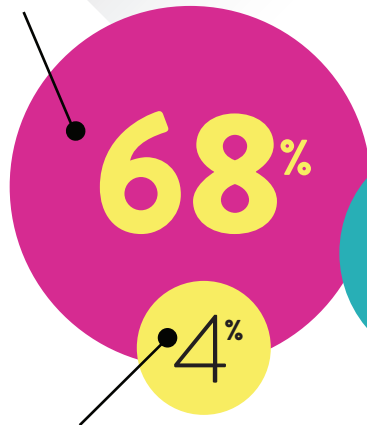
Over 30,000! Our family of super consumers are mostly African-American and multi-cultural women who have strong buying power and make the purchasing decisions for the households. They are passionate about their purchases and experiences at the World Natural Hair, Health and Beauty Show, and they share this information with others through traditional word of mouth, and through newer visual connections and shares on social media.



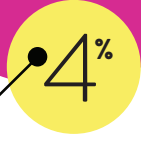
FACT...
96% of attendees spend \$200.00 or more on average in the exhibit hall

FACT...
 Our family of super consumers want quality, value and functionality and she does not mind paying more for what she wants.

INCOME OVER 55K



INCOME OVER 31K



INCOME UNDER 30K



Opportunity to win brand loyalty of young consumers.

Tomorrow's power consumers are at our show—today! millennials and younger attendees are included in the 62% of our attendees that have buying power and discretionary income.

FACT...

as of September 2016 a total of 2,200 tickets were sold and distributed to attendees for our April 2017 World Natural Hair, Health and Beauty Show.

98%

Stated they were likely to exhibit in 2017



75%

Agree that the Natural Hair Show elevates their company's status and image within the industry.

Asking Yourself **Why Exhibit?**

The WNHH&BS sets a great platform to launch products and programs and deliver any message your company may want to relay to over 30,000 super-consumers who influences the majority of the retail marketplace.

The World Natural Hair, Health and Beauty Show offers opportunities for face to face interaction and sales, product sampling live demonstrations, interactive activations, coupon distribution, product launches and more. Your brand will be displayed, and advertised months before the event through our aggressive social media, radio and grassroots outreach promotions.

The World Natural Hair, Health and Beauty Show has several exhibitor opportunities at varying price points that can be utilized as an excellent vehicle for positioning your company.

Buyers from top retailers such as Walmart, Target... as well as buyers from health food and beauty supply stores attend the show looking for the newest products to add their selections at store level.

100%

Of Our Attendees enjoy face to face interaction

Many brands have been discovered at the World Natural Hair, Health & Beauty show and are now on the shelves of big box retailers, health food stores and OTC stores. If you are looking for nationwide distribution for your products, the WNHH&B show is where you have a great chance of having your products seen by top retail and store buyers.

Your target audience will be here, and so will your competition. You should be here too!





Marketing & Promotions that deliver!

Targeted, national and international promotions/advertisements through social media, grassroots promotions, trade shows, print, television, radio and word of mouth are how we get the word out about the World Natural Hair, Health and Beauty Show

INTERNET PROMOTIONS

Retargeting Ads: that follow thousands of visitors a day to keep the message in front of and on the minds of potential attendees.

Google: We rank in the top 2 for those seeking events in our category.

SOCIAL MEDIA

Real Engagement **(WE DO NOT BUY FOLLOWERS!)** We use campaigns, contest and true, organic engagement to reach over 2.5 million per month.

STRATEGIC PLANNING

We bring the crowds! We start consumer promotions for the WORLD NATURAL HAIR, HEALTH & BEAUTY SHOW 10 months before the actual event to bring you the largest crowds of quality super consumers and attendees with strong buying power who are looking for great products and services for a healthier lifestyle.

RADIO, PRINT & TRADITIONAL ADVERTISEMENTS

Full and half page ads and exciting radio announcements are available. As we get closer to the show date we partner with major radio stations to help get the word out on air about show. Local and national papers and magazines also help to draw in even more excitement.

GRASSROOTS PROMOTIONS THAT WORK

Our unique, gentle, but aggressive, hands-on marketing is the foundation for our success in spreading the word about the show. We used this tool before social media became popular and it has helped us to pack our show halls. We still use unique forms of grassroots promotions today. Your company benefits from our hard work because we are working to bring the crowds to you! You also have an opportunity as a show sponsor to have your brand included in our grass roots promotions. For more information on becoming a show sponsor contact, jwallace@naturalhair.org or tjoyner@naturalhair.org



See You There!



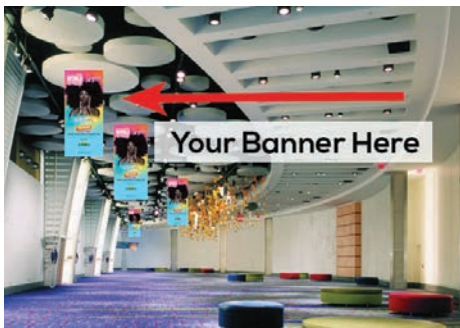
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Your logo is a symbol that can provide consumers with instant and powerful brand recognition of your business and the services or products that you offer.

Forbes

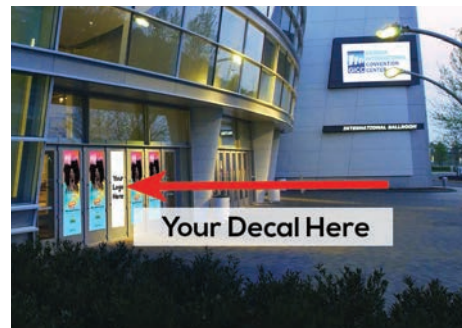
Affordable Brand Exposure

Helping you achieve your marketing and sales goals



Hanging Banners

These banners are placed in prominent locations so that attendees view your brand as they enter the building and exit the show floor, giving you excellent exposure.



Door Decals

Welcome attendees at the door with these vibrant double-sided graphics. Catch the attention of the attendees with vibrant colorful door decals to drive consumers to your booth.



Carpet Clings

Brand your company or products throughout the exhibit floor for thousands to see. The perfect opportunity to advertise to interested consumers day in and day out.



Limited Opportunity Offer

20th Anniversary Tote Bags – We will distribute VIP Bags to our VIP guest who attend. You have the opportunity to help fill these bags with your products! Minimum participation is 500 items. Call for the maximum amount of items that your company can provide to fill our VIP guest bags. Get your products in the hands of thousands of our attendees.

[Click Here to Purchase Items](#)

**Limited
space
available**

More ways to get **Exposure For Your Brand**

Advertising in the **Show Guide**

Limited Edition 20th Anniversary Edition of the WNHH&B Show Guide

Distributed to thousands of attendees during the show weekend. This annual publication is more than just a directory. It is a keepsake. This year's edition will always be special because it is our 20th anniversary! The show guide is filled with highlights of the show and articles covering various aspects of healthy living. There is a hairstyle gallery, makeup tips, healthy eating and diet tips, fashion, exhibitor locations, show floor plan, as well as, the complete show weekend schedule. Spaces are filling up quickly because this is our special edition 20th anniversary of the show guide and the World Natural Hair Healthy and Beauty Show. **Reserve your space TODAY!**

#1 Half Page (Only Four Available).....	\$ 650
#2 Full Page	\$1,250
#3 Inside Front Cover	\$1,500
#4 Inside Back Cover	\$1,500
#5 Back Outside Cover.....	\$1,700
#6 Double Page Spread.....	\$2,400

Print Deadline

Artwork deadline: March 1, 2017
 Accepted Files: JPG or Pdf
 Minimum resolution: 300 dpi
 Color mode: CMYK with fonts embedded
 Send via email to james@branercreative.com

Advertising **Banners on our Website**

Let our attendees know, that you will be at the show!

Thousands of attendees and potential attendees visit our show website daily to get show updates. Make sure that they see your logo, booth location and message when they visit our website. Our very affordable website banners stays in place until after the show weekend and shows up on key pages of the website for the duration. So the earlier you purchase your spot, the sooner and longer your message will be seen by thousands of attendees.

Artwork Specs

File Format: JPEG or GIF, 72 dpi Animation:
 Maximum of 3 frames

300 x 600 = \$500*
300 x 250 = \$250*

(*Prices per 3 month)

[Click Here to Purchase Items](#)

Become an Exhibitor



Small Business Level

10 X 10 Inline Booth.....	\$900
10 X 10 Corner Booth.....	\$1,000
10 X 20 Inline Booth.....	\$1,800
10 X 20 Corner Booth.....	\$1,900
10 X 20 Double Corner Booth.....	\$2,000

Corporate Level

10 X 10 Inline Booth.....	\$1,800
10 X 10 Corner Booth.....	\$1,950
10 X 20 Inline Booth.....	\$2,800
10 X 20 Corner Booth.....	\$3,600
10 X 20 Double Corner Booth.....	\$3,800
20 X 20 Booth.....	\$6,600
20 X 30 Corner Booth.....	\$8,100
20 X 40 Booth.....	\$11,100

\$100^{off} Early Bird Discount

with 50% deposit by January 15, 2017

10 X 10 BOOTH INCLUDES: 8 foot Back Drape, 1 Skirted 6 foot table, 2 chairs, one identification sign, one trash can, 3 feet side railing, 5 Exhibitor armbands.

10 X 20 BOOTH INCLUDES: 8 foot Back Drape, 2 Skirted 6 foot tables, 4 chairs, one identification sign, one trash can, 3 feet side railing, 8 Exhibitor armbands.

20 X 20 (SPACE ONLY)

All booths larger than 10 x 20 including space only, no furniture, no drapes

20 X 30 (SPACE ONLY): 15 EXHIBITOR ARMBANDS.

20 X 40 (SPACE ONLY): 20 EXHIBITOR ARMBANDS.

EARLY BIRD SPECIAL: Make a 50% deposit to reserve your exhibit booth space by January 15, 2017 and receive \$100.00 off your total booth price.

PLEASE NOTE: Additional Exhibitor armbands can be purchased at \$20 each, up to the original # of armbands allowed per booth.

Click Here to Reserve Your Space

TaRon Joyner
Exhibitor Acquisitions Manager
470-899-6929
tjoyner@naturalhair.org

Send Contract Here
exhibit@naturalhairshow.org
Fax: 770-805-8847

Janet Wallace
Show Director
770-805-8865
jwallace@naturalhair.org

Taliah Waajid Natural Hair, Health and Beauty Show, 2451 Cumberland Pkwy, Suite 3459, Atlanta, Ga. 30339

Arrival / Load-In

Friday, April 21, 2017 • 8:00 am - 5:00 pm

Please Note: Electricity, WiFi, Internet and/or DSL are an additional cost. Please contact the Georgia International Convention Center at 770-997-3566 for service.

Exhibit Dates / Times

Saturday, April 22, 2017 • 10:00 am - 7:00 pm

Sunday, April 23, 2017 • 10:00 am - 7:00 pm

Move-Out

Sunday, April 23, 2017 • 7:00 pm - 12:00 am



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