

TALIAH WAAJID PRESENTS  
22<sup>ND</sup> ANNUAL  
**WORLD**  
NATURAL HAIR  
HEALTHY LIFESTYLE EVENT  
APRIL 27-28, 2019  
♥ ATLANTA



# 2019 EXHIBITOR PROSPECTUS



TALIAH WAAJID  
HEALTHY HAIR | HEALTHY BODY

Uncle  
**JIMMY**  
HEALTHY HAIR  
2000-2019



# VISION



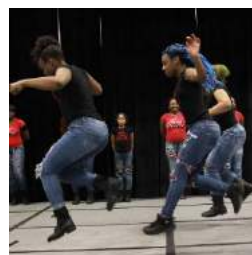
22 years ago the show started as an empowering, exciting, annual celebration of natural hair. It quickly transitioned into a weekend celebration of everything natural, healthy, organic, musical, and FUN! It is where thousands of consumers come to network, shop, and enjoy a weekend of fun, music, interactive workshops, and information on the latest products and services for healthy living. The WNNHLE has grown over the years from having 25 exhibit booths and 150 attendees to 250 exhibit booths and over 30,000 attendees! It is an established event that shows no signs of slowing down. The show's message is love of total body through healthy living. Through workshops, networking, and music, the WNNHLE provides a welcoming place where people come and become more empowered. It is also a place to celebrate family. There is something here for every-one. Join founder Taliah Waajid for the **22ND WORLD NATURAL HAIR, HEALTHY LIFESTYLE EVENT!**

*Taliah Waajid*



## SHOW FEATURES:

- HEALTH & BEAUTY
- COOKING DEMOS
- HEALTHY FOOD AREA
- PRODUCT SAMPLING
- PAMPER ZONE
- FITNESS ZONE
- MEN'S DEN
- WORKSHOPS
- LIVE PERFORMANCES
- CHILDREN'S CORNER
- AND MUCH MORE!



22<sup>nd</sup> ANNUAL  
TALIAH WAAJID PRESENTS  
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NATURAL HAIR  
HEALTHY LIFESTYLE EVENT

The first,  
largest, best &  
most influential  
event of its kind!



♥ OVER  
30,000

SUPER  
CONSUMERS



# OUR ATTENDEES

*They're Cool. Soul food... sushi... sriracha... hip-hop... merengue... Instead of being seen as ethnocentric and divided, each group's particular preferences are increasingly used to introduce one culture to another.*



**80%**

Women



**20%**

Men



**60%**

Under 35



**74%**

College Grad

**98%**  
RETURN EACH YEAR



**96%**

Purchase products on show floor.

**88%**

Identify products for future use.

**82%**

Make or recommend final purchasing decisions.

**75%**

Meet with existing vendors and suppliers.

**68%**

Learn about new trends.

**3.4**

**TRILLION**  
Multicultural Buying Power

## PURCHASING INTERESTS OF OUR 30,000+ ATTENDEES



### HEALTHY FOOD

Organic,  
 Non-GMO,  
 Gluten-Free



### BEAUTY

Hair, Cosmetics,  
 Nails, Skincare



### TECH

Latest Apps, Smart  
 Phones, Tablets,  
 Ear Buds



### FITNESS & WELLNESS

Memberships,  
 Fit-Apparel, Yoga



### HOUSEHOLD

Green  
 Cleaning  
 Products



### MUSIC

Rap, R&B,  
 Underground,  
 Pop

## WHAT OUR MILLENNIAL ATTENDEES ARE BUYING.

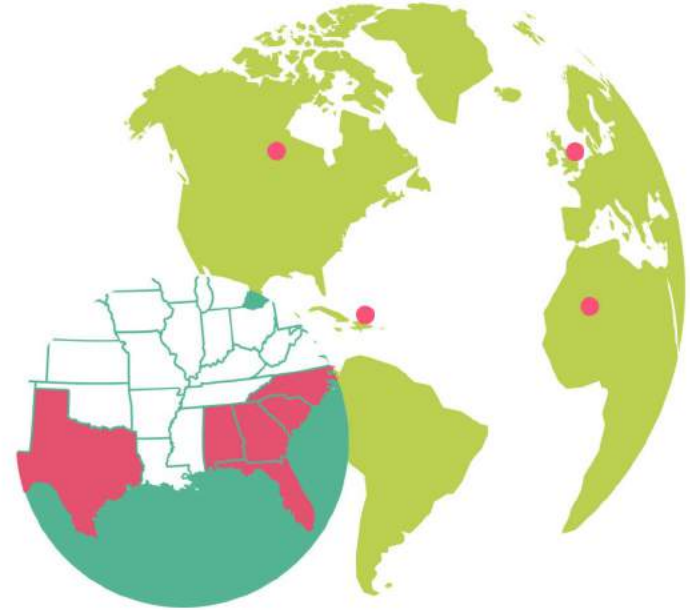
African-American Millennials account for **80% of all ethnic hair and beauty product sales**

Hispanic Millennials account for **10% of all natural foods sales**



## OUR ATTENDEES' ORIGINS ARE AS DIVERSE AS OUR EXHIBIT FLOOR

Canada, Caribbean, U.K., Africa, North Carolina, South Carolina, Georgia, Florida, Alabama, Texas



# WHY EXHIBIT?

- Because we have over **30,000 SUPER CONSUMERS** with top purchasing power who want quality products and information.
- Taliah Waajid Natural Hair Healthy Lifestyle Event has proven to be the **FASTEST GROWING BEAUTY AND NATURAL LIFESTYLE EVENT** for consumers worldwide.
- Meet face to face with new and existing customers from around the world, **find** new prospects, sell your products, and showcase your services directly to our eager attendees.
- Exhibiting in the **TWNHLE** is a sound investment for your brand and will help kick off your 2019 sales goals!

BECAUSE, WE ♥ DELIVER!



# GROW YOUR BRAND

WITH OUR TARGETED MARKETING

 WE DELIVER  
♥ THE CROWDS



# OUR REACH

Targeted national and international promotions/advertisements through social media, grassroots promotions, trade shows, radio, and word of mouth are how we get the word out about the World Natural Hair and Healthy Lifestyle Event.

**5M+**

Impressions per month on our partner social media platforms.

**17.5M**

Radio listeners per month leading up to the show. We partner with radio stations that give us access to the 10 Top East Coast markets.

**500K+**

We gain additional exposure through our grassroots promotions where we distribute over 500k flyers and posters, hand to hand.



**3M+**  
**#WNHS**

IMPRESSIONS PER MONTH





# WHAT'S NEW?

OUR INTERACTIVE  
SAMPLING PLATFORM.



## HEALTHY FOOD AREA



Healthy food is more than a trend; it's a way of life. Our consumers are looking for a broad and plentiful assortment of healthy, organic, and natural alternatives to incorporate into their lifestyle wellness routine. Our NEW Healthy Food Area is designed to give our exhibitors an interactive sampling platform while increasing knowledge of the benefits and availability of their products. Take advantage of this unique consumer marketing opportunity while exposing your brand to tens of thousands!

# WHAT'S NEW?

YOU SPOKE,  
WE LISTENED!

WE'RE ALWAYS  
THINKING  
AHEAD! ♡

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## HI-SPEED INTERNET

Don't miss a single sales opportunity. Our expanded FREE Hi-Speed Internet will increase your rate of customer interaction.



## EXPRESS REGISTRATION

Our Scan & Go registration system allows advanced ticket holders to check-in quickly and efficiently so they can shop the exhibit floor sooner.



## ADDITIONAL PARKING

We've partnered with 3rd party parking lots adjacent to the convention center to insure our attendees have multiple parking options for price and convenience.



## NURSING MOTHERS' SUITE

Our NEW private nursing mothers' lounge is a quiet place designed for mothers to relax, hydrate, kick up their feet, and nurse while recharging their spirits and phones.

# BECOME AN EXHIBITOR

# TODAY!



# \$100<sup>OFF</sup>

**EARLY BIRD DISCOUNT**

50% deposit due by or before Jan. 15, 2019  
Does not apply to "On The Rise" vendor spaces  
**USE PROMO CODE - JAN15**

**CLICK  
& PICK**  
YOUR BOOTH

## Small Business:

10' x 10' Inline booth	\$1,500
10' x 10' Corner Booth	\$1,600
10' x 20' Inline Booth	\$3,000
10' x 20' Single Corner Booth	\$3,100
10' x 20' Double Corner Booth	\$3,200

## Corporate Level:

10' x 10' Inline booth	\$1,800
10' x 10' Corner Booth	\$1,900
10' x 20' Inline Booth	\$3,600
10' x 20' Single Corner Booth	\$3,700
10' x 20' Double Corner Booth	\$3,800
20' x 20' Booth (space only)	\$7,200
20' x 30' Corner Booth (space only)	\$10,800
20x40 Booth (space only)	\$14,400
20x50 Booth (space only)	\$18,000
50x50 Booth (space only)	\$45,000

## On The Rise:

5' x 10' Inline booth (Limited to 24)	\$500
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*Call to see if your business qualifies*

## SEND CONTRACTS TO:

**Taron Joyner**

Exhibitor Acquisitions Manager

Call: 470-351-7794 | Fax: 770-805-8847

Email: [tlatson@naturalhair.org](mailto:tlatson@naturalhair.org)

# EXHIBITOR BOOTHS

• **5' x 10' - "ON THE RISE BOOTH" INCLUDES:**  
(SPACE ONLY) 5 exhibitor armbands.

• **10' x 10' BOOTH INCLUDES:** 8 foot back drape, one skirted 6 foot table, 2 chairs, 1 identification sign, one trash can, 3 foot side railing, 5 exhibitor armbands.

• **10' x 20' BOOTH INCLUDES:** 8 foot back drape, two skirted 6 foot tables, 2 chairs, 1 identification sign, one trash can, 3 foot side railing, 8 exhibitor armbands.

• **20' x 20' (SPACE ONLY)** 10 exhibitor armbands.

• **20' x 30' (SPACE ONLY)** 15 exhibitor armbands.

• **20' x 40' (SPACE ONLY)** 20 exhibitor armbands.

• **PLEASE NOTE:** Additional exhibitor armbands can be purchased at \$20 each, up to the original # of armbands allowed per booth. Good for two day entry.



*\*Rendering only applies to 10x10 and 10x20 booth spaces.*





### MARRIOTT GATEWAY

2020 Convention Center Concourse  
Atlanta, GA 30337

0.2 mile - 4 minute walk

- Fitness Center • Pool
- Restaurants on Site

**\$122 USD/night**

[CLICK TO BOOK](#)



### RENAISSANCE

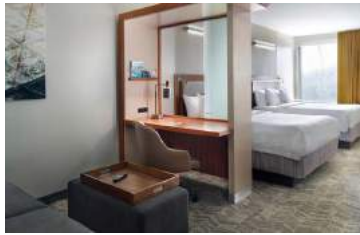
2081 Convention Center Concourse  
Atlanta, GA 30337

0.2 mile - 4 minute walk

- Fitness Center • Room Service
- Restaurants on Site

**\$137 USD/night**

[CLICK TO BOOK](#)



### SPRINGHILL SUITES

2091 Convention Center Concourse  
College Park, GA 30337

0.2 mile - 4 minute walk

- Free Wi-Fi • Free breakfast
- Fitness Center

**\$127 USD/night**

[CLICK TO BOOK](#)



### ATL AIRPORT MARRIOTT

4711 Best Road  
Atlanta, GA 30337

1.7 miles - 7 minute drive

- Fitness Center • Pool
- Free High Speed Internet

**\$105 USD/night**

[CLICK TO BOOK](#)



### HOTEL INDIGO

1776 Harvard Avenue  
College Park, GA 30337

1.2 mile - 5 minute drive

- Fitness Center • Free Wi-Fi
- Business Center

**\$119 USD/night**  
(Must Enter Group Code: NHS)

[CLICK TO BOOK](#)

# BOOK YOUR HOTEL & SAVE!

Taliah Waajid World Natural Hair & Healthy Lifestyle Event wants your stay in Atlanta to be the best experience ever, so we've partnered with the best.

**SAVE BIG** when you book in our exclusive hotel blocks. Don't spend a fortune on your hotel room. Book an exclusive discount by reserving your room(s) at specifically selected hotels.



## HANGING BANNERS

Retargeting Ads that follow thousands of visitors per day to keep your message in front of attendees.

3'w x 15'h Price \$1,000



## GLASS DOOR DECALS

Welcome attendees at the door with these vibrant graphics. Grab everyone's attention with colorful door decals that will be sure to drive consumers to your booth.

14" w x 14" h Price \$350



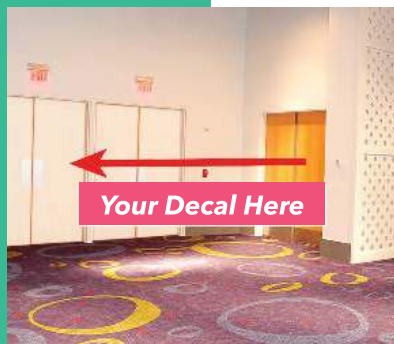
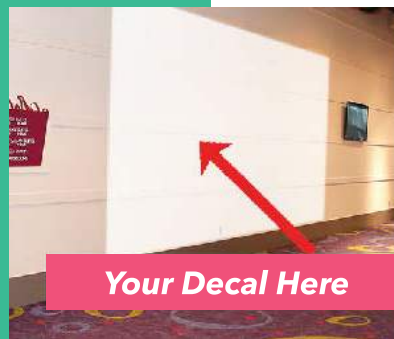
## CARPET CLINGS

Keep them on their toes with these amazing full color carpet clings. Attendees will see your ad as they approach the exhibit hall entrance.

3'w x 5'h Price \$400



# STAND OUT



## WALL DECALS

Make a statement with wall decals displaying your ad or logo. They are placed in prominent locations throughout the venue.

Call for more information

## EXIT DOOR DECALS

Make your brand the lasting impression as attendees exit the show.

Call for more information

## RESTROOM DECALS

Place your company logo or ad on venue restroom walls and stall doors for thousands to see. A unique opportunity to captivate interested consumers all weekend long.

Call for more information

## Website Banner Ads

Attendees and potential attendees visit our website daily for show updates. Make sure they see your logo, booth location, and message when they visit our website.

300 x 600.....\$500  
 (per 3 month period)

300 x 250.....\$250  
 (per 2 month period)

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

## Commemorative Tote Bag

Consumers love goodies! Warm your way into attendees' hearts by providing your products or services in our limited-edition tote bag.

- Only Available to 5 Companies
- 250 products/services must be provided for inclusion
- \$1,500 to participate

**Call Taron Joyner: 470-351-7794**



## Reserve Your Show Guide Ad Today!

Distributed to thousands of attendees during the show weekend, this annual publication is more than just a directory - it's a keepsake.

Half Page Ad.....\$650  
 5"w x 4"h

Full Page Ad.....\$1,250  
 5"w x 8"h

Inside Front Cover.....\$1,500  
 5"w x 8"h

Inside Back Cover.....\$1,500  
 5"w x 8"h

Outside Back Cover.....\$1,700  
 5"w x 8"h

Double Page Spread.....\$2,400  
 10"w x 8"h

## Print Deadline:

**Artwork due:** March 1, 2019

**Accepted files:** JPG or PDF

**Minimum resolution:** 300 dpi

**Color mode:** CMYK with fonts outlined

## Send via email to:

Taron Joyner  
 Exhibitor Acquisitions Manager  
[tlatson@naturalhair.org](mailto:tlatson@naturalhair.org)



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GEORGIA INTERNATIONAL CONVENTION CENTER  
2000 Convention Center Concourse, Atlanta GA 30337