

BUOR
Beauty Under One Roof



Texas Biggest **EXPO** Beauty & Wellness



**Oct 5-7,
2024
Houston
Marriott
Westchase**

**Sponsor
Deck
2024**



**80th
Texas
State Association Beauty
Culturist League
Convention & Beauty Institute**

BUOR
Beauty Under One Roof



Texas Biggest **Beauty & Wellness** *Expo*

Texas State Association Beauty Culturist League 80th Convention

**Immerse in a world of
Beauty, Health & Wellness
that's as Big As Texas!
Where experts &
enthusiast join to
nurture beauty, mind body
& spirit.**

A captivating showcase where health care providers, beauty barber professionals, wellness & lifestyle influencer, fashion, and industry leaders converge to celebrate, collaborate, and offer unparalleled networking and branding opportunities.

We invite you to join us as a sponsor and become an integral part of this dynamic event. With three distinct brand sponsorship levels, there's an opportunity for every brand to shine.

For inquiries and bookings, please contact:

BUOR - Earker K. Coleman.

832.303.1583



Texas Biggest Beauty & Wellness Expo



Oct 5 - 7, 2024
Marriott Westchase
2900 Briarpark - Houston

Agenda

SATURDAY

OCT 5

TEXAS STATE
ASSOCIATION
PRESIDENT
AWARD & SNEAKER
BALL

SUNDAY

OCT 6

WORSHIP SERVICE
BEAUTY INSTITUTE
CLASS
BUOR
TRADSHOW EXPO
THE NITE SHOW
STYLIST BARBER
SHO'DOWN

MONDAY

OCT 7

BEAUTY BARBER
PRO INDUSTRY DAY
-;STUDENT CLASSES
- TRADESHOW EXPO
- TDLR SESSION
- STUDENT
COMPETITION
- INDUSTRY JOB FAIR

HEALTH &
WELLNESS
PAVILLION
SCREENS
EDUCATION
PREVENTION

PANELS
DEMO'S
TRENDS
BARBER BATTLES
NAIL MAKEUP &
MODEL
COMPETITION
FASHION SHOW

DOMESTIC
VIOLENCE
&
BREAST CANCER
AWARENESS



Expo

Audience

Age: 22 - 50
Gender:
50% Female 40% Male
10% Non-Binary

Ethnic Group
Black American:55%
Latino: 35%
Other:10%

Income:
Income: \$30 - 65K
Business Owner
Decision Maker
Brand Conscience

According to
NIQ Black Beauty
Consumer
\$9.4 Billion 2023
(Up \$1.3 mill 2022)
Formerly Neilson Report

Beauty Industry
Influencers + Clients
Touch Points 5000
Attendance 750 -1,000

Trend Setters
Introduce New
Products Trends
Techniques
Models

Marketing

Social Media
Post Tag Links
Geo Tag
Paid Ads
E-Blast
Website Links

Swag Bag Product
Insert
Full or Sample Size
200
\$75

Logo on Swag Bags
quantity 200*
Attendees Swag Bags
1 full or sample size
product/ prom insert
\$200



Golden LOG'S

- 2 vendor booth
- 12 event pass / contest
- pre & post event marketing video
- Opening & Closing Remarks
- 6 E-Blast
- (2) 3 minute presentation
- 1 Logo event homepage w/ link
- Logo on all printed materials
- 1 page ad BUOR 3 digital editions
- Feature Article BUOR News
- Recognition in all press releases and social mentions & Tags
- Logo printed On swag bags
- Promotional items inside swag bag
- Branding at pre media event
- Prominent Signage during event*
- Logo on participation certificate

Investment: \$5,000

1 Available

Silver COILS

- 1 vendor booth
- 7 event pass
- pre & post event marketing video
- Opening & Closing Remarks
- 4 E-Blast
- 3 minute presentation
- 1 Logo event homepage w/ link
- Logo on printed material
- Brand Recognition at pre media event
- 1 page ad BUOR 2 digital editions
- Recognition in press releases and social media mentions & tags
- Branded item* materials in swag bags

Investment: \$3,000

3 Available

Copper CURLS

- 1 vendor booth
- 5 event pass
- pre - event marketing video
- opening & closing remarks
- 2 E-Blast
- Logo on website w/ link
- Logo on printed materials.
- 1 page ad BUOR 1 edition
- Recognition in press releases and social media mentions & tags

Investment: \$1000

Vendor Space

\$395

Table 2 Chairs
4 Event Passes

Let's Create Your
Custom Packet
Together!

Call or Text
832.303.1583

Now!

Influencer Affiliate
Ticket Links
Available
Contact Us
for
Details!

Texas Biggest Beauty & Wellness Expo



Presidents BALL

- 2 vendor booth
- 8 Ball pass
- 5 Tradeshow pass
- pre & post event marketing video
- Opening Remarks
- 6 E-Blast
- (2) 3 minute presentation
- 1 Logo event homepage w/ link
- Logo on all printed materials
- 1 page ad BUOR 3 editions
- Feature Article BUOR News
- Recognition in all press releases and social mentions & Tags
- Logo printed On swag bags
- Branding at pre media event
- Logo on participation certificate

Investment: \$1,500

Barber GAMES

- 1 vendor booth*
- 7 event pass
- pre & post event marketing video
- Opening & Closing Remarks
- 4 E-Blast
- 3 minute presentation
- 1 Logo event homepage w/ link
- Logo on printed material
- Brand on Contestants cape
- Brand recognition on Trophies
- Brand Recognition at pre media event
- 1 page ad BUOR 2 editions
- Recognition in press releases and social media mentions & tags
- Branded item* materials in swag bags

Investment: \$1,800

Student DAY

- Future Beauty Industry Professionals
- 250 Beauty Barber School Students
- 2 Vendor Booths
- 5 event pass
- pre - event video
- 50 minute presentation
- 2 E-Blast
- Brand participation on certificates
- Brand on competition awards
- Logo on website w/ link
- Logo on printed materials.
- 1 page ad BUOR 1 edition
- Student Lunch
- Recognition in press releases and social media mentions & tags

Investment: \$1500

Let's Create Your Custom
Packet Together!
Call or Text
832.303.1583
Now!

Texas State Association Beauty & Barber Culturist League



80th Annual Convention & Beauty Institute



Marriott

HOUSTON WESTCHASE

October 5-7, 2024

Dr. Lovie Gocha,
President TSABCL

Dr. Earker Coleman,
2nd VP TSABCL,
Institute Dean

Texas State
ASSOCIATION Beauty
CULTURIST League

Presidents

SNEAKER

Ball

OCT 5, 2024
MARRIOTT
WESTCHASE



Texas State Presidents Sneaker Ball Souvenir Book Ads

Full Page
\$2500

1/2 Page
\$1500

1/4 Page
\$800

**Presidents
Sneaker Ball
Tickets
Table of 8
\$600
Individual
\$90**

Business Card
\$300



TEXAS STATE ASSOCIATION
BEAUTY CULTURIST LEAGUE

80th Annual

CONVENTION & BEAUTY INSTITUTE

OCTOBER 5TH
at 7pm



TRIBUTE TO OUR

Legacy

Russell Chew

ICON LEGENDS IN THE BEAUTY INDUSTRY

Marriott Houston Westchase

2900 Briarpark Dr. Houston, TX 77042