

**BUOR**  
Beauty Under One Roof



# Texas Biggest **EXPO** Beauty & Wellness



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

**Vendor  
Exhibitor  
2024**



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

**BUOR**  
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# *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  
Veterans Beauty  
Makeover



# 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

# Vendor Space

Table 2 Chairs

4 Vendor Passes

BUOR Beauty Directory Listing

**Pre Show**  
**\$225 before Sept 15th**  
**\$295 Sept 16st - Sept 30th**  
**\$395 Beginning Oct 1st**

**\*Ask About Our Vendor Affiliate Program**



**Contact Us**

**832.303.1583**

**BeautyUnderOneRoof.com**



**BUOR**  
Beauty Under One Roof

*Live*  
Beauty  
Barber  
Show

**TxTURE**  
BEAUTY BARBER TALENT  
SHO'DOWN

Vendors  
Sponsors  
Battles  
Speakers  
Educators  
Celebrities  
Classes  
Panels  
Network

**HOUSTON, TX**  
**OCT 5 - 7, 2024**  
**MARRIOTT WESTCHASE**

For Info:  
**832.303.1583**

