

Beauty Under One Roof  
**BUJOR** *Live*  
Beauty Barber Wellness



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



**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



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

## 2 Days of Vending

HEALTH &  
WELLNESS  
PAVILLION  
SCREENS  
EDUCATION  
PREVENTION

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

DOMESTIC  
VIOLENCE  
&  
BREAST CANCER  
AWARENESS



## 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

*Sponsor Deck*

*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!



## 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

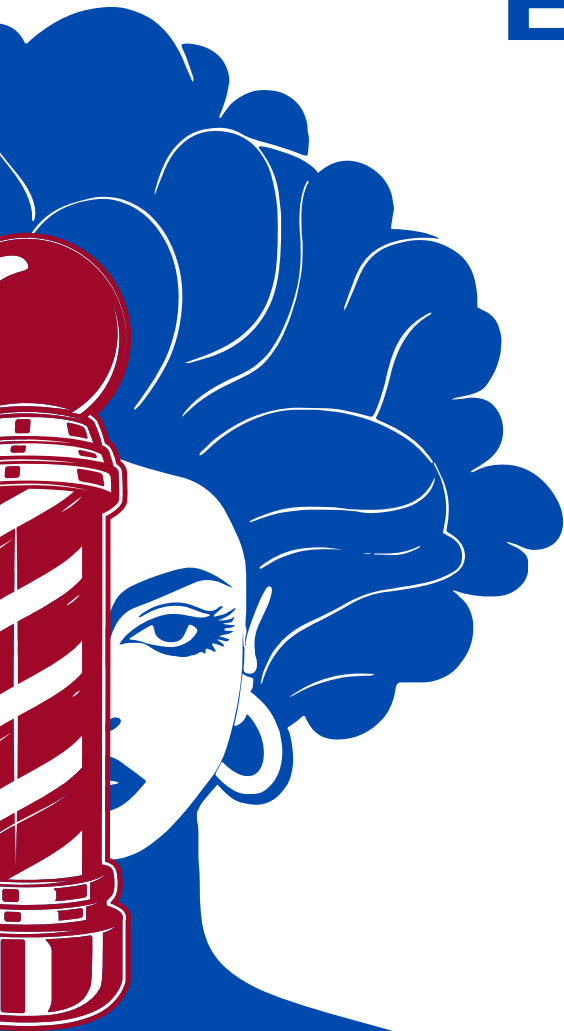
Investment: \$1500

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

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1/4 Page  
\$800

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

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Business Card  
\$300

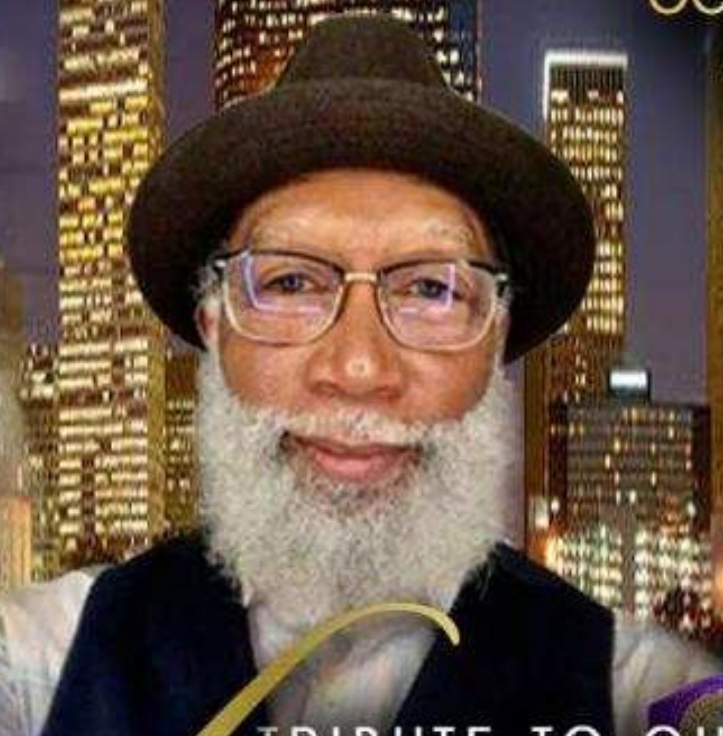


TEXAS STATE ASSOCIATION  
BEAUTY CULTURIST LEAGUE

# 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

# 80th Annual

CONVENTION & BEAUTY INSTITUTE

DR. LOVIE GOCHA' / PRESIDENT



OCTOBER 5-7, 2024

*"United We Strengthened, Together the Vision is Accomplished"*

TEXAS STATE ASSOCIATION  
BEAUTY CULTURIST LEAGUE

## 80th Annual

CONVENTION & BEAUTY INSTITUTE

OCTOBER 5TH  
at 7pm

Crawford's  
Beauty Academy  
832-2332

Institute and CE classes offered  
Trade show Beauty Under One Roof  
Banquet tickets \$35

TRIBUTE TO OUR  
*Legacy*

**Doris Crawford**  
ICON LEGENDS IN THE BEAUTY INDUSTRY

Marriott Houston Westchase  
2900 Briarpark Dr. Houston, TX 77042

**BUOR**  
Beauty Under One Roof

**Marriott Houston Westchase**

2900 Briarpark Dr. Houston, TX 77042

For information contact: 409-350-1772

Reserve your rooms by September 15, 2024

Phone: 800-452-5110 | Online: [www.Marriott.com/houwm](http://www.Marriott.com/houwm)

# ALL STAR BARBER GAMES

OCT 6

# 2024

# HOUSTON

games

BARBER  
FEUD  
STUDENT TRIVIA

Teams

3 on 3

3 Team mates  
MODEL PASS  
3 MODELS  
1 ARTISTIC DESIGN  
1 FADE WITH BEARD  
1 FADE

ARTISTIC  
DESIGN

FADE  
WITH  
BEARD

BARBER  
TATTOO

\$20  
ENTRY  
WINNER TAKES POT



Beauty Under One Roof  
**BUOR** *Live*  
Beauty Barber Wellness

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

**Thank you for your interest in sponsoring the upcoming Beauty & Wellness Expo. We're excited about the opportunity to collaborate and showcase your brand to our audience.**

**To discuss opportunities your interest in sponsoring options, please contact us as soon as possible to maximize your ROI.**

**Team TxTure:**

**Call or Text:  
832.303.1583**

**Email:  
BeautyUnderOneRoof@gmail.com**

**Visit Our Website:  
BeautyUnderOneRoof.com**

**BUOR**

**B' Your in Definition of Beauty**

Earker Coleman  
Producer.