



PREMIER BEAUTY BARBER EXPO EXPERIENCE

BUOR Beauty Expo brings hundreds of beauty & barber industry professionals, influencers & enthusiast from Houston & the surrounding region together under one roof. BUOR presents a high impact 2 day expo Day 1 is filled with beauty trends, barber battles, demo's, vendors, cut party, fashion, media, entertainment & more...

This is an excellent event to expose your brand to this niche of affluent consumers.

Explore our available sponsoring, advertising and vending opportunities!







OUR AUDIENCE



AUDIENCE PROFILE

Urban Trend Creators
Brand Conscience
Disposal Income
55% Female 60% Black 40% Hispanic
45% Male 65% Hispanic 35% Black
Age 25-50
Income \$45 - \$65,000



OUTREACH

Facebook Instagram
Youtube Google
Influencers Bloggers
Podcast Radio
Print



ATTENDEES

Hairstylist Barbers
Business Owners
Beauty Enthusiast
Make Up Artist
Fashion
400 Attendees
Represent 22.5% of \$2.5 Billion
Beauty Product Consumer



The BUOR Media Lounge

Showcase your brand by sponsoring the Media Lounge, for top beauty influencers, editors and press.

Popular networking area with bar perfect Includes:

Double sided meter board

Opportunity to include marketing materials display

Panels & Talks

Hair Loss
Beard Talk
Black Beauty Business
Makeup Nails Hair Fashion
Wellness





Social & Influencer Selfie Station

Social Media Exposure
Selfie Stations
Step & Repeat
Digital Loop Signage
Pop Up Banner Display

COMPETITIONS -BATTLE

Barber Battles Artistic Nail

Bar-B Total Look

Bad As Bob

Salon Showcase

Make Up Fantasy

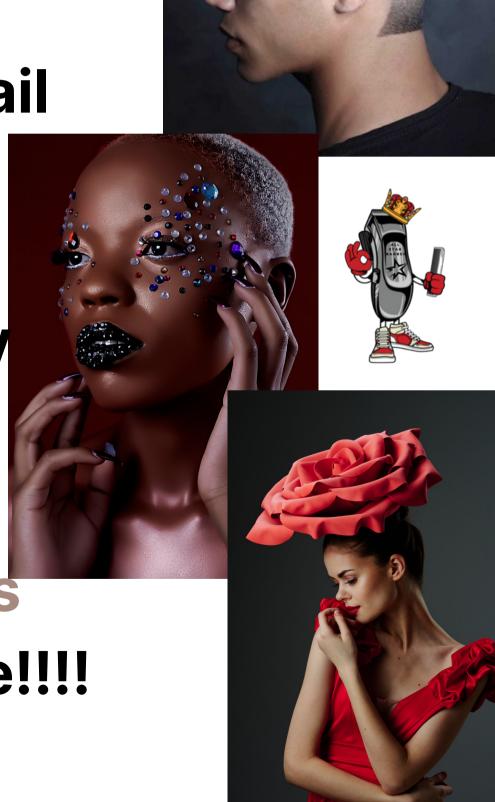
Best Beard

Best Tattoo

Roc the Loc's

So Much More!!!!







OPPORTUNITIES

I MAGIC MIRROR

Customized for Best ROi \$1500

- •Brand Banners
- •It's My Business Oct 9 Breakfast 10am
- •Print & Digital Sponsor recognition
- •Press Release
- •Social Media with links to Your Brand FB, IG, TikTok, Thread
- •Logo on BUOR Live website with Link to Brand

2 SILVER BRUSH

\$2500 Customized for Best ROi

- •Brand Banners
- •Barber Battle Pro & Student
- Print & Digital Sponsor recognition
- Press Release
- Social Media with links to Your Brand
- •Build A Brand Panel
- Logo on BUOR Live website with Link to Brand

\$5000

Customize for Best ROi

- •Sponsor Banner Placement Day & Nite Mane Stage
- •Barber / Beauty Industry Influencer Talks (Panels)
- •Natural Hair Forum
- Company At Show Entrance
- (a) Nite Showcase / Cut Party Prominent visibility
- •Door Prizes / Contest during event
- Print/Digital
- •Rolling Out (Print & Digital)
- •Logo on Video Loop
- •Salon Showcase
- •Press Release / e blast
- •Step & Repeat
- •Social Media (Ads / Posting / Contest) with link
- •Your Brand logo on Staff T-Shirts (50) & 150 Swag Bag
- •Prime Vendor Space 10 x 10



Free Opportunities for 2023 Exhibitor & Sponsor



Tag Us

@BUORBeauty

#BUORBeauty

#BUORLive23

Share Your Handle

with Us

We'll Tag You Back!

Earn \$\$\$ Get Your Personal Link & Receive 20%

of All Ticket Sold on Through Your Social Media



Promote Your Business
Post
Like-Follow-Tag-Share
to Enter Free Show Ticket
Weekly Give A Way