

SPONSORSHIP

# BUJOR *Live*



OCT 8 & 9, 2023 - MARRIOTT WESTCHASE HOUSTON, TX

FASHION  
HAIR  
MALE  
GROOMING  
BATTLES  
SHOWCASE  
CUT PARTY  
EDUCATION  
TRENDS  
NAILS  
MAKEUP  
INFLUENCERS  
ENTERTAINMENT





# PREMIER BEAUTY BARBER EXPO EXPERIENCE

BUOR Beauty Expo brings hundreds of beauty & barber industry professionals, influencers & enthusiasts 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!!!!**







SPONSOR OPPORTUNITIES

Minimum investment Maximum Digital Exposure

# 1 MAGIC MIRROR

\$1500 Customized for Best ROI

- 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

# 3 GOLDEN COMB

\$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
- @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

1

Tag Us  
@BUORBeauty  
#BUORBeauty  
#BUORLive23  
Share Your Handle  
with Us  
We'll Tag You Back!

2

Earn \$\$\$  
Get Your Personal  
Link & Receive  
20%  
of All Ticket Sold on  
Through Your  
Social Media



3

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

\*Available to Vendor Booth & Influencers  
Contact us for details  
Text 832-303-1583