



2025

Louisville International Hair Show

✦ Slay Ready - Ready to Slay ✦



October 17-19 2025

WWW.LOUIHS.COM

A Complete Beauty Show



Become an Official Expo Sponsor!

The Louisville International Hair Show is a premier event celebrating the artistry, innovation, and business of the hair and beauty industry. Designed as a platform for professionals, entrepreneurs, and creatives, this show brings top talent, brands, and consumers for an unforgettable experience.

With a mission to Beautify & Educate; LOUIHS serves as the hub for the Beauty World—providing details on programming, sponsorship opportunities, exhibitor information, and community engagement initiatives.





What's The So What?



1. TYPES & CATEGORIES OF COMPANIES
2. EVENT TARGET DEMOGRAPHICS
3. MARKETING STRATEGY
4. BUSINESS STRATEGY

Get Real Returns on Your Investment Before, During & After The Show



1.

Beauty Product Manufacturers and Suppliers

Beauty Professionals

- Cosmetologists

- Estheticians

- Nail Technicians

- Barbers

- Salon Owners

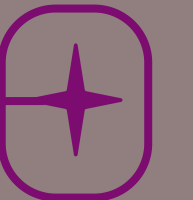
Beauty Educators:

Personal Care and Aesthetic Companies

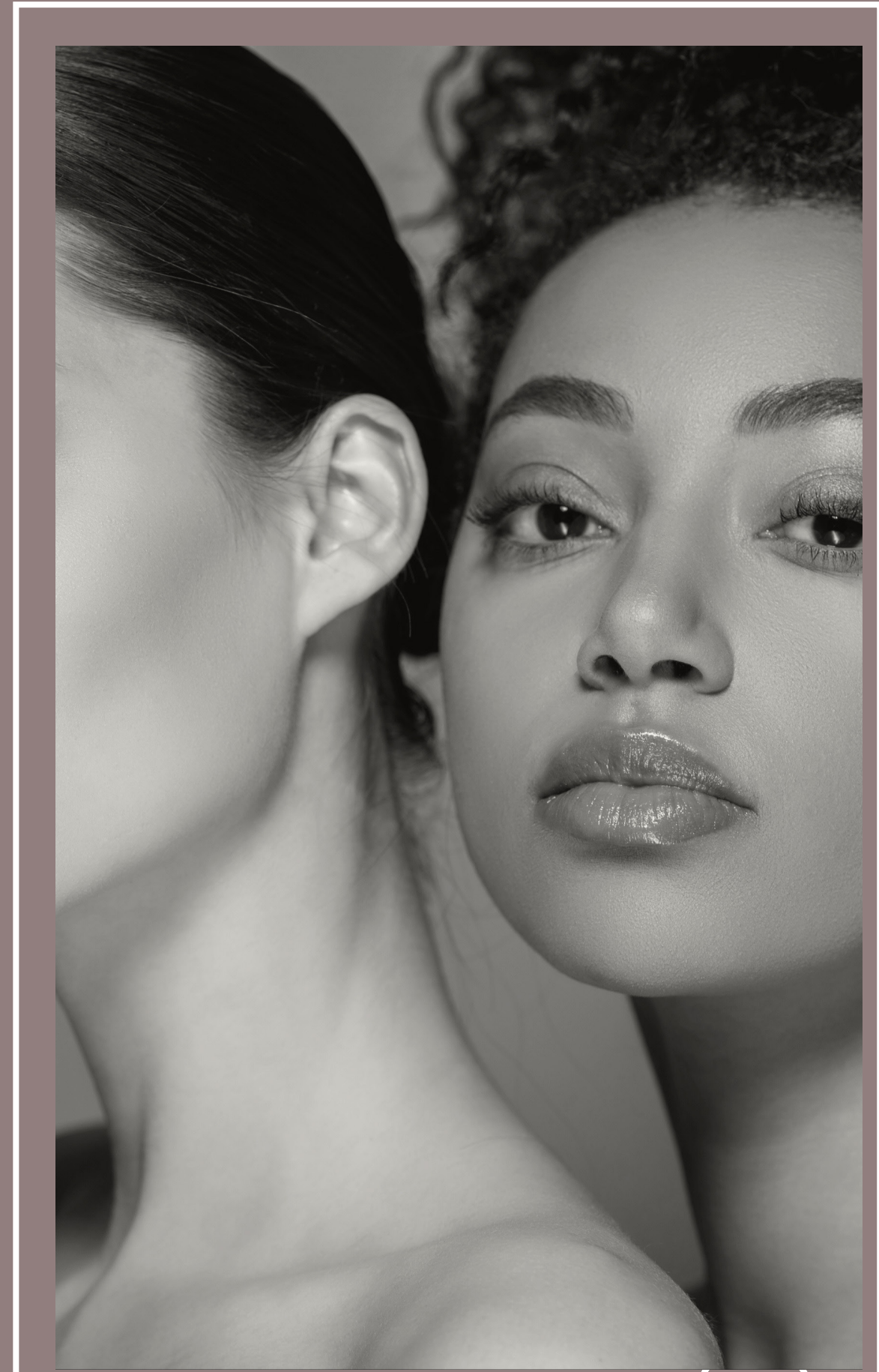
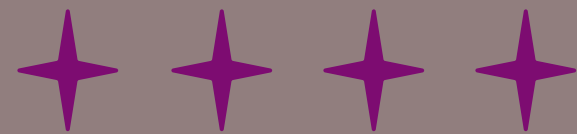
Spa & Massage Companies

Health & Wellness Companies

& More!



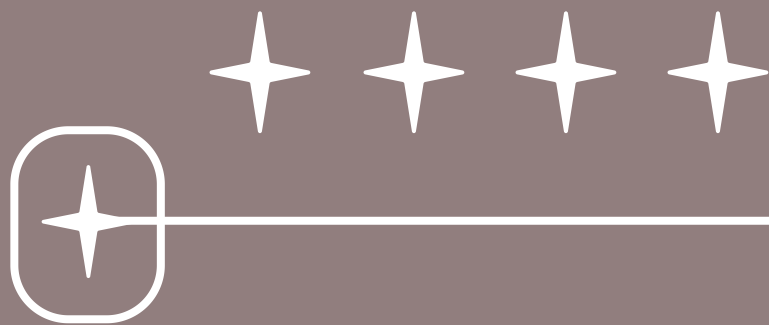
This Expo gives your company the opportunity to market and sell your products or services directly to thousands of attendees both in person and online. This unique event creates a personalized marketing and sales experience for your consumers and shares your company's story by putting a face to your brand. For more than 20 years we have proven to help companies create lasting impressions with the audience they are looking for and then some!





MARKETING STRATEGY

Our comprehensive strategy is designed to maximize your company's exposure and provide a great ROI through a targeted approach. Our influence within the industry will place you in front of key demographics that use, purchase, and are interested in your products or services. In addition to our digital campaigns, we utilize our most valuable asset: ***our community***. We partner with over 30,000 high-traffic businesses, churches, community organizations, high schools, colleges and retailers; this network help create an influential market saturation and maximize our marketing reachability.



EVENT TARGET DEMOGRAPHICS

Louisville International Hair & Beauty Show

11k+ Attendees

200+ Exhibitors and Vendors

50+ Sessions

20+ Competitions

3 Days of Education & Excitement





4.

EVENT TARGET

DEMOGRAPHICS cont...

Male *35% Female 65% *(steady increase)

67% In the key Age 23–57 Demographics

48% Earn at least \$70K per Year

89% Take vitamins or supplements

77% Use a type of beauty regiment each day

55% Are motivated to lose weight

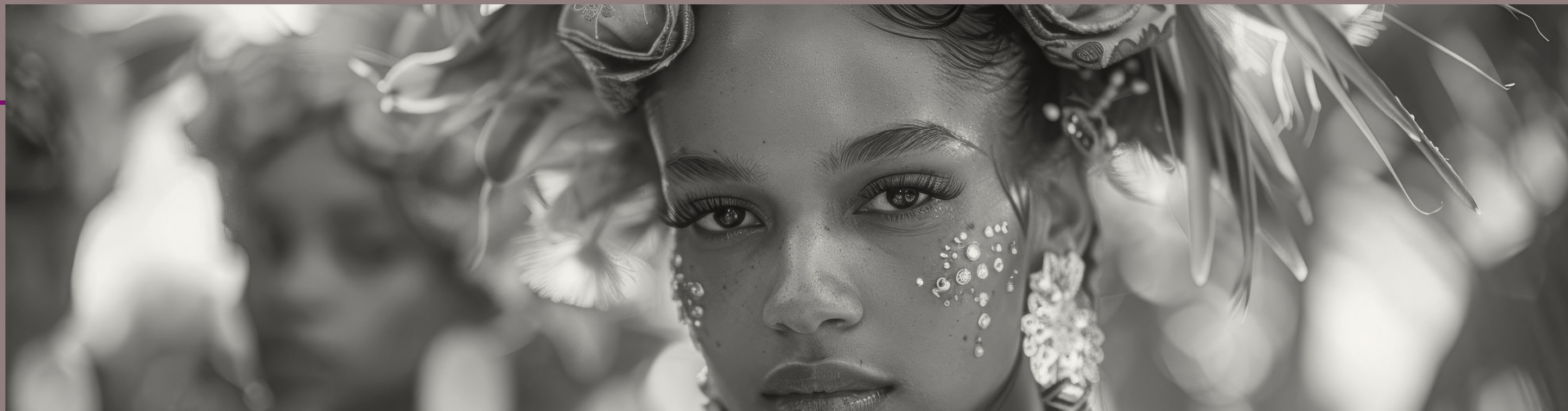
78% Want to live a healthier lifestyle

85% Work out at least 3 to 4 times per week

68% Purchase beauty & personal care items monthly

37% Own exercise equipment or built a home gym





★★★★

Exhibiting and Sponsoring with us is highly beneficial! Gain millions of impressions before, during, and after the Expo.

We specialize in strategic branding utilizing traditional methods like news media, social networks, ads, etc; you know the usual. We also employ our strategic *gorilla tactics* using our grassroots networks. Our network is extensive, utilizing communities, churches, schools, businesses, promoters, Influencers, street signs, bulletin boards in the 5 State region and across the nation. We even have a few networks across the pond. WE GET YOUR BRAND NOTICED; Because we go where your customers are!



SPONSORSHIP PACKAGES...



ULTIMATE SPONSOR

1+ million impressions

Our most *Prestigious* sponsorship package. You will receive the complete sponsorship experience featuring all the benefits that the presenting, marketing and media sponsorship offers. We custom tailor this package to your brand and provide the largest featured footprint in the expo. This sponsorship package is a statement of your company and will maximize marketability to millions of potential customers and brand loyalists both digitally and on location. (Customizable Package)

INFO:

Naming Rights of event showroom (ex The 2025 Winston International Beauty Showroom)

Welcome Speech

Lobby Banners

30X30 Booth – 30 Passes*

2 Full Pages Digital Ad in Show Guide

5 Social Media Posts curated by your brand

30 second video Ad x2 (All 3 days on Main Stage & Hair Battle) – 20+–minutes Main Stage

Presentation x2 days (Friday, Saturday and Sunday)

Homepage Carousel Logo Placement

10 Attendee Badges

E-Blast Logo Placements

HOTEL/LODGING FOR FOUR DAYS (UP TO 4 PEOPLE) INCLUSIVE. PROCESSING

\$65,000



SPONSORSHIP PACKAGES...



PRESENTING SPONSOR

As our presenting sponsor your company will be at the forefront of the Expo. Marketed to our entire database and featured throughout the expo floor plan, your company will be seen at all major visual points throughout the event. This is a great way to grow your brand awareness and drive significant amounts of traffic to your website, social media and consumer base.

INFO:

- INCLUDES OUR MARKETING SPONSOR PACKAGE
- 8 CUSTOM BANNERS IN HIGH TRAFFIC AREAS
- EXHIBITOR BOOTH(s) IN PRIME LOCATIONS (10x10)
- INCLUDES 20 EXPO PASSES AND 4 VIP PASSES
- 4 TICKETS FOR PARTICIPATING PRESENTERS
- CUSTOM BRANDING AT YOUR CHOICE OF EVENT AREA
- 12 MONTHS OF FULL DIGITAL MARKETING ON ALL PLATFORMS
- VIRTUAL BOOTH

\$25,000



SPONSORSHIP PACKAGES...



MARKETING SPONSOR

Our Marketing and Media Sponsor is branded with millions of national impressions and an incredible onsite venue presence featuring your brand. This is the perfect sponsorship for a company that wants the benefits of our market reach and access through brand extension. The Expo has everything from grassroots marketing, specialized marketing guerrilla teams, social media, and virtual marketing presence. This will create a unique blend of awareness to capture our lucrative market share.

INFO:

- DIGITAL/PRINTED PROMOTIONS WITH 1 MILLION+ IMPRESSIONS
- YOUR BRAND FEATURED ON ALL PLATFORMS FOR 12 MONTHS
- YOUR LOGO FEATURED ON 50K+ PRINT MARKETING PIECES
- CUSTOM ANNOUNCEMENTS TO ALL ATTENDEES AT THE EXPO
- COMPANY'S DESCRIPTION EMAILED TO 180K+ CONSUMERS
- 8 CUSTOM COMPANY BANNERS IN HIGH TRAFFIC AREAS
- VIRTUAL BOOTH
- 2 POLL QUESTIONS ON EVENT APP

\$15,000



SPONSORSHIP PACKAGES...



TECH SPONSOR

As our Tech sponsor your company will be at the forefront of everything digital at the Expo. Marketed to our entire database and featured throughout the expo floor plan for sponsoring the tech that makes this Expo run, your company will be seen at all digital visual points throughout the event and online. This is a great way to grow your brand awareness and drive significant amounts of traffic to your website, social media and consumer base. Your company will be tagged with sayings like “This App is brought to you by “your brand” or the virtual expo is brought to you by “your brand”. This is the efficient way to get millions of views.

INFO:

- LIVE STREAM SPONSOR OF THE COMPETITIONS
- BRANDING FEATURED ON THE FITNESS STAGE LED WALL
- 12 MONTHS OF FULL DIGITAL MARKETING ON ALL PLATFORMS
- PROMINENT BRANDING THROUGHOUT THE EXPO FLOOR
- COMPANY'S DESCRIPTION EMAILED TO 580K+ CONSUMERS
- VIRTUAL BOOTH
- 1 POLL QUESTION ON EVENT APP

\$15,000



SPONSORSHIP PACKAGES...



EVENT SPONSOR

Expo has created a great platform for your business to be featured in the sport or event you are most passionate about. With more than 20 events to choose from we will customize the most focused sponsorship to ensure your brand is seen by the athletes, coaches, and gyms you resonate with. This package is a great way to increase brand awareness and drive significant amounts of traffic to your website and increase your consumer reach exponentially.

INFO:

- CUSTOM BRANDING AT YOUR CHOICE OF COMPETITION AREA
- 6 CUSTOM COMPANY BANNERS DISPLAYED IN CHOSEN EVENT
- BOOTH NEAR THE EVENT WITH 8 EXHIBITOR PASSES
- 2 VIP BADGES INCLUDES 2 FRONT ROW SEATS AND SWAG BAG INSERT
- CUSTOM ANNOUNCEMENTS TO ALL ATTENDEES AT THE EXPO

GREAT FOR PRODUCT COMPANIES

\$20,000



SPONSORSHIP PACKAGES...



BRANDING SPONSOR

Expo is a great platform for your business to be featured in front of thousands of attendees that are captivated by our prominent LED* Wall strategically placed in the center of our large floor plan. This package is a great way to increase brand awareness and drive significant amounts of traffic to your website and increase your consumer reach exponentially.

INFO:

- YOUR LOGO DISPLAYED THROUGHOUT THE EVENT ON OUR MASSIVE LED WALL
- THREE 30 SECOND COMMERCIALS PLAYED DURING THE EXPO
- PREMIUM BOOTH WITH 4 EXHIBITOR PASSES
- YOUR COMPANY'S DESCRIPTION EMAILED TO 580K+ CONSUMERS

PROJECTORS MAYBE USED IN LIEU OF LED WALL

\$7500



SPONSORSHIP PACKAGES...



SPECIALTY SPONSORS

Experience our comprehensive sponsor options:

Gold, Silver, Bronze Sponsorships: Offer specific ROI options.

Registration Sponsor: Gives companies to opportunity to Brand their companies at the entry point of the event: Be the first and last brand Attendees view at the Expo.

Customization: We can customize any of the packages to fit your Brand's needs.

Contact us for more information

502-540-9924

showmanager@louihs.com

<https://louihs.com/sponsor-tickets/>

EXHIBITOR PACKAGES

PREMIUM EXHIBITOR

One 10x10 PREMIUM booth. The booth will have a 6ft skirted table and 2 chairs. With your exhibitor package you will receive 4 wristbands for staff and your logo with hyperlink on our website for 12 months. Premium placement on the showroom floor.

\$500

EXHIBITOR PACKAGES



EXHIBITOR

One 10x10 inline booth. The booth will have a 6ft skirted table and 2 chairs. With your exhibitor package you will receive 2 wristbands for staff and your logo with hyperlink on our website for 6 months.

\$300



Register Today

Slay Ready! Ready to Slay!



<https://louihhs.com/>

