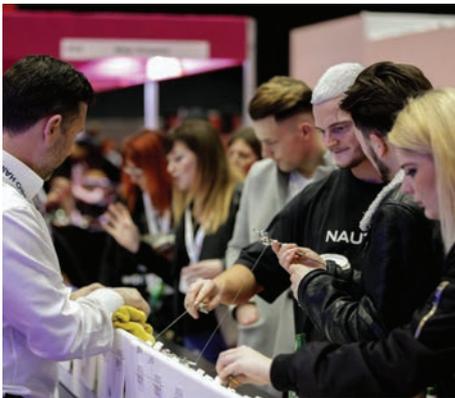
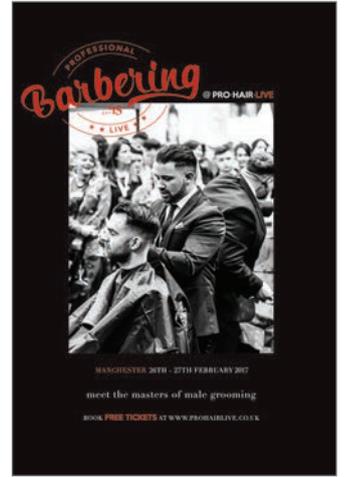
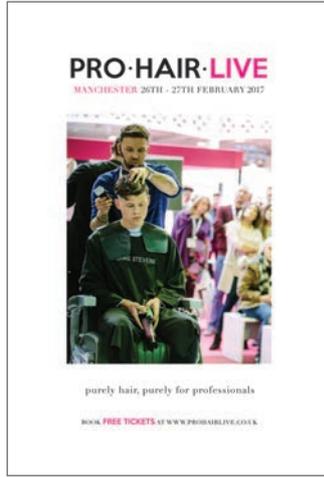


PRO·HAIR·LIVE

MANCHESTER 25TH - 26TH FEBRUARY 2018



purely hair, purely for professionals



THE MARKETING



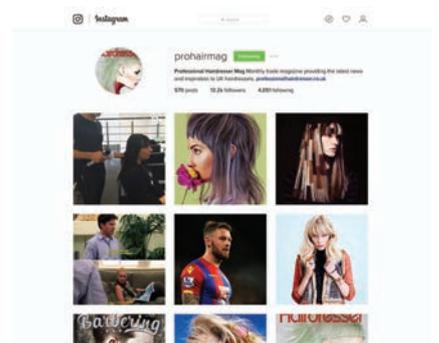
To ensure the highest level of visitor that is most relevant for exhibitors, a high density and high impact marketing campaign includes continual advertising in Professional Hairdresser, extensive direct mail and email activity focussing on a strong call to action and a field marketing schedule that promotes the show directly in salons.



FACEBOOK
15,133



TWITTER
81,552



INSTAGRAM
27,951

THE EVENT



Pro Hair Live is an unmissable industry event for active hair professionals and leading suppliers and manufacturers. With iconic hairdressers, spectacular shows and fantastic stands, it's an inspiration for salon owners, managers, stylists and colourists.

Now in its eighth year, Pro Hair Live goes from strength to strength with more shows, more exhibitors and more visitors every year.



As a hotbed of creativity it is packed with new ideas for visitors to take straight back to the salon. There are two catwalk stages featuring some of the top talent in the world of hairdressing, a dedicated business zone and the hugely popular Professional Barbering showcase.

Plus, all under one roof are the very latest products, tools and technologies from the key brands on the market. They are on show with exclusive exhibition offers, inspiring demos and brand new product launches.



THE VISITORS



Pro Hair Live is a show specifically for all those seriously involved in the art of hairdressing and barbering, those who are actively working in the industry and have a real need to see all the latest in hair care, colour, styling and accessories.

Visitors are looking for the latest products, innovative techniques and business ideas to drive their salons and their teams forward. They can find out all they need to know by talking directly to key suppliers and manufacturers at the show.

82% of visitors came to see new products.

82% of visitors stayed three hours or more.

86% of visitors intend to return in 2018

80% of visitors will be recommending a visit to colleagues who didn't attend.

VISITOR BREAKDOWN

99% UK based

46% Owner/Partner/Manager

34% Stylist/Colourist

7% Juniors/Apprentices



"If you are looking for an exhibition where you get the opportunity to build relationships then this is our favourite".

Paul Riley, Balmain



"The show has been amazing this year and possibly our best show yet and have had great feedback across the whole weekend".

Adam Tudor, Alan Howard



Pro Hair Live only has brands that are relevant and committed to the hairdressing industry.

To create a professional and purely hair-focused environment, the products and services that are showcased have to have direct relevance to the work of professional hairdressers. This targeted show format focuses exclusively on brands that are recognised as having genuine integrity and that are committed to the industry.

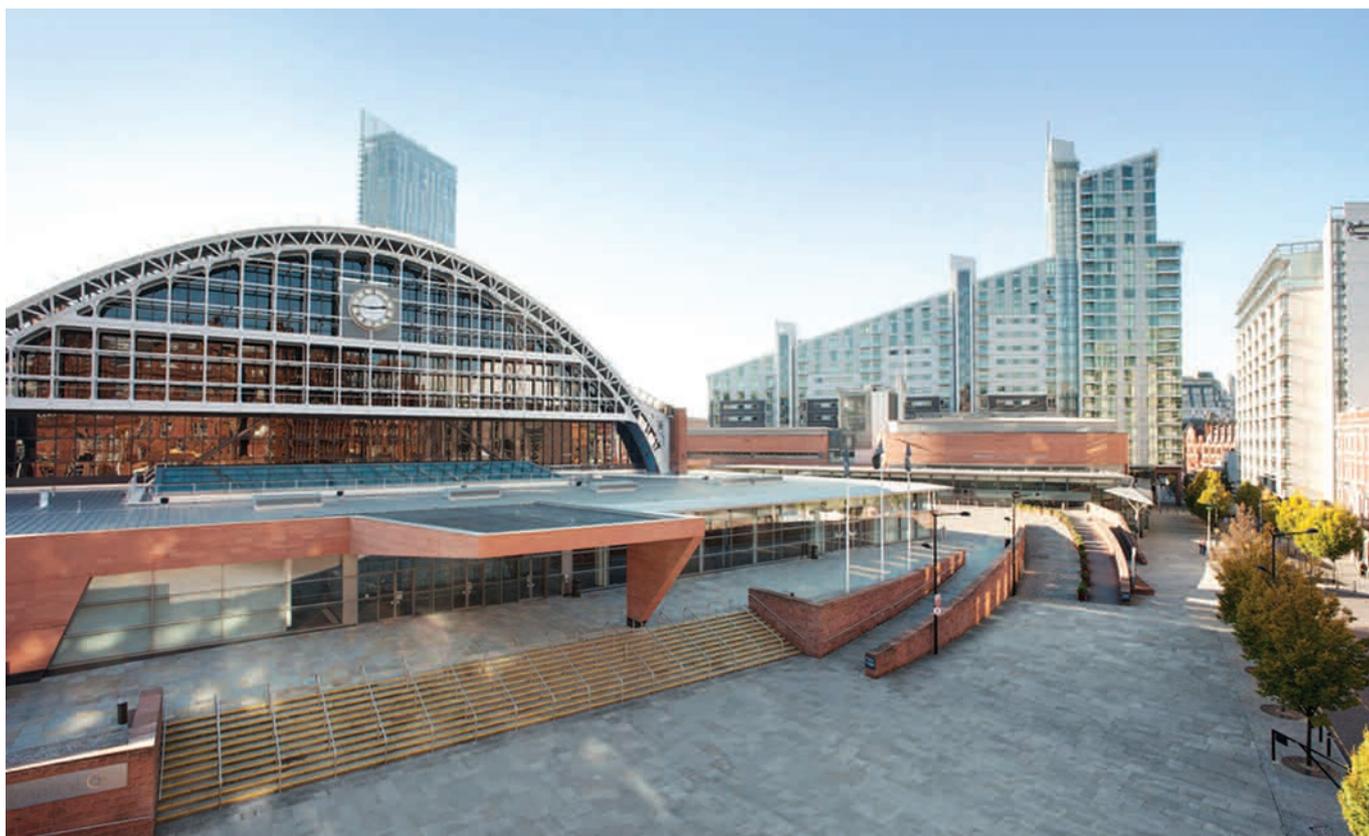
It creates a very precise and engaging environment for top brand owners to meet the key people from top salons. The interactive platform puts products right in the hands of potential customers.

"We've been here for the last five years and every year it's got better and better. 100% come to Pro Hair Live, We've rebooked and we will do forever and a day".

Ben Crosby, Kent Brushes



THE EXHIBITORS



THE VENUE

Pro Hair Live takes place at the prestigious Manchester Central, a fantastic venue right in the heart of Manchester. A recent £28m refurbishment has given a cutting edge new look to the iconic Grade II listed frontage and sits perfectly with style and elegance of the show.

RATES: SPACE ONLY — £170 per m²
SHELL SCHEME — £ 180 per m²

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