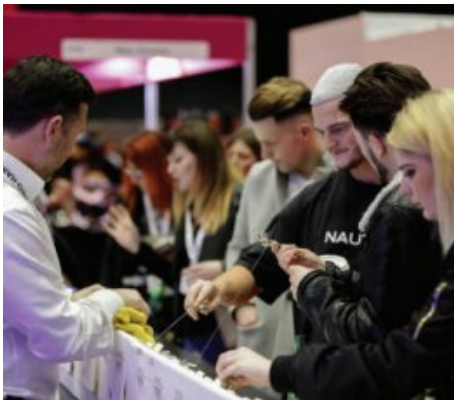


PRO·HAIR·LIVE

MANCHESTER 24TH - 25TH FEBRUARY 2019



purely hair, purely for professionals

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 ninth 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.

77% of visitors came to see new products.

48% of visitors stayed five hours or more.

93% of visitors intend to return in 2019

88% of visitors will be recommending a visit to colleagues who didn't attend.

VISITOR BREAKDOWN

99% UK based

38% Owner/Partner/Manager

41% Stylist/Colourist

7% Juniors/Apprentices



59% OF VISITORS ATTEND NO OTHER EXHIBITION

"It's been on my personal bucket list to get this stand for seven years and now we've got it we are not letting it go."

Debbie Digby, Eufora



"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 the sales have got better and better."

Ben Crosby, Kent Brushes

"We will be back next year, we've got so many new customers and sold so much product".

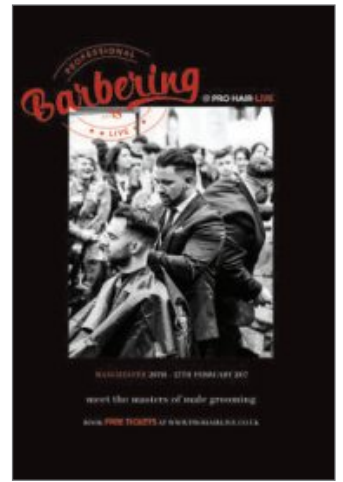
Joanne Etherson, Sally Salon Services

"Both day were fantastic for sales leads & enquiries".

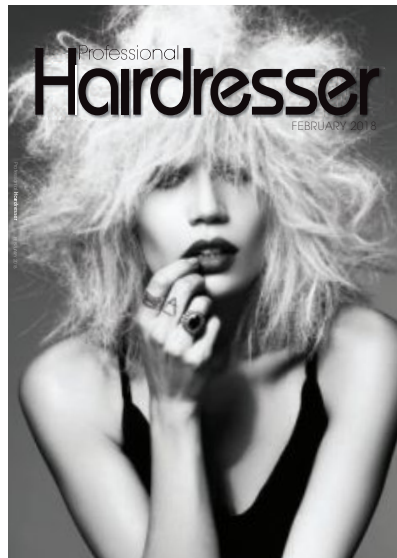
Chris King, Great Lengths



THE EXHIBITORS



THE MARKETING



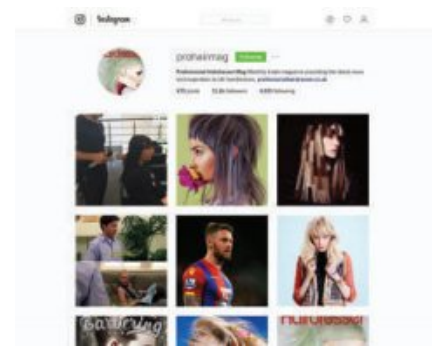
To ensure the highest level of visitor that is most relevant for exhibitors, a high density and high impact marketing campaign includes continual advertising in Professional Hairdresser, extensive direct mail and email activity focussing on a strong call to action and a field marketing schedule that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



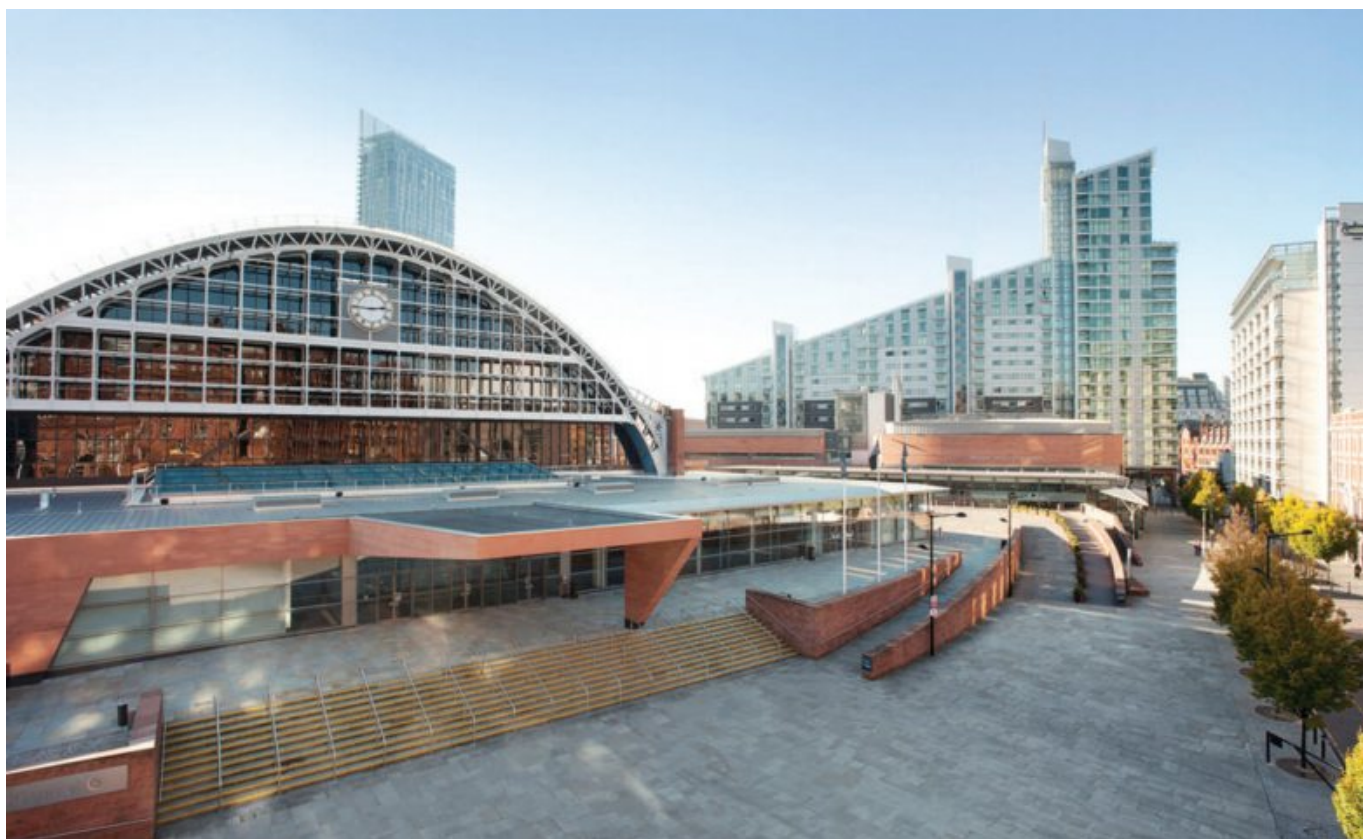
FACEBOOK
15,700



TWITTER
60,512



INSTAGRAM
33,189



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 the style and elegance of the show.

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

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