

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT



2018
*Exhibitor
Prospectus*

APRIL 21-22, 2018

THE FIRST, THE LARGEST & BEST NATURAL HAIR AND HEALTHY LIFESTYLE EVENT

ATLANTA GEORGIA

Georgia International Convention Center, 2000 Convention Center Concourse, Atlanta GA 30337



www.naturalhairshow.org | #WNHS





2 exciting days
of brand exposure
and sales

21st ANNUAL
TALIAH WAAJID PRESENTS™
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

*Get your brand
in front of...*

30,000+
CONSUMERS
AT THE ULTIMATE
HEALTHY LIFESTYLE
EVENT!

The World Natural Hair, Healthy Lifestyle Event is the ultimate marketing and advertising event for your brand. It drives brand awareness to over 30K Super Consumers which translates to sales on your investment.

*Exciting features
that engage...*

Health & Beauty
Cooking Demonstrations
Product Sampling
Pamper Zone
Fitness Zone
Men's Den
Workshops
Live Performances
Children's Corner
And Much More!



You're Invited!
TO PARTICIPATE IN THE WORLD'S
LARGEST
& **BEST SHOW OF
ITS KIND!**

- Connect your brand with over 30,000 consumers and key decision makers
- Showcase your products and services to our audience of informed influencers
- Maximize your company's exposure with our targeted marketing and branding opportunities
- Engage face-to-face with new and existing customers from around the country

RESERVE YOUR SPACE TODAY!
PRIME LOCATIONS ARE SELLING FAST!!

AN INVITATION TO EXHIBIT



21
years

the latest
hair trends

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

the first,
largest,
BEST,
& **MOST**
INFLUENTIAL
EVENT of its
KIND!

We still continue to attract new attendees because we do what it takes to keep our event exciting and relevant. We listen and stay connected to our attendees and prospective attendees so that we can deliver for them a great experience. We continue to incorporate newness and current relevancy into our event. We do not rest on our Laurels! That's why we have a winning event that is showing no signs of slowing down.

How it all began...

21 years ago the show started as an empowering, exciting, annual celebration of natural hair. It quickly transitioned into a weekend celebration of everything natural, healthy, organic, musical and FUN! It is where thousands of consumers, come to network, shop and enjoy a weekend of fun, music, interactive workshops and information on the latest products and services for healthy living. The WNHHLE has grown over the years from having 25 exhibit booths and 300 attendees to 250 exhibit booths and over 30,000 attendees! It is an established event that shows no signs of slowing down. The show's message is love of total body through healthy living. The WNHHLE was founded by Taliah Waajid who earned through conversations with attendees that there was a need for more information on becoming healthier overall. Millions of women are struggle with managing their health, weight, self esteem, mental well-being as well as their hair and skin. These women are looking for answers and acceptance. Through workshops, networking and music, the WNHHLE provides positive encouragement and is a place of freedom from negativity for those who choose to embrace their natural self. It is a welcoming place where women come and become more empowered. It is also a place to celebrate family. There is something here for every-one. Our attendees come to the WORLD NATURAL HAIR, HEALTHY LIFESTYLE EVENT to enjoy, celebrate, network, and learn to be the best self they can be—totally. Here we are, 20 years later and the WNHHLE is still inspiring and life changing for many that attend.

Taliah Waajid



OUR HISTORY

product demos + sampling



21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

PURCHASING INTERESTS OF OUR 30,000+ ATTENDEES

AUTOMOBILES:
Energy Efficient

TECHNOLOGY: Latest Apps,
Smart Phones, Tablets, Ear buds,
Interactive Technology

FOOD & SNACKS: Healthy,
Organic, Non-GMO, Gluten-free

HOUSEHOLD: Green
Cleaning Products

FITNESS AND WELLNESS:
Yoga, Gym Membership,
Biking, and Fit-apparel

MUSIC: Rap, R&B,
Underground, Pop

INSURANCE: Life

FINANCE: Apps for Banking,
Saving and Investing

98%
OF EXHIBITORS ARE
RETURNING FOR
2018

Why Exhibit? IT'S SIMPLE. we have the numbers!

Gain access to 30,000 of today's most enthusiastic and driven consumers. Attendees of the 2018 Taliah Waajid Natural Hair Healthy Lifestyle Event want to **LEARN, SAMPLE & PURCHASE** the latest products and services for a healthy lifestyle!

Taliah Waajid Natural Hair Healthy Lifestyle Event has proven to be the **FASTEST GROWING BEAUTY EVENT** for natural hair consumers in the world. While exhibiting you will meet face to face with new and existing customers from around the country, find new prospects, sell your products, and showcase your services directly to our eager attendees. Investing in the TWNHHLE is a sound investment for your brand and will help kick off your 2018 sales goals! Our business is to connect you with the most qualified buyers in this ever-growing product category.

THIS IS AN UNIQUE OPPORTUNITY FOR YOU TO CONNECT DIRECTLY WITH CONSUMERS THAT WILL INCREASE YOUR SALES FOR YEARS TO COME!



OUR ATTENDEES

96% Purchase products on show floor

88% Identify products for future use

82% Make or recommend final purchasing decisions

75% Meet with existing vendors and suppliers

Previous exhibitors have included:

Camille Rose. Bamboozle. Afrocentric Fashions. Shea Moisture. Nu Dred. Mielle Organics. Ampro. Universal Beauty. Zuresh. Eden Body Works. Sanjules Art. Lock Journey. Design Essentials. Roni's Artistic Hands. Alikay Naturals. Henna Sooq. The Mane Choice. Sanjules Art. Tropic Isle Living. Mixed Chicks. Cantu. Doo Gro. Keystone Laboratories. Creme of Nature. Adia Body Care. As I Am

WHY EXHIBIT?



21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

ATTENDEE
AT A GLANCE

80%
women

20%
men

60%
under 35

74%
college grad

Who Attends?

Over 30,000 Super Consumers! Our family of super consumers are mostly African-American and multi-cultural women who have strong buying power and make the purchasing decisions for the households. They are passionate about their purchases and experiences at the World Natural Hair, Health, and Beauty Show, and they share this information with others through traditional word of mouth, and through newer visual connections and shares on social media.

ATTENDEE INCOME

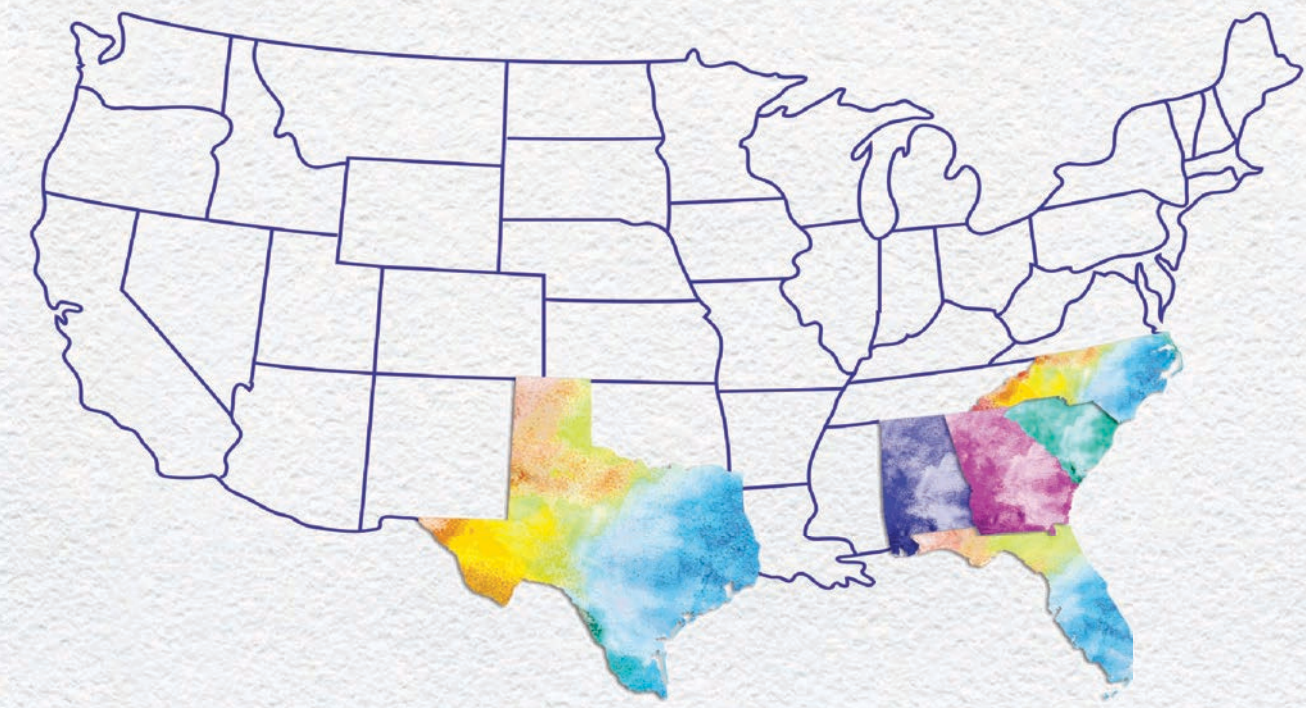


ABOUT OUR ATTENDEES

- Incorporate environment saving activities into daily life
- Strong buying power
- Green consumers
- Household decision makers
- Business women
- College students
- Forward thinking
- Media savvy
- Socially empowered
- Educated consumers
- Business women
- Mothers
- Creative & open minded

TOP 6 STATES OF ORIGIN

ALABAMA, GEORGIA, FLORIDA, SOUTH CAROLINA, NORTH CAROLINA & TEXAS

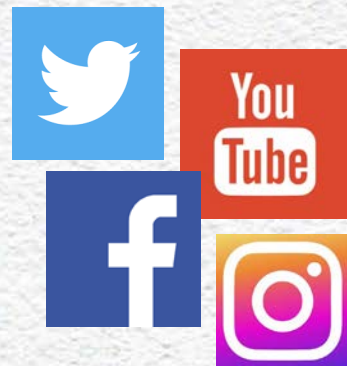




natural
foods

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

#WNHS
ONLINE
ENGAGEMENT



OVER
2.5
MILLION
IMPRESSIONS
PER MONTH

marketing and promotions

That Deliver!

Targeted, national and international promotions/advertisements through social media, grassroots promotions, trade shows, print, television, radio and word of mouth are how we get the word out about the World Natural Hair, Health, and Beauty Show.

INTERNET PROMOTIONS

Re-targeting Ads: that follow thousands of visitors a day to keep the message in front of and on the minds of potential attendees.

Google: WE rank in the top 2 for those seeking events in our category.

SOCIAL MEDIA

Over 3 million impressions per month on our social media platforms. Over 5 million impressions per month on our partner social media platforms.

RADIO PROMOTIONS & PRINT ADS

We partner with radio stations that give us access to the 10 Top East Coast markets Atlanta, GA, Augusta, GA, Macon, GA, Columbus, GA, Savannah, GA, Montgomery, AL, Birmingham, AL, Columbia, SC, Greenville, SC and Charlotte, NC.

17.5 Million listener per month

We place exciting print advertisements in local/national trade and consumer magazines which are distributed through mail and internet giving our event over 1 million impressions.

GRASSROOTS PROMOTIONS THAT WORK

Our unique hands-on marketing is the foundation for our success in spreading the word about the show. We gain additional exposure through our grassroots promotions where we distribute over 500k flyers and posters, hand to hand, at national consumer events to over 200K consumers.



*See You
There!*

REACH A LARGER AUDIENCE



top industry products

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

Bring in the Welcome Committee!

Your brand will be seen before attendees enter the convention center doors! Catch consumers' eyes using bright colors and graphics on the Main Marquee.



LIMITED
SPACE
AVAILABLE

Want to Stand Out?

TAKE ADVANTAGE OF ADDITIONAL

brand exposure



HANGING BANNERS

Re-targeting Ads: that follow thousands of visitors a day to keep the message in front of and on the minds of potential attendees.

3'w x 15'h Price \$1,000



DOOR DECALS

Welcome attendees at the door with these vibrant double-sided graphics. Catch the attention of the attendees with colorful door decals to drive consumers to your booth.

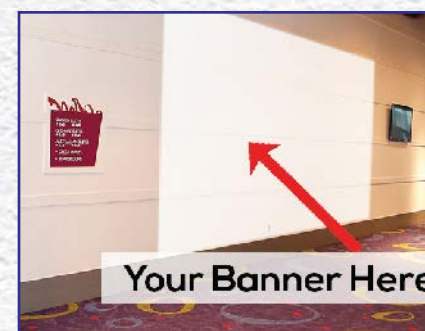
14''w x 14''h Price \$350



CARPET CLINGS

Keep them on their toes with these amazing carpet clings. Attendees will see your ad as they walk towards the exhibit hall doors.

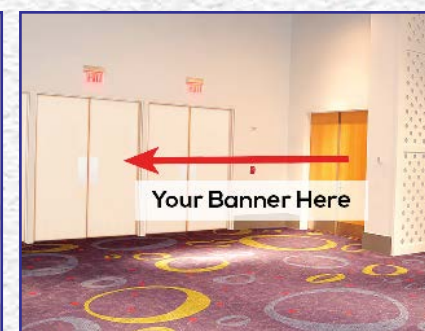
3'w x 5'h Price \$400



INSIDE HALL WALLS

Make a statement with wall banners displaying your ad or logo. These banners are placed in prominent locations so that attendees view your brand as they enter and exit the show floor.

Call for more information



INSIDE DOORS

Door length banners placed on all exit doors so that attendees view your brand as they enter and exit the show floor. Your Door Decals give your brand excellent exposure and drive consumers to your booth.

Call for more information



RESTROOMS

Place your company logo or ad throughout the venue restrooms on walls and stall doors for thousands to see. The perfect opportunity to captivate interested consumers day in and out.

Call for more information

CALL TODAY
TO RESERVE YOUR SPACE 1-770-805-8865

BRANDING OPPORTUNITIES

innovative
workshops
& seminars

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

LIMITED
OPPORTUNITY
OFFER

COMMEMORATIVE
TOTE BAG

Consumers love goodies!
Warm your way into attendees' hearts by providing your products or services in our limited-edition tote bag. Logo placement on the bag is also available. Minimum participation is 250. This is a great way to launch a new product and earn free word-of-mouth press!



advertising exposure for your brand

Show Guide

**RESERVE YOUR AD
SPACE TODAY!**

**Distributed to thousands of
attendees during the show
weekend.**

This annual publication is more than just a directory. It is a keepsake.

| | |
|---|---------|
| Half Page Ad (Only Four Available)..... | \$650 |
| Full Page Ad..... | \$1,250 |
| Inside Front Cover..... | \$1,500 |
| Inside Back Cover..... | \$1,500 |
| Outside Back Cover..... | \$1,700 |
| Double Page Spread..... | \$2,400 |

Print Deadline:

Artwork due: March 1, 2018

Accepted Files: JPG or PDF

Minimum resolution: 300 dpi

Color mode: CMYK with fonts outlined

Send via email to: tlatson@naturalhair.org



Website Banner Ads

REACH THOUSANDS OF ATTENDEES DAILY!

Attendees and potential attendees visit our website daily to get show updates. Make sure that they see your logo, booth location, and message when they visit our website.

Artwork Specs:

File Format: JPEG or GIF, 72 dpi

Animation: Maximum of 3 frames

300 x 600.....\$500 (per 3 month period)

300 x 250.....\$250 (per 3 month period)

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLD
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

Do to overwhelming demand, we've
EXPANDED!

Sat. April 21 - Sun. April 22, 2018
10:00am - 7:00pm



Georgia International Convention Center | 2000 Convention Center Concourse, Atlanta GA 30337
www.naturalhairshow.org

Become an Exhibitor Today!

2018 Small Business Level:

| | |
|--------------------------------|---------|
| 10x10 Inline booth..... | \$1,200 |
| 10x10 Corner Booth..... | \$1,300 |
| 10x20 Inline Booth..... | \$2,200 |
| 10x20 Corner Booth..... | \$2,500 |
| 10x20 Double Corner Booth..... | \$2,600 |

2018 Corporate Level:

| | |
|--------------------------------------|----------|
| 10x10 Inline booth..... | \$1,800 |
| 10x10 Corner Booth..... | \$1,900 |
| 10x20 Inline Booth..... | \$3,600 |
| 10x20 Double Corner Booth..... | \$3,800 |
| 20x20 Booth (space only)..... | \$7,200 |
| 20x30 Corner Booth (space only)..... | \$10,600 |
| 20x40 Booth (space only)..... | \$14,000 |
| 20x50 Booth (space only)..... | \$17,400 |
| 50x50 Booth (space only)..... | \$45,000 |

REGISTER BY JAN. 15, 2018
& SAVE WITH
LAST YEARS RATES!
50% deposit due with registration

TARON LATSON

Exhibitor Acquisitions Manager

470-351-7794

tlatson@naturalhair.org

SEND CONTRACTS TO:

exhibit@naturalhairshow.org

Fax: 770-805-8847

• **10X10 BOOTH INCLUDES:** 8 foot Back Drape, 1 Skirted 6 foot table, 2 chairs, one identification sign, one trash can, 3 feet side railing, 5 exhibitor armbands.

• **10X20 BOOTH INCLUDES:** 8 foot Back Drape, 2 Skirted 6 foot tables, 2 chairs, one identification sign, one trash can, 3 feet side railing, 8 exhibitor armbands.

• **20X20 (SPACE ONLY)** All booths larger than 10x20 including space only, no furniture, no drapes.

• **20X30 (SPACE ONLY)** 15 exhibitor armbands

• **20X40 (SPACE ONLY)** 20 exhibitor armbands

• **EARLY BIRD SPECIAL:** Make a 50% deposit to reserve your exhibit booth space by January 15, 2018 and receive \$100.00 off your total booth price.

• **PLEASE NOTE:** Additional Exhibitor armbands can be purchased at \$20 each, up to the original # of armbands allowed per booth.

SHOW SCHEDULE

EXHIBITOR MOVE - IN

Friday, April 20, 2018

9:00 am - 7:00 pm

SHOW DAYS

Saturday, April 21, 2018

10:00 am - 7:00 pm

Sunday, April 22, 2018

10:00 am - 7:00 pm

EXHIBITOR MOVE - OUT

Sunday, April 22, 2018

7:00 pm - 12:00 am

Taliah Waajid Natural Hair, Health and Beauty Show, 2451 Cumberland Pkwy, Suite 3459, Atlanta GA 30339

CLICK HERE
TO RESERVE YOUR SPACE ONLINE

EXHIBITOR INFORMATION

21st ANNUAL
TALIAH WAAJID PRESENTS
WORLDTM
NATURAL HAIR
HEALTHY LIFESTYLE EVENT

2451 Cumberland Pkwy, Suite 3459, Atlanta GA 30339

Phone: 470-351-7794 | Fax: 770-805-8847

exhibit@naturalhairshow.org



#WNHS

www.naturalhairshow.org