

Vendor Packet hair etc.

THE TRADE SHOW

look good. feel good.

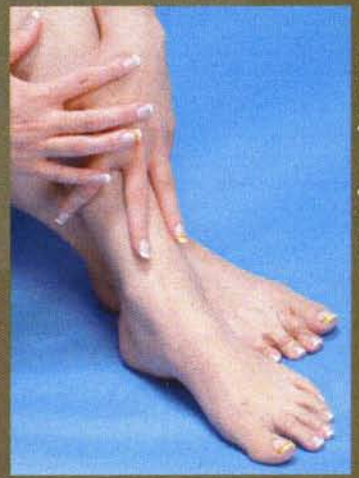


Photo by Chip Foust

Nails



Photo by Angie Ravenel

Skin



BioSilk

Hair



Competitions



Professional Education

July 28 & 29, 2007
N. Charleston Convention Center
North Charleston, SC
www.myhairetcmag.com
866.365.EXPO (3976)

hair etc. '07

THE SHOW

EXPO EVENTS

SATURDAY, JULY 28, 2007

**Vendor Set-Up
1p to 6p**

**Kick-Off VIP Reception
Invitation Only
7p to 9p**

SUNDAY, JULY 29, 2007

**Vendor Set-Up
6:30a to 10a**

Early Morning Worship

**Royal Baptist Church N. Charleston, SC
8:30a**

**hair etc.
THE TRADE SHOW
10:30a to 7p**

**FANTASY HAIR COMPETITION
& FASHION SHOW
8p to 10:30p**

COMPETITIONS

Professionals

- o Short Cut & Style
- o Advanced Barber Cuts
- o Fantasy Makeup
- o Creative Natural Style

Student

- o Individual Fantasy Hair
- o Grab Bag
- o Short Cuts
- o Barbering

**Plus Professional Classes
by Mizani**



Mark your calendars for what is being called "one of the most innovative beauty and health expo events in the southeast!" We are excited to unveil new features, a new location and a new look and feel to our show. This highly anticipated summer event will have a little something for everyone, with a new and improved area for professionals only at the hair etc. Tradeshow Pavilion and for consumers in the hair etc. Beauty & Health Expo Pavilion.

MEDIA EXPOSURE

Our 2007 hair etc. event will take place at the North Charleston Convention Center in North Charleston, South Carolina. This summer show is not only a must-see for the thousands in attendance, the press coverage received from television, radio, newspaper, internet, magazine and other mediums continues to add to the excitement and offers a large amount of exposure to over a hundred vendors, sponsors, special guests and celebrities.

WORLD WIDE WEB

With expo information, hotels and vendor request forms on our website, we are able to provide easy access to those wanting to reserve space as well as the thousands continually checking for new updates leading up to our exciting show.

PROFESSIONAL APPEAL

With classes being taught by highly qualified educators and celebrity stylists, beauty/barber professionals are guaranteed to learn the latest in hair and barbering techniques. Not to be outdone by the sheer excitement brought on by competitions, many of our registered professionals have the opportunity to show off their skills and be judged by the best in the business. Our show continues to maintain that professional edge by sectioning off specific areas or pavilions exclusively to licensed professionals. Within these designated areas, stylists and barbers are able to enjoy private classes, seminars and shop for the latest in professional products. Over 30,000 brochures and direct mailers are sent to hundreds of salons, barbershops and beauty/barber schools throughout the southeast!



VENDOR INFORMATION

The deadline to register is **Monday July 2, 2007**. After this date, there will be an additional \$50 processing fee.

RENTAL FEES

Corporate Rates

Regular Booth \$600

Corner Booth \$700

Small Business

Regular Booth \$350

Corner Booth \$450



PAYMENT INFORMATION

Payment by check, money order, cashier's check should be made payable to hair etc. Upon receipt of payment and registration, Vendors will receive booth assignments.

Checks will not be accepted after **Monday July 2, 2007**. Cash or money orders only.

BOOTH INFORMATION

Registered vendors will receive the following:

8 x 10 booth space

8 x 2 skirted table

2 chairs

Waste Basket

Company sign

1 hair etc. Expo T-Shirt

Continental Breakfast



ELECTRICAL REQUIREMENTS

Requests for electrical outlets must be noted on application at a fee of \$75.

RESTRICTIONS

Vendors permitted to sell only those products and services listed on registration

within the allotted vendor space

Subleasing is prohibited

Rental fees are non-refundable

Booth rental is first-come-first-paid basis

The hair etc. logo may not be used without prior permission on any item or paraphernalia

BOOTH REGISTRATION

The Vendor Coordinator will assign booths based on availability and confirm vendor's space via letter. Return your registration form with payment to:

hair etc. Expo
Footman-Brewer Enterprises, LLC

P.O. Box 80704

Charleston, SC 29416

Contact our office at (843) 764-2622 or via email at vendor@myhairetcmag.com.

On behalf of hair etc. and Footman-Brewer Enterprises, LLC, we thank you and look forward to seeing you at the show!

CONSUMER BRANDING

Uniquely designed to have "a little something for everyone," the hair etc. Beauty & Health Expo also prides itself on its vast appeal to the growing beauty consumer market while at the same time providing valuable health products, services and information. Consumers will have plenty to do with special celebrity guests, recording artists, vendors, makeovers and classes "just for them!"

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Royal Baptist Church

North Charleston, SC

Hair Etc. Expo

10a to 7p

Celebrity Guests

PUBLIX HEALTHY COOKING DEMO

Featuring the American Heart Association

- o Nutritionist
- o Lowcountry Chefs
- o Healthy Cook-Offs

McDONALD'S KIDZONE

- o Face Painting
- o Healthy Kidz Aerobics
- o Basketball

NATIONAL FACES GOING PLACES

MODEL & TALENT AUDITIONS

- o Models
- o Singers
- o Actors
- o National Scouts

Health Screenings, "I Wanna Be Made Over Sweepstakes!" Shopping, Vendors

FANTASY HAIR COMPETITION

& FASHION SHOW

8p to 10:30p



ELISE NEAL



Andrea Wiley

hair etc.^{'07}
BEAUTY & HEALTH EXPO

ACCOMODATIONS



Hotels

Sponsors, Vendors and Guests of hair etc. are invited to stay at the hotels listed below. Be sure and request the hair etc. Expo rate for great event deals:

Embassy Suites Convention Center, Host Hotel
\$139 per night

Sheraton Hotel
\$109 per night

Residence Inn & Suites
\$129 per night

Air Travel

The Charleston International Airport is located just minutes away from our host hotel and neighboring hotels.

Ticket Information

Call our office at 866.365.EXPO (3976)

Vendor Registration

Call our office at 866.365.EXPO (3976) or email us at vendor@myhairetcmag.com



July 28th & 29th
North Charleston Convention Center

hair etc.^{'07}
WE'LL SEE YOU
IN CHARLESTON

Publix.
Healthy Cooking
Featuring American Heart Association.
DEMO STAGE

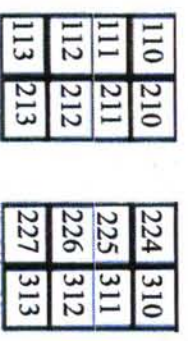
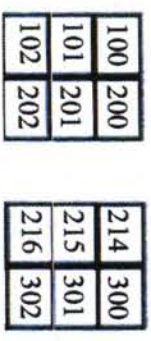
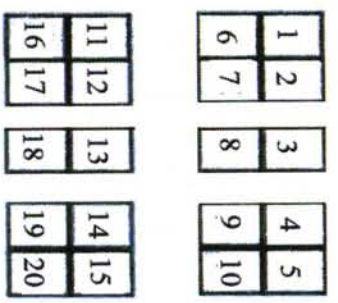
MOBILE UNITS
Health Care Screening



MAIN ENTRANCE

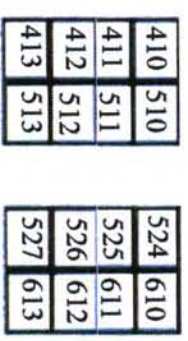
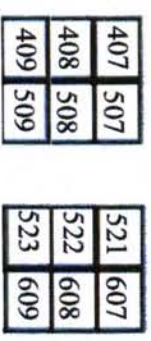
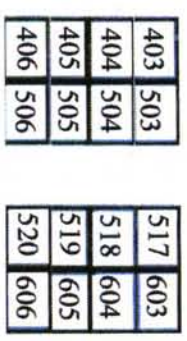
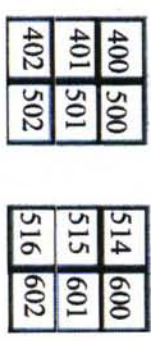


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B

HAIR COMPETITION STAGE



Fantasy Hair Competition
& Fashion Show

STAGE

Freight Dock

Freight Dock

Freight Dock

Loading Dock

Corner Booths

Hair Etc
EXPO & TRADE SHOW