



MAY 3RD-4TH, 2026

**MEADOWLANDS EXPO CENTER,
SECAUCUS, NEW JERSEY**



where
BEAUTY
meets
EDUCATION



ABOUT HEBS

The Hair Education Beauty Summit (HEBS) is a premier destination for connection, hands-on learning, and professional advancement in the beauty industry. HEBS brings together a vibrant community of beauty professionals, educators, students, entrepreneurs, and creators for a highly engaging, in-person experience rooted in education and career growth.

Hosted annually at the Meadowlands Expo Center, the summit features a powerful lineup of specialized educational tracks spanning locs and braiding, barbering and men's grooming, nail design, advanced hair coloring, makeup artistry, protective styling, and skincare and esthetics. New for HEBS 2026, we are excited to announce the addition of fashion design as we expand our celebration of creativity and style across industries.

Exhibiting at HEBS offers brands the unique opportunity to connect directly with a highly engaged audience of current and future beauty leaders who are actively looking for new tools, techniques, and products to elevate their craft and businesses.





BOOTH DETAILS

Standard 10x10 Space: \$1,200
(\$12 per sq. ft)

WHAT IS INCLUDED:

- 6' draped table
- 10x8 ft Pipe and drape
- 2 chairs
- 1 wastebasket
- 1 ID sign
- 5 exhibitor staff wristbands

*Carpet is required and not included.

*Optional for purchase via Meadowlands Expo Center:
wifi, carpet, additional furniture.





EXHIBITOR SCHEDULE

FRIDAY, MAY 1ST, 2026

Exhibit Move-in: 8:00AM - 4:00PM

SATURDAY, MAY 2ND, 2026

Exhibit Move-in: 8:00AM - 4:00PM

SUNDAY, MAY 3RD, 2026

Show Hours: 10:00AM - 6:00PM

MONDAY, MAY 4TH, 2026

Show Hours: 10:00AM - 4:00PM

MONDAY, MAY 4TH, 2026

Exhibit Move-out: 4:00pm - 12:00AM

LIABILITY INSURANCE is required
email to exhibitors@thehebs.com

Booth set up must be complete by
Saturday, May 2nd at 4:00PM

SET UP IS NOT PERMITTED ON SUNDAY, MAY 3RD



exhibitors@thehebs.com



WHY EXHIBIT AT THE HAIR EDUCATION BEAUTY SUMMIT?



Unmatched Exposure to a Targeted Audience

Engage directly with thousands of cosmetology students, licensed professionals, educators, and VIP guests who are eager to discover new products, tools, and innovations. HEBS delivers a high-impact platform for connecting with beauty insiders and rising talent, all under one roof.



Connect with Global Industry Leaders

HEBS attracts the best of the best in the beauty industry—from renowned stylists and barbers to skincare experts and fashion creatives. Professionals travel from across the country and around the world to be part of this event, offering exhibitors unparalleled opportunities for collaboration, recognition, and influence.



Be Part of a Hands-On, Career-Focused Experience

This isn't just a trade show—it's a dynamic, education-first environment where attendees come to learn, grow, and shop. Exhibiting at HEBS positions your brand at the center of a community that values skill-building, innovation, and professional development.



exhibitors@thehebs.com



MARKETING AND SPONSORSHIP OPPORTUNITIES:

SHOW BOOK AD: FULL PAGE \$1,250
SHOW BOOK AD: HALF PAGE \$625

Attendees rush to grab a copy of the official HEBS Show Guide—their go-to source for discovering show-exclusive deals, must-see brands, and new product launches. Packed with essential event information, this full-color guide is now also available in a stunning digital format, extending your reach far beyond the show floor.

GAIN HIGH-IMPACT EXPOSURE

By sponsoring one of our dynamic competitions such as the Wild & Crazy Competition, Barber Olympics, or Barber Competition. These crowd-favorite events draw massive attention, media coverage, and industry buzz—offering an exciting opportunity to align your brand with creativity, talent, and excellence.

LOBBY WINDOW CLING: \$200

Every single attendee walks through the front entrance—make your brand the first thing they see. A window cling at the front door guarantees maximum visibility and sets the tone for your presence at the event. It's a bold, high-impact advertising opportunity that ensures your logo, product, or message gets noticed by thousands of beauty professionals the moment they arrive.

SPONSOR STUDENT ATTENDANCE

by covering their transportation, donating gifts, or experiences to the future of the industry.



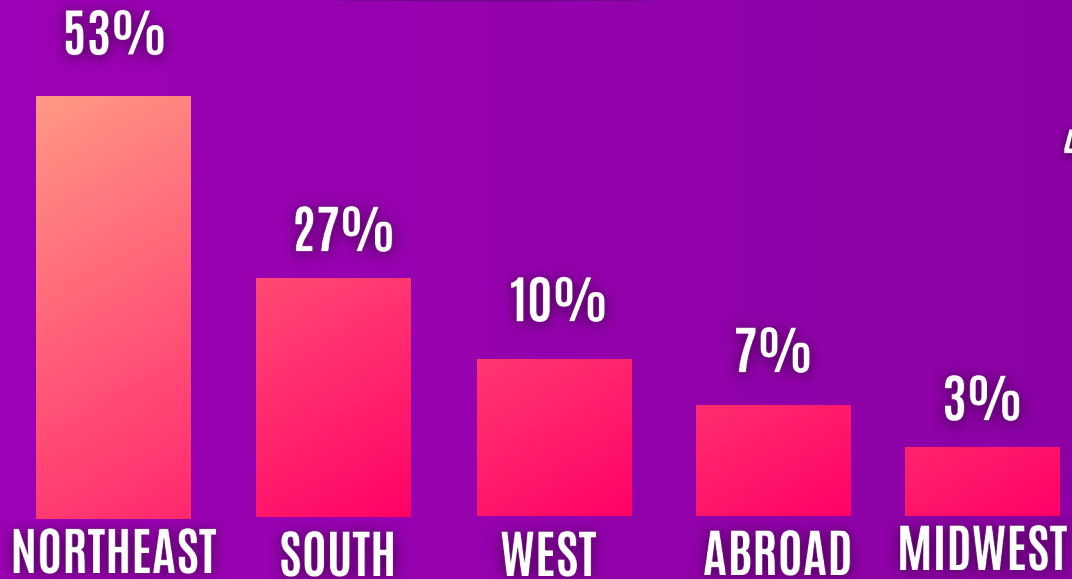
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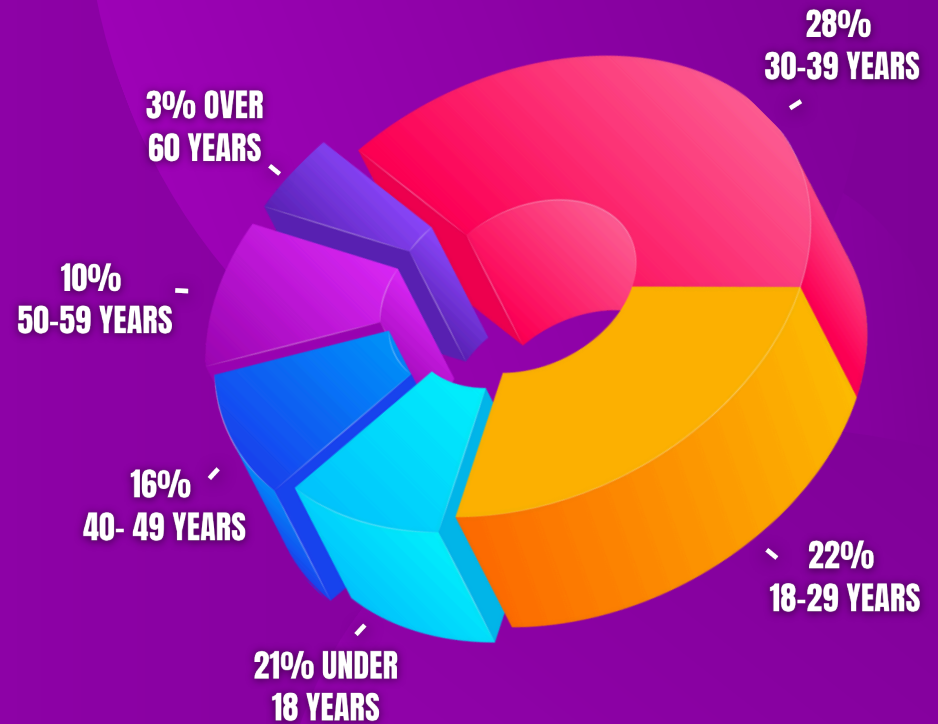
73%

Share info with clients
and friends when they
find products or services
they like!

REGIONAL ATTENDANCE:



OUR AUDIENCE:



AGE DEMOGRAPHICS:



exhibitors@thehebs.com



RESERVE YOUR SPACE TODAY!

HAIR BRANDS - 10 SPOTS AVAILABLE

MAKEUP BRANDS - 7 SPOTS AVAILABLE

SKINCARE & WELLNESS - 8 SPOTS AVAILABLE

BARBER PRODUCTS & TOOLS - 7 SPOTS AVAILABLE

FASHION VENDORS - 8 SPOTS AVAILABLE

NAIL BRANDS - 6 SPOTS AVAILABLE

ACCESSORIES/ OTHER (JEWELRY, BAGS, FASHION EXTRAS -
4 SPOTS AVAILABLE

A 15% DEPOSIT IS REQUIRED TO HOLD YOUR SPOT.
FINAL PAYMENTS ARE DUE MARCH 13TH.



exhibitors@thehebs.com



484-460-4918

CLICK HERE
TO VIEW THE FLOOR PLAN AND
RESERVE YOUR SPACE!





CALLING ALL ELITE HAIRSTYLISTS, BARBERS, MAKEUP ARTISTS, NAIL TECHNICIANS, & FASHION DESIGNERS

IS COMING TO

LAGOS NIGERIA

JULY
24TH-26TH
2026

CROWNED ICONS NIGERIA

**THE ULTIMATE BEAUTY
FASHION & ARTISTRY GLOBAL CHAMPIONSHIP**

- ✦ HAIRSTYLING
- ✦ MAKEUP ARTISTRY
- ✦ FASHION & COUTURE
- ✦ NAIL ART & MORE

WIN UP TO
\$35K IN **CASH**
PRIZES

1ST, 2ND, 3RD
PLACE
WINNERS

GET YOUR TICKETS EARLY AT WWW.THEHEBS.COM

NJS EVENT & CONFERENCE CENTER
PLOT 1-6, ZYLUS COURT 3 INSIDE RICHLAND GARDEN ESTATE
LEKKI-EPE EXPRESS WAY, SHAPATI BOGIJE LAGOS

