



# HEBS 2027



May 1-3rd, 2027



Meadowlands Expo Center,  
Secaucus, New Jersey



# THE HAIR EDUCATION BEAUTY SUMMIT (HEBS) 2027

Now entering its **4th year**, is a premier destination for education, networking, entertainment, and professional growth in the beauty industry. HEBS brings together beauty professionals, educators, students, entrepreneurs, and creators from across the country for an immersive **three-day experience** focused on learning, innovation, and career advancement.

Hosted annually at the **Meadowlands Expo Center**, the summit features specialized educational tracks in **locs and braiding, barbering, nail artistry, advanced hair coloring, makeup, protective styling, skincare and esthetics, and fashion design**. Attendees also enjoy live demonstrations, competitions, celebrity appearances, fashion showcases, live music, performances, and entertainment throughout the weekend.

The excitement begins with the highly anticipated **HEBS Yacht Pre-Party**, an exclusive networking event featuring music, entertainment, food, drinks, and unforgettable views, setting the stage for an action-packed summit experience.

Exhibiting at HEBS provides brands with a unique opportunity to connect directly with a highly engaged audience of current and future beauty professionals actively seeking the latest products, tools, techniques, and business solutions to elevate their craft and grow their businesses. With some competition prize packages valued at **more than \$60,000**, HEBS continues to attract top talent, industry leaders, and ambitious professionals looking to showcase their skills on one of the industry's biggest stages.



# BOOTH DETAILS

Standard 10x10 space:

**\$1,500** \$1,500 (\$15 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 included.



# EXHIBITOR SCHEDULE



FRIDAY, APRIL 30TH, 2027

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



SATURDAY, MAY 1ST 2027

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



SUNDAY, MAY 2ND 2027

Show Hours 10:00AM-6:00PM



MONDAY, MAY 3RD 2027

Show Hours 10:00AM-5:00PM



MONDAY, MAY 3RD 2027

4:00PM-12:00AM



\*Liability Insurance is required email to [exhibitors@thehebs.com](mailto:exhibitors@thehebs.com)

\*Booth set up must be complete by Saturday, May 1st 2027 at 4:00PM

# WHY EXHIBIT AT HEBS?



## Reach a Highly Engaged Beauty Audience

Connect face-to-face with thousands of cosmetology students, licensed professionals, salon owners, educators, barbers, beauty entrepreneurs, and industry influencers actively seeking the latest products, tools, services, and innovations. HEBS creates a powerful environment for generating leads, building brand awareness, and creating lasting customer relationships.



## Connect with Industry Leaders & Decision Makers

HEBS attracts some of the most respected names in beauty, barbering, fashion, wellness, and entrepreneurship. From celebrity stylists and educators to salon owners and distributors, exhibitors gain direct access to key decision-makers and influential professionals from across the United States and beyond, creating valuable opportunities for networking, partnerships, and business growth.



## Be Part of an Unforgettable Experience

HEBS is more than an expo—it's a three-day celebration of education, creativity, culture, and entertainment. From hands-on workshops and live stage presentations to competitions featuring prize packages exceeding \$60,000, fashion showcases, live music, celebrity appearances, and the signature HEBS Yacht Pre-Party, exhibitors become part of an experience attendees remember long after the event ends.



## Showcase Your Brand Through Live Engagement

Today's beauty professionals want to see, touch, test, and experience products before they buy. HEBS provides the perfect platform for live demonstrations, product launches, sampling opportunities, and direct interaction with your target audience, helping transform interest into sales and long-term brand loyalty.



## Invest in the Future of Beauty

Position your company at the center of a growing community dedicated to education, innovation, and professional excellence. By exhibiting at HEBS, you're not only gaining exposure—you're investing in the next generation of beauty professionals while strengthening your presence within one of the industry's fastest-growing events.

# MARKETING & 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.

## 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.

## GAIN HIGH-IMPACT EXPOSURE

By sponsoring one of our dynamic competitions, 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.

## SPONSOR STUDENT ATTENDANCE

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



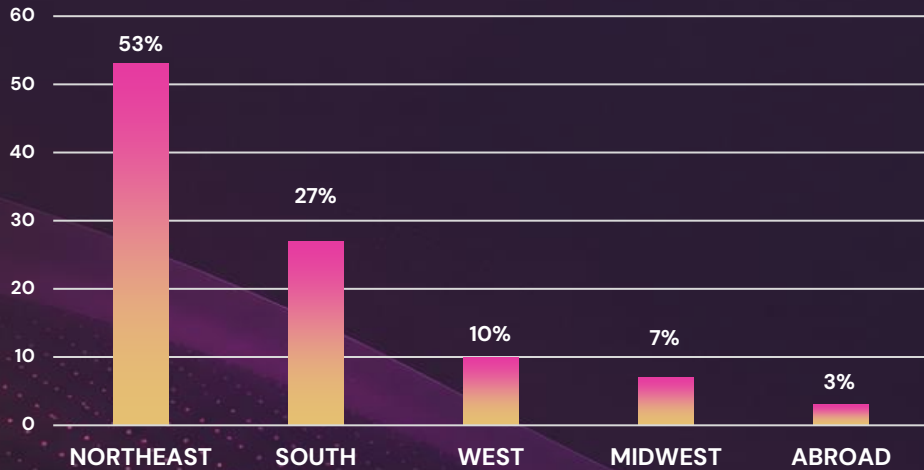
[www.exhibitors@thehebs.com](http://www.exhibitors@thehebs.com)

# OUR AUDIENCE

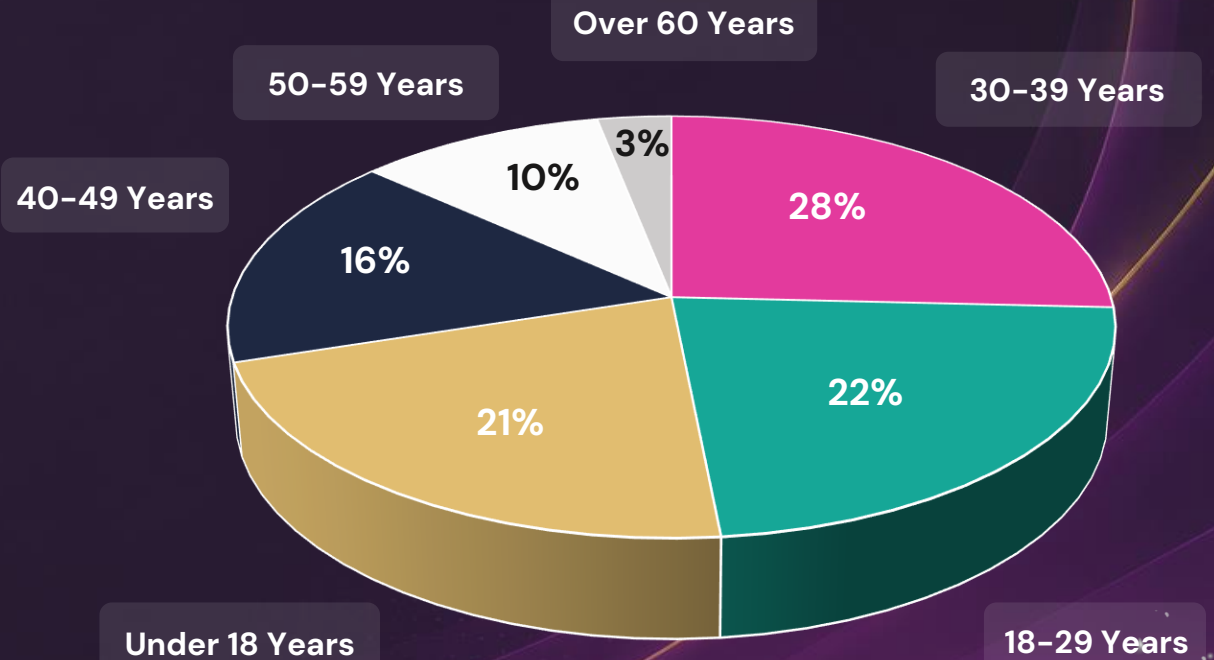
# 73%

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

## REGIONAL ATTENDANCE



## AGE DEMOGRAPHICS



# RESERVE YOUR SPACE TODAY!



Hair Brands – 10 Spots Available



Barber Products & Tools – 7 Spots Available



Skincare & Wellness – 8 Spots Available



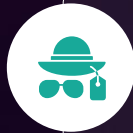
Makeup Brands – 7 Spots Available



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 by Friday March 26th, 2027.

**CLICK HERE**



To View The Floor Plan And Reserve Your Space!



[www.exhibitors@thehebs.com](mailto:www.exhibitors@thehebs.com)



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