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**Premiere Group Announces New 2023 Show Launches, Expanding Their Leading Position
Connecting the U.S. Beauty Market**

Informa Markets' Premiere portfolio of beauty shows announces additions of California and Texas shows as they look to provide more opportunities for connection and growth for the U.S. beauty market

(MIAMI, FL—June 2, 2022) – On Saturday, Premiere Beauty Orlando, the largest beauty show in the U.S., will open its doors at the Orange County Convention Center, welcoming thousands of international beauty industry professionals ranging from cosmetologists to aestheticians, make-up artists, salon owners, and more. And in 2023, Informa Markets' Premiere Group will open its doors in two emerging new markets, announcing an exciting 2023 show schedule that sees the return of the flagship Orlando show and regional Show in Columbus, Ohio, as well as the launch of two new shows in emerging new markets: Anaheim, California and San Antonio, Texas. Premiere Beauty Anaheim will launch in April and dates for Premiere Beauty San Antonio will be announced shortly. This move looks to solidify Premiere's leading voice in the U.S. beauty community, under the guidance of Informa Markets who brought the shows into their South Florida Ventures portfolio last year.

Premiere Beauty's growth over the past few years has been robust, and the 2022 show is currently pacing to exceed the pre-pandemic record numbers. In 2021, they were purchased by Informa Markets, the world's largest exhibition organizer. Informa retained all of Premiere's staff, including commercial Vice President Ed McNeill, allowing the show to keep its familiar feel and vision, but with the benefit of additional resources and support to grow the events. Since then, the team, and show, have shown remarkable signs of growth, with Premiere Beauty expected to host record attendance this weekend in sunny Orlando. And in 2023, Premiere Beauty will reach new heights, with platforms for connection, education and business growth in all four quadrants of the country. In just the first edition of Premiere Orlando since the acquisition by Informa Markets, Premiere has pivoted on technology that will now deliver better customer data, improved marketing technology to expand reach and now, for the first time ever in the show's history, complimentary lead capture for all exhibitors and sponsors.

"We are thrilled to be growing the show to reach new audiences and help innovators get their product service discoveries in front of beauty industry professionals across the U.S.," said Ed McNeill, VP of Premiere Group. "California and Texas are two thriving markets that we are excited to tap into, and we see immense potential for future growth in those cities and beyond. We intend to be the leading voice in connecting beauty industry professionals worldwide."

The global beauty and personal care industry increased sales 16% in 2021¹, and is expected to exceed \$716 Billion by 2025². Platforms like Premiere Beauty are also evolving—once an annual trade show, they are now community platforms that bring industries together through multiple

touchpoints, in-person and online, throughout the year with a robust digital platform to be announced.

“Premiere is an exceptional brand that is truly driving innovation in the beauty industry,” said Ken McAvoy, President, Informa Markets South Florida Ventures. “The beauty industry is growing rapidly, and so is Premiere. We are excited to grow the brand to meet market needs, and expand to new regions because we believe that Premiere is the clear leading beauty industry brand in the U.S., and that innovation, education and business opportunity that the Premiere portfolio provides are second-to-none. This is just the beginning, you can expect to hear more exciting announcements very, very soon.”

To learn more about Premiere Beauty, or to attend Premiere Beauty Orlando, click [here](#).

1 <https://nielseniq.com/global/en/insights/report/2022/2022-state-of-the-beauty-industry/>

2 <https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce>

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About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.