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IMAGE Houston 2011 Post Show Release

2011 IMAGE Houston Exceeds Its' First Year Expectations With Large Crowds, Industry Leading Exhibitors, and World-Class Education

Austin, Texas (July 21, 2011) IMAGE Expo launched its' Houston show with a splash in July. Over 5,000 beauty professionals attended the two-day event, which featured over 180 exhibitors, 200 plus seminars and workshops, and some of the of the biggest names in the industry.

The impressive line-up of exhibitors displayed and demonstrated their products and services as well as launched new products into the marketplace. "We had a great show! We launched an innovative new product the AirCurler with great success. Everything was great from the set up to the attendees and show management made this a fun event. Loved it!" said Adrian Born, President of Air Curler. One of the goals of IMAGE Expo was to provide the attendees a wide variety of exhibitors to ensure everyone leaves satisfied. Highlighted by key exhibitors such as Novalash Eyelash Extensions, Cinderella Hair, Dinair Airbrush Makeup, Profashion Hair, Silkology MACVOIL, Dreamcatchers, and Hattori Hanzo Shears, this goal was achieved.

Education is one of the most important aspects to having a successful event, and IMAGE Expo didn't disappoint. Its' educational schedule was headlined by industry icons such as, Nick Arrojo, Mike Karg, Dee Adames, Eve Pearl, and Naja, who entertained and inspired attendees on the main stage and in the classroom. Over the course of the two day show, attendees were given a selection of over 200 seminars and workshops covering every segment of the hair, beauty,

salon, and spa industry. Education covered topics such as hair color, hair extensions, nails, barber, cosmetics, skin care, and business. “IMAGE Expo is committed to becoming a premiere event for beauty professionals looking for the latest products and services in the marketplace as well as gaining knowledge from the best educators in the world”, said Tyler Bryant, Marketing Director of IMAGE Expo.

As a result of the hugely successful first show in Houston, IMAGE Expo will launch into the Los Angeles market with IMAGE Los Angeles, October 30th and 31st, 2011. Driven by industry demand for a fall show option in Southern California, IMAGE Los Angeles will be held at the Anaheim Convention Center.

IMAGE Houston 2012 will be held at the Reliant Center July 15-16. For more information on both shows, please visit www.theimageexpo.com. Contact Mary Kellum at 877.219.3976 or mary@theimageexpo.com for show information.