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IMAGE EXPO 2013 POST-SHOW RELEASE

Attendance Up Over 20% for 2nd Straight Year With 8,400 Attendees

Austin, Texas (May 24, 2013) When beauty professionals think about the must-see shows, IMAGE Expo is quickly becoming one of the events you just can't afford to miss. With attendees from over 40 states and 5 different countries, it isn't just a Texas show. Show attendance was up approximately 22% as over 8,400 beauty professionals attended the largest two-day beauty event in Texas. The event featured some of the most recognizable names and brands in the industry on main stage, including Tabatha Coffey, Farouk Systems, Michael O'Rourke from Rock Your Hair, Brazilian Blowout and Aloxxi along with an assortment of the beauty industry's best educators, and hundreds of leading exhibitors.

IMAGE Expo's main focus is to provide education that inspires and informs attendees so they are able to become better at their craft and more knowledgeable on the various techniques and products in the marketplace. In order to achieve this goal, the event offered over 200 educational sessions covering Hair, Multicultural, Hair Color, Nails, Day spa, Barber, Business, and Makeup. Classes were packed both days as attendees simply could not get enough education. A big reason the education was so successful was the impressive lineup of master artists that served as educators at the event. These artists included Anna Cantu from Farouk, Sherry Ratay, Leonardo Rocco from Aloxxi, Reference of Sweden, Patrick Bradley's Team Hollywood, Gary Gerard, Chuck Caple, Short2long hair extensions, Adam Tran, Da Gauge, Jon Gonzales, and Paul DiGrigoli just to name a few. IMAGE Expo President JP Bryant offered his thoughts on this year's education program, "As a show, we are humbled by the large amount of quality educators

that want to be a part of our event. Each year we strive to provide our customers the most cutting-edge and practical education program possible and will continue to work to bring in the best of the best each and every year.”

This year’s exhibit floor was full of energy all weekend as attendees had the opportunity to see and demo thousands of products and services from some of the best companies in the industry. One of the major goals of IMAGE Expo is to produce a show that has something from every segment of the industry to ensure that all beauty professionals and companies benefit from participating. With exhibitors such as ISO Beauty Professional, Farouk Systems, Shany, Rock Your Hair, Dreamcatchers, Princess Beauty Supply, Obliphica, Vodana, Cinderella Hair Extensions, Brazilian Blowout, Aloxxi, and Christrio Corp., along with attendees that included salon owners, stylists, nail technicians, estheticians, makeup artists, and barbers, this goal certainly was achieved in 2013

New to IMAGE Expo this year was the Fantasy Hair Competition and the Ultimate Barber Competition sponsored by Da Gauge. The fantasy hair competition had contestants from beauty schools all over Texas and impressed a capacity audience on the first day. The Ultimate Barber Competition was incredibly well received as barbers from all over the country tested their skills in three different competition styles on day 2. Look for these competitions to gain steam and grow larger and larger each year.

IMAGE Expo will be back in Houston in 2014 on May 18th & 19th at the George R. Brown Convention Center. In an effort to take IMAGE Expo into other markets, IMAGE Los Angeles is slated for September 22nd & 23rd, 2013 at the Los Angeles Convention Center. For information of both events, visit www.theimageexpo.com or contact Mary Kellum at 877.219.3976.