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IMAGE EXPO 2015 POST-SHOW RELEASE

A RECORD 14,000 ATTEND IMAGE EXPO

Austin, Texas (May 29, 2015) IMAGE Expo's growth continues to explode with over 14,000 attendees at last week's annual hair and beauty event. When beauty professionals think about the must-see shows, IMAGE Expo has become one of the events you just can't afford to miss. Show attendance rose 27% as attendance grew from 11,000 to over 14,000. The event featured some of the most recognizable names and brands in the industry on main stage, including Tabatha Coffey, Beth Minardi, Michael O'Rourke from Rock Your Hair, Raul Martez and Patric Bradley 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.

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 Rock Your Hair, Dreamcatchers Hair Extensions, Christrio Corp., Amika, 21 Century Labs, JC

Professional, Recamier, Profashion Inc., Metro Beauty, Hairlocs, Joon Beauty, Luminess Air Cosmetics, along with attendees that included salon owners, stylists, nail technicians, estheticians, makeup artists, and barbers, this goal certainly was achieved in 2015.

The competition portion of the show was again a hit with 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.

IMAGE Expo will be back in Houston in 2016 on May 15th & 16th at the George R. Brown Convention Center. For more information, visit www.theimageexpo.com or contact Mary Kellum at 877.219.3976.