



The Nation's Largest & Best Multi-Cultural Beauty Show

**BRONNER BROS.**  
INTERNATIONAL BEAUTY SHOW

FAMILY OWNED SINCE 1947

CREATE. INSPIRE. **TREND.**

**ATLANTA**

**FEBRUARY 8-10**

GEORGIA WORLD CONGRESS CENTER

**2020**

**ATTENDEES  
FAQs**

3 BIG DAYS & 2 BIG NIGHTS • OVER 300 COMPANIES • OVER 100 CLASSES  
FOR LICENSED PROFESSIONALS AND BEAUTY SCHOOL STUDENTS  
FOR MORE INFO CALL 800-547-SHOW (7469)

Register and attend at



**BRONNERBROS.com**

Visit us online at [BronnerBros.com](http://BronnerBros.com)

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FREQUENTLY ASKED QUESTIONS

# BRONNER BROS. INTERNATIONAL BEAUTY SHOW

## COMPLETE LIST OF FAQ'S

### **What are the dates of Future Shows?**

February 8 – 10, 2020 – Atlanta, GA

### **What is the cost to exhibit at the show and what is the standard booth size?**

Standard Booth Packages are the following:

10 x10 Inline \$2,000

10 x 10 Corner \$2, 100

10 x 20 Inline \$4,000

\*\*\$20.00 per square foot (minimum purchase of 100 square feet is required)

### **Where can I look at floor plans for the upcoming show?**

Please visit our website at [www.bronnerbros.com](http://www.bronnerbros.com). The floor plan can only be accessed from a desktop or laptop.

### **What is the deadline for companies to submit a space application?**

All applications must be submitted and paid in full no later than July 1, 2019. There is a 50% deposit due at the time of the application submission.

### **Why is liability insurance required?**

Show Management requires all exhibitors have liability insurance to protect your company if a situation should arise.

### **When will I receive shipping information?**

Shipping information is in the exhibitor's service kit. The service kit will be emailed 3 months before the show opens.

### **If I am placed on the wait list, what is the next step?**

Once you are placed on the wait list you will be contacted upon availability on a first come, first assigned basis.

### **Why is there a wait list for hair vendors?**

Due to the large support we have received from hair vendors, we have limited the amount of hair vendors we allow to exhibit for each show.

### **How do I order NuExpressions Products?**

Please call 1-800-salon 99 ext 244.

### **Do you hire makeup artists?**

Please check our FB page "NuExpressions" and "Bronnerbros" if we are hiring, we will put it on our Facebook page.

### **Does Bronner Brothers or its divisions make donations to scholarship fund donations?**

Please call 1-800-salon-99 ext 262.

### **How do I find the name of the sales rep that services my area?**

Please call 1-800-salon-99 ext 262.

### **Do you have product samples**

We do not have product samples.

### **How do I become a model for your Beauty shows?**

We seasonally have a need to open a model call.

We post all these updates as castings calls on our FB page "NuExpressions" and "Bronnerbros"

### **What if I require special assistance at the show?**

To ensure your participation is enjoyable and meaningful, please contact Bronner Bros. Beauty Show Group at 800-547-7469 ext.266 at least 30 days prior to the show.

### **What should I do if I lose my wristband?**

All Sales are Final. You will be required to purchase another wristband to gain entrance into the show.

### **Can my spouse or friend attend the show?**

Unlicensed guests are permitted to enter the show, however, they are not permitted to attend educational classes. Unlicensed guests are also not permitted to purchase products deemed "professional only" in the exhibit hall. No infants or children under the age of 12 will be permitted.

### **How much do show prices cost?**

You can review all ticket options and purchase online via our Attendee Pricing page.

### **I lost my Phone/keys/Debit Card/Wallet...?**

Please report to the last place that you remember having an item and if not found, please report to the REGISTRATION/CUSTOMER SERVICE DESK.

### **What is the price for the Daily Child Care on site?**

The fee for Tina's Tots is \$30 per day. Children under the age of 12 are not allowed on the Exhibit floor at any time. You can pay for these services in the Registration hall.

### **Why are unlicensed guests limited in participation?**

The Bronner Brothers International Beauty Show is a show for Beauty Professionals in the Industry to come and trade and buy products. All attendees are required to be licensed professionals or business owners. Our exhibitors rent booth space for the purpose of having access to a certain type of customer. Bronner Brothers allows unlicensed guests to attend, however, only professionals can purchase professional products. The armbands issued will differentiate the type of customer. There will be exhibitors that may sell to unlicensed guests but those products will likely be retail products.

### **Why am I not allowed to bring Multiple Large Boxes in through the front doors of the Georgia World Congress Center?**

Rules and Regulations of the Georgia World Congress Center prohibit the load in and load process through the front doors. The only acceptable method of setting up is through the dock doors assigned to the Bronner Brothers for the loading process. Any infraction to this rule may result in fines or discontinued loading and possible removal from the premises.

### **Why pay for competitions and admissions separately?**

Competitions and Admissions are separate for the Bronner Brothers International Beauty Show. To enter any competition, you first must be a paid registered attendee. This registration requires that you present your valid professional license and or your current Student identification to enter. There are separate costs that are associated with preparing the competition venue that requires a separate fee. This fee is minimal for the purpose of covering the basic costs to facilitate the competition.

### **Is Bronner Bros Hiring?**

Seasonally Bronner Brothers has a need to hire additional employees to handle the load of the impending Bronner Brothers shows. These needs are usually handles through a connected temporary service.

### **How do I participate in the Hair Battle/Night Events/Cut Parties/Battle of the Schools?**

The participants that are in the the evening events are invited through connections made through industry channels. If you are interested in being considered for these platforms, begin by building your social media outlets and blogging to develop a following. Entering and winning daytime show competitions and Bronner Brothers and other Beauty Trade Shows abroad are a great avenue to begin recognition of your talents and abilities.

### **How do I become an Instructor?**

To instruct, you must submit an application. Instructors must be licensed in their respective fields. The first month after the show is the normal time for submission for all classes. Have your curriculum, Instructors documentation and valid instructors state licensure ready for verification.

If you are interested in offering CEU classes, you MUST have state issued confirmation that your curriculum is approved by Georgia in order to offer this please follow this link: [CEU Curriculum Application/GA](#) This will connect you with the Georgia State Board of Cosmetology. This process is at least 30-45 days. Please do not wait until the last minute. Your class cannot be titled CEU if this application has not been processed and your instructor number not issued.

Applying or instructing in the past does not guarantee that any or all classes submitted will be selected.

### **Who to contact about doing an article about the show?**

Please submit your request on the Contact Us tab on the

[bronnerbros.com](http://bronnerbros.com) website.

### **How do I become a vendor at the show?**

It is an honor to connect you with the Exhibitor Portal on the Bronner Bros website. It is recommended that you please review the website and read the frequently asked questions before attempting to contact a live person for information.

**You are welcomed to call this number to reserve your booth space now; 1-800-547-7469 ext. 282.**

### **How do I park as a competitor? I will likely have equipment to bring.**

Parking is a separate entity from the Bronner Bros. International Beauty Show. It is recommended to arrive extra early to get the parking spots that are closer to the building. If you are staying in a participating hotel, the Bronner Bros shuttle/charter bus has special pickup and drop off points. The charter bus will drop you right at the entrance to the Registration hall. There is storage under the bus for your equipment.

You can pre-purchase parking for the Bronner Brother International Beauty Show for the Yellow, Red, Gold, and Blue lots.

### **Is there an Early Bird special for competitions?**

No, the Early Bird Specials for Registration is different from Competitions. All the prices posted are the same from Year to year.

### **Does Bronner Brothers have connections with Travel programs that can help me cut costs?**

Bronner Brothers desires to facilitate the easiest and most economical way for all attendees to participate in the Beauty Show from Year to year. This year, we have a connection for all interested attendees to view the best rates at the time on hotel and airfare. Please [CLICK HERE](#) to see the best rates for your travel plans. These rates are not concrete as prices are constantly changing. If you see a good deal, it is best to go ahead and purchase as prices are steadily increasing the closer the show dates come. Bronner Brothers does not have a partnership with these companies. This is just a courtesy we are extending to aid in the ease of making your travel plans.

### **Will competitors have a separate check in desk to prevent delays?**

Yes, there will be a desk labeled COMPETITIONS as you enter the Registration area. Please bring your confirmation information to this desk.

### **Why do we have to wait until the end of the day to hear the results?**

The majority of our competitions are held in the Competition Headquarters and not on main stage. Because our competitors are so talented, we feel that all their hard work should be viewed by the attending audience too. The prize awards are made on main stage at the end of the day so that any and all parties involved (sponsors,

exhibitors, family and friends) can have an opportunity to view the presentations. Because of the time restraints that are inherent with mainstage production, extending the awards to the end of the day will ensure that the times stay accurate and our MainStage production will flow flawlessly.

### **After winning a competition, when can I expect the prize money?**

Please be sure to visit the competition headquarters immediately following the competition to fill out the WINNERS paperwork. This will ensure that we have the proper information and mailing address for the check to be sent to. With this form, if the prize amount exceeds \$500, we will have to have your Social Security Number to issue a 1099 at the end of the year for tax purposes. If these winner forms are not filled out, you will delay your prize mailing by 30 days.

### **Will the complimentary pass that my model receives allow him/her to get into the night events?**

No, this hand stamp is for use in and out of the exhibit floor during the daytime only. The hours are 10am until 6pm. You may purchase admission in the registration hall. Early Bird and advanced prices offer great discounts before start of show.

### **Will there be Celebrity Instructors and Judges? Why are they invited?**

In an attempt to bring our attendees the Best and the Brightest in the industry, Celebrities and Industry Professionals are chosen to share and impart their expertise to you as a courtesy. We invite these individuals to impart their experiences to help guide our newly licensed and seasoned stylists into new avenues to increase their profit margin and open their minds to different ways of accomplishing new goal. These same Celebrities occasionally are invited to judge the competitions to add the layer of flare and excitement for the competitors. Many of our judges have already accomplished goals set by our competitors. This gives them an opportunity for face to face questioning (they make themselves available after the competition for critiquing of the competition if the competitor did not place).

### **How do I get feedback from the judges after the competition?**

After the competitions are completed, the judges remain backstage at the ending of the announcement of the winners and they will give any curious and respectful competitor an opportunity to get constructive feedback from on their creation.

### **What is the process for my company to sponsor a competition?**

Bronner Bros has a sponsorship prospectus that can be emailed to any company that is interested in being a sponsor. Please contact One More Sponsor at [tracy@onemoresponsor.com](mailto:tracy@onemoresponsor.com).

### **What are the Judges looking for?**

All of our distinguished judges are experienced past

competitors and have a knowledge base of requirements in the choosing of the winners of the competitions. But a general list overview of what the judges are looking for would be the following:

*Trend-setting Capability*

*Completion of Executed Style*

*Accuracy of Angles*

*Originality/Creativity*

*Intensity/Vibrancy of hair color*

*Contour of Hair Design*

*Correct design for face structure*

*Versatility of creation (professionalism) - When not a*

*Fantasy design*

*Continuity of theme*

### **Will I be allowed to eat in the competition Headquarters? Will there be food nearby?**

Yes, the food court is located on the opposite side of the exhibit floor (about a mile walk from competition headquarters). The types of food that will be available will be too heavy to consume during the check-in or prep time for the competition. The time flow while in the competition Headquarters is planned and has specifics involved. If you have light snacks (crackers, chips, nuts) they can be consumed quickly away from your station as sanitary issues are in play when servicing your model.

### **Can my child be a model?**

Due to insurance regulations, children under the age of 12 are not allowed on the show floor. However, some of the competitions will allow a male child to compete that is 12 or older. If the parents are present and sign the appropriate forms, the child will be allowed to compete. Please review the rules and regulations of each competition as they may vary.

Do friends and family have to purchase a ticket to see me in the competition? What is the fee?

Yes. Friends and family will have to purchase a 1 day pass to see you in the competition. If you anticipate that they will want to view, please encourage them to take advantage of the early bird prices available until the day before the show opens. [CLICK HERE](#) to view the early bird specials.

### **Will I have to purchase a voucher for my model?**

No. If you are a competitor in the Bronner Brothers competitions your model will receive complimentary entry on the day of the competition ONLY. This entry is for the day of the Competition starting at 10am until 6pm. Please visit the appropriate registration desk in the registration hall for your model to receive the their stamp for entry.

### **Voucher Purchased off site from Sales Representatives?**

These vouchers are sold by Official Bronner Brothers Sales representatives or vendors that have contracts with Bronner Bros. to sell Registration Vouchers. This term Voucher is attached because the physical Voucher will not allow you entry into the show. You have to go online and register your Voucher attaching it to you and your contact information. If the Voucher is not redeemed and

lost before the show, there is no way to connect you and the purchase. Most Sales representatives and Vendors do not keep a detailed record of their individual sales. Therefore, it is **IMPERATIVE** that you immediately go on line and register your Voucher as soon as it is purchased. Someone finding the voucher can use it for themselves if not redeemed immediately. You can use your smartphone or computer.

### **How does the voucher ticket work?**

Upon entering the registration area in Building C, you will be guided as a registered guest or not registered guest. There will be associates onsite to assist you. Bring your emailed/texted QR code to associates at the counter (search "Bronner Bros" in your emails). Then show both codes to the associate at the counter to receive your armband. If you are a competitor, please register at the **COMPETITIONS** check in desk to complete your registration and receive your information.

All Beauty show attendees, whether a Competitor and/or professional, have a Registration process and fee associated with attendance.

Online Purchases:

When purchasing online, the Registration is immediate and your information is secure for your entry on the day(s) of the show you purchased. Just provide the emailed or texted QR code on your smartphone or printed when you arrive at the Registration counter. If you do not have this available, we can look for your purchase in the database on site. If the ticket has not been purchased, you will be allowed to purchase it at the same counter.

How many competitors are allowed in each competition? Each competition will allow a maximum of 35 competitors.

### **If I am a student before the show and purchase my voucher, how will I be allowed into the event if my student ID is no longer valid?**

PLEASE redeem your voucher as soon as you purchase. When you register this voucher on line, you will be required to prove your student status. This information will remain valid for the duration of this show. Your event admission should process without problems in the Registration Hall.

### **Where do I pay for my admission?**

You have the option to [CLICK HERE](#). Our Early Bird specials are available through January 15th, 2018. You also have the option to pay on site at any of the counters in the Registration Hall in Building C. Please keep in mind that all registrations purchased on or before February 9, 2018 are considered early bird or Advanced Registration and are cheaper.

### **Where do I acquire a Press Pass?**

[CLICK HERE](#) to fill out a Press Pass application and our PR company will reach back out to you.

### **Whom to contact for Booking talent and modeling for the Bronner Bros. Show?**

We have several departments within the Bronner Bros Business. At the Beauty show, these departments hire and scout talent through their individual business connections. The Bronner Bros. Beauty Show Group does not hire models for the exhibiting companies. You may check with individual exhibitors for model calls. To model with Nu Expressions, Bronner Bros. Professional line, please contact Rosalind Rawls at [rosalind@bronnerbros.com](mailto:rosalind@bronnerbros.com). Bronner Bros. Beauty Show Group has a policy that does not allow any models under 16 years of age. No children under the age of 12 are allowed on the show floor. No children under the age of 12 are allowed to participate in any Bronner Brothers Competitions.

*Our PR Firm can be reached at [bronner@persepr.com](mailto:bronner@persepr.com).*

### **Can a prior winner volunteer in the Competition Headquarters for upcoming shows?**

Due to the wonderful staffing of Bronner Bros and our extensive relationships with industry professionals, rarely do we need extra or volunteer help during the show in Competitions.

### **How does the waiting List work for competitions?**

Each Competition has a limited number of participant slots. There is the rare occasion that a Competitor may back out of the Competition. If so, the Competition staff will contact you to ask if you would like to still participate and purchase the Competition. If you are first on the waiting list, then you will be contacted first and so on.

### **If I am an International visitor and my cosmetology license is not valid in the USA, how can I participate?**

We are aware that our International Attendees do not have licenses, but there is a simple solution. Please register online as an "Un-licensed Guest," and bring any certificates that you may have with you to the show. During on-site registration, we will change your status to "professional."

### **What am I required to bring with me?**

Bring your show pass, beauty industry credentials and plenty of business cards. The Bronner Bros. International Beauty Show is a time for networking. To purchase products, you may be asked to verify that you are a beauty industry professional or student of the beauty industry. If you are a student, remember to bring proof of current enrollment with you to the registration counter.

### **Are refunds available if I purchase my show pass but am not able to attend?**

All sales are final, there are no refunds. In extreme weather situations, death of a close relative or medical emergencies a credit for the next show will be given. Requests for credits must be submitted by 30 days after the close of the show to [custserv@bronnerbros.com](mailto:custserv@bronnerbros.com).

**What is the closest airport to the convention center?**

Hartsfield-Jackson Atlanta International Airport  
6000 North Terminal Parkway  
Atlanta, GA 30320  
Customer Service: (800) 897-1910

**What should I wear?**

Clothing should be comfortable, yet professional. We suggest wearing business casual clothing and comfortable shoes. Be sure to pack some comfortable pieces if you plan to visit area attractions. Congress centers and hotels tend to keep things cool, so we recommend that you bring a sweater.

**How do I book a hotel room?**

Peak is Bronner Bros. International Beauty Show official housing provider. Click here to Reserve a room

**Where is the best place to park?**

There is ample parking at the Georgia World Congress Center

**May I bring a camera?**

No photography or videotaping of Bronner Bros. International Beauty Show or its Educational Program is allowed without prior permission from Show Management.

**Do I need to pre-register for education classes?**

Complimentary education classes are included with your show pass and are available on a first-come, first-serve basis. Hands-on education and other education classes are available for an additional fee and are limited by the number of seats in the room. Advance registration for these classes is highly recommended.

**May I bring a rolling cart?**

Rolling bags are permitted. However, bag check will be strictly enforced. Before entering the exhibit hall, bags must be completely empty. If your bag is full and you wish to re-enter, your bag must be checked. There will be a Product Check and coat check onsite for a nominal fee allowing you to leave your bags while you continue to shop.

**Can cosmetology school instructors receive free admission?**

For every ten (10) student show passes purchased, Bronner Bros. will provide the cosmetology school with one (1) complimentary Bronner Bros. International Beauty Show 3-day show pass.

**Can cosmetology students attend Bronner Brothers International Beauty Show?**

Yes, students over the age of 16 may attend with a valid student ID, active class schedule, active unofficial transcript or student enrollment verification form.

**Who is eligible to attend Bronner Bros. International Beauty Show?**

No infants or children under the age of 12 will be permitted. Bronner Bros. International Beauty Show is open to licensed beauty industry professionals and cosmetology students. All licensed attendees will be required to present a photo ID and one of the following credentials:

- Salon or Spa business license denoting salon ownership
- Cosmetology, Nail Technician, Esthetician, Massage Therapist license
- Cosmetology school business, state license or ID Card
- Active Class Schedule or Active Unofficial Transcript
- Student Enrollment Verification Form

Unlicensed guests are permitted to enter the show, however, they are not permitted to attend educational classes. Unlicensed guests are also not permitted to purchase products deemed "professional only" in the exhibit hall.

**Where is the Beauty show located?**

Georgia World Congress Center - HALL C  
285 Andrew Young International Blvd NW  
Atlanta, GA 30313

**What are the Dates and Times for the show?**

Saturday, August 17, 2019, 10:00am - 6:00pm  
Sunday, August 18, 2019, 10:00am - 6:00pm  
Monday, August 19, 2019, 10:00am - 5:00pm

**What is Bronner Bros. International Beauty Show?**

Bronner Bros. International Beauty Show is the largest multi-cultural beauty event in the United States. Bronner Bros. is committed to providing the best and the brightest educational experience.

**This event is not open to the general public.**