



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

**BRONNER BROS.**  
INTERNATIONAL BEAUTY SHOW™  
FAMILY OWNED SINCE 1947

**August 16, 2021**

Dear Attendee/Exhibitor

Re: Bronner Bros Postpones New Orleans 2021 Show

First let me say, THANK YOU...you have been an amazing friend and supporter and I am deeply grateful that you have been kind and patient with us during this very difficult time.

Due to the fast-moving, highly transmissible, and deadly Delta Variant that is ripping through Louisiana and other southern states, we must make the heart wrenching decision to postpone our 2021 Bronner Bros Beauty Show, scheduled to take place August 28-30. The city's mandate for everyone to provide proof of vaccination or a negative COVID test, though helpful, could not guarantee the safety of the more than 18,000 visitors we were on track to bring in. Since rapid tests are not accepted and PCR tests must be within 72 hours, the results would not have lasted the full duration of our show from moving in on the 26<sup>th</sup> to moving out on the 31<sup>st</sup>. With full hospital beds in the New Orleans area, we would be putting other emergency situations in the hands of our staff as current data reveals hospitals there are not only full but understaffed.

Approximately 75% of our attendees are not vaccinated along with 53% of our exhibitors and their staff. We could not, in good conscience, wreak that potential havoc on the city of New Orleans. Our love and respect for your safety and the safety of your families and city was one of the leading factors in our decision.

We are already in communications with the Convention Center to schedule a new date for this show and will do our best to keep you updated. You can always visit our website for updates.

Again, thank you for being an amazing friend and for sharing our desire to do what is right even when it is difficult. We can't wait to see you in Miami August 2022!

***Stay Safe, Get Vaccinated and Mask Up!***

Sincerely,

Erika Respress  
Trade Show Manager