

THE CIA and HR Media presents



# Hair & Music EXPO

\* SPRING & SUMMER FASHION SHOW  
\* HAIR BATTLE ROYALE

Tickets & Ticket Locations Available  
**HairandMusic.com**

General Admission \$15  
Catwalk VIP Seats \$20

Contact - Diamond K 443-604-9153  
J. Jackson 678-973-5459

*Dubai*  
NIGHT CLUB  
200 East Redwood St  
Baltimore, Maryland 21202

& LIVE PERFORMANCES FROM

**Saturday - March 31, 2012 [ 4pm-8pm ]**



**DDM**



**Danielle Fiers**



**Brian Christopher**



**KeDa'Sings**



**Lil Lucky**



**Sleep**

**SPONSORSHIP PACKAGE 2012**

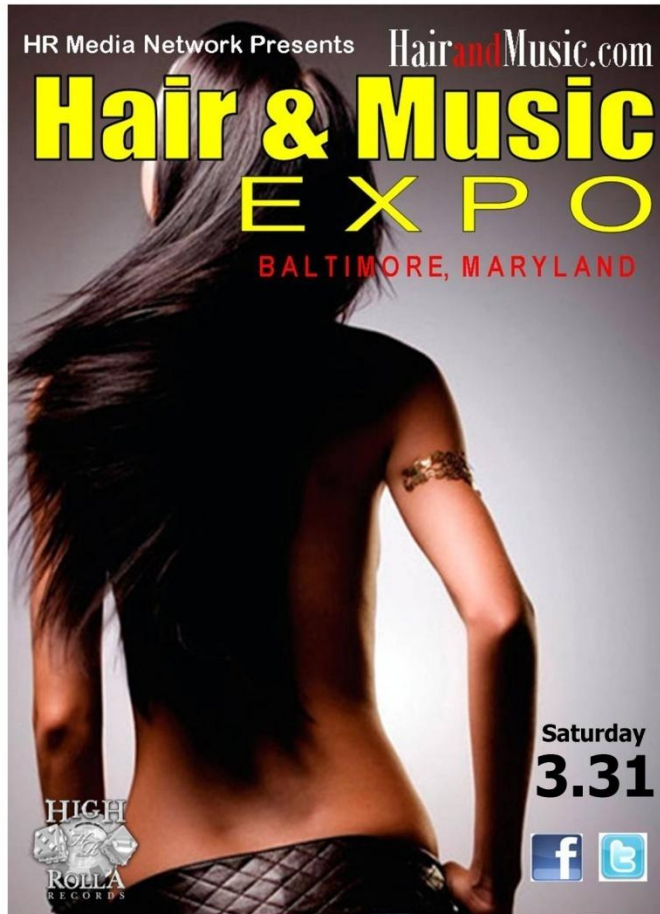


**The 2012 Hair & Music Expo** is an event showcasing beauty & fashion industry leaders in a sexy environment headlined by the “Hair Battle Royale” in Baltimore, Maryland. – Sat. March 31, 2012 from 4-8pm at *Club Dubai 200 East Redwood St.* This event also features live barbering and styling exhibitions, musical performances, vendors and much more. In addition to showcasing the latest trends and products, this industry event is marketed to educators, stylists and students who want to show off or learn about the latest styling techniques in black hair. Thank you for your interest.

*for available vending opportunities contact*  
**Event Chairman** – Diamond K 443-604-9453  
**Sales Manager** – J. Jackson 678-973-5459  
info@thediamondkshow.com  
www.hairandmusic.com

**EXPO OVERVIEW**

**2012 HAIR & MUSIC EXPO**  
BALTIMORE, MARYLAND



**2012 The Hair and Music Expo** is marketed to diverse audiences within the hair care, beauty, fashion and recording industry, thus making it a powerful promotional vehicle for:

- **Launching new products**
- **Gaining exposure to buyers**
- **Positioning your company against competition**
- **Building product awareness & loyalty**
- **Measuring instant product reaction**
- **Generating on-site sales**
- **Developing leads for future business**
- **Promotion and networking**

**Why become a sponsor**

**2012 HAIR & MUSIC EXPO**  
BALTIMORE, MARYLAND

## **Brand Visibility on websites, flyers & radio promotions**

The Expo will feature a sensational evening of beauty, fashion and music. This event will be heavily promoted through websites, mass event flyers, social networking sites, radio & newspapers. Depending on sponsorship levels, your Company Name & or logo will be displayed on marketing material & featured on our site which receives over 10k hits per week.

## **Tables to display, exhibit & sell your products**

There are a limited amount of tables available for sponsors to display products, thus giving companies enhanced interaction with attendees, organizers, and industry specialists. Most importantly, sell and demonstrate products while increasing your brand visibility to the largely female consumers; ages 18-55.

## **Brand Advertising in program magazines and literature**

Sponsorship Packages allow full color or black and white advertisements in the Hair & Music Expo Event Program, providing additional brand visibility for your Company.

## **Philanthropy**

A portion of the proceeds from this event will be donated to Sarah's Hope, Mount Street - a comprehensive program that provides 24-hour services for homeless women and children in Baltimore. Sarah's Hope offers shelter & family-centered, support services that provide immediate stabilization, preserve the family unit & help families regain permanent housing.

**Why become a sponsor**

**2012 HAIR & MUSIC EXPO**

BALTIMORE, MARYLAND

# Become an Expo VENDOR

## Why exhibit at the 2012 Hair & Music Expo?

- Generating on-site sales
- Launching new products
- Gaining exposure to buyers
- Position your company against competition
- Building product awareness and loyalty
- Measuring instant product reaction
- Developing leads for future business



Get more info, download order form  
and pay for packages at  
[www.hairandmusic.com](http://www.hairandmusic.com)

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J. Jackson 678-973-5459

### PROMOTIONAL CAMPAIGN

**Online Promotions** - video commercials, blog posts, & weekly social network & email blasts to keep salon professionals & general public informed

**Advertising** - HR Media's street team will distribute over 20,000 posters and flyers for this event throughout the DMV area malls, salons, barber shops, nail salons, schools, night clubs & more

**Regional Salon Blitz** - with our professional sales team to reinforce the importance of attending one of the greatest hair shows in the Baltimore area.

### Vendor Booth THIS PACKAGE \$60

#### Set Up A

- One 6' table
- Two chairs
- ID sign
- Two vendor badges
- General listing in Show Guide
- Business Card sized ad in Show Guide
- Two exhibitors badges

### Vendor Booth Upgrade THIS PACKAGE \$100

#### Set Up B

#### Corner Table *(Limited Availability)*

- One 6' table & Two chairs
- ID sign
- General listing in Show Guide
- Two exhibitors badges
- Full page ad in Show Guide
- Title attachment during Fashion Show segment
- 2 on stage mentions of vendor, items sold & location of vendor in expo

Vendor name & logo included in weekly Expo e-blasts to our database of over 35,000 subscribers

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BALTIMORE, MARYLAND

## Hair Battle Royale Competition Guidelines

### HAIR BATTLE competitors only

This competition consists of a skit performance accompanied with dancing, acting, and or modeling. The contestant will incorporate three MAJOR styles, which is significant to the judging. The Judges want to see your versatility. All contestants are judged on total look, creativity, innovation, presentation and beauty. This competition will allow the stylist to be as creative as their abilities will permit. Make-up and clothes is a factor in judging.

### Individual Registration:

1. The competition is open to licensed professional cosmetologist
2. Contestant must have at least (3) three models within the specified guidelines, and or allowed no more than (6) models
3. Contestant must choose (1) model of their choice for their "COMB OUT" and (1) for their "FANTASY" or "UP STYLE"
4. Each competitor is required to sell 5 (\$20 Catwalk VIP tickets)
5. Competitors are responsible for their own working tools
6. The 30 point scoring system is used. Judges decision is final
7. A total of (10) ten minutes is given to perform. This time is inclusive of entrance/exit, comb-out, and stage presentation. One point will be deducted from your total score for every minute contestants goes over allotted time. If any contestants are more than 3 minutes over time allotment, music will be turned off. NO EXCEPTIONS
8. NO PROFANITY IN MUSIC AND NO NUDITY
9. The three categories are as follows
  - a. TRENDY: This style represents what is popular in this time. What are the celebrities wearing?
  - b. BEAUTIFUL BOUNCY: This is exactly what it states a beautiful bouncy moving style. If it is a body wrap or a long weave it should move with the model and not be weighed down with product.
  - c. THEME: This should represent your theme be it fantasy or not the judges should be able to point out that this model is your theme model.

**The Hair Battle Royale** is a competition that will feature several Hair Salons showcasing unique hair styles and designs on the runway in 3 categories.

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### Comb Out:

Competitors will have (10) minutes total on stage. During this time frame you must comb out a selected model. The competitor can do this by using a cutting technique of their choice or by styling as long as the style changes form. This will take place on stage during the performance. You will be judged on the finished look.

### Stage Presentation:

Your stage presentation should all be done within the (10) timed minutes in allowed. Each competitor will be judged on their stage presentation. All have been warned about profanity and nudity. Also be sure to have an assigned group of helpers at the least 2 (two) who knows where the props should be placed. It's imperative to get the props set up in a timely matter. Each competitor will have a minute of set up time, and an extra minute of grace period anything over your music and time will start.

- \* WINNER will receive a HUGE 2012 Hair Battle Royale Trophy and a 30 minute live in studio interview on The Diamond K Show which streams live on WPB Radio.com & 6months ads on thediamondkshow.com

*WPB Radio has over 30,000 worldwide listeners per week*



HR Media Network Presents  
**Hair & Music**  
**EXPO**  
2012

**ATTENTION**  
*Barber Shops, Hair Salons,  
Fashion Designers & Models!*

- Hair & Fashion Show
- Live performances
- Vendor Booths

Vote on your favorite  
Salons, Barber Shops, Make  
up artist, Nail Salons & more

 **HairandMusic.com**

VENDOR SPACE AVAILABLE NOW  
Contact: [info@thediamondkshow.com](mailto:info@thediamondkshow.com)

Baltimore 443-604-9153 Atlanta 678-973-5459



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