

celebrating
25
years

WORLD™

NATURAL HAIR
HEALTH AND BEAUTY
APRIL 25-27 2025

COME
ELEVATE™
WITH US.

Georgia International
Convention Center

2000 Convention Center Concourse,
Atlanta, GA 30337

WWW.NATURALHAIRSHOW.ORG #WNHS #WNHHB

Exhibitor's Prospectus



LOVE YOU,
EMBRACE YOU,
BE YOU

IT'S NOT A HAIR SHOW, IT'S A MOVEMENT!

A \$ound Investment For Your Brand!

World Natural Hair, Health & Beauty Show (WNHNB) averages 30,000 attendees and beauty professionals, where educated consumers come seeking quality products and services. Our impressive 98% vendor return rate speaks volumes

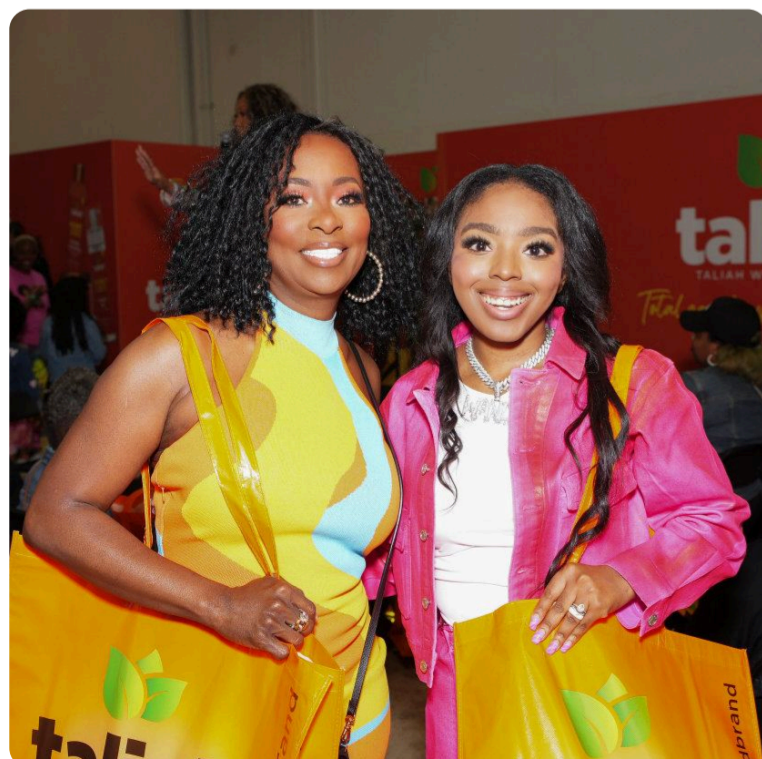
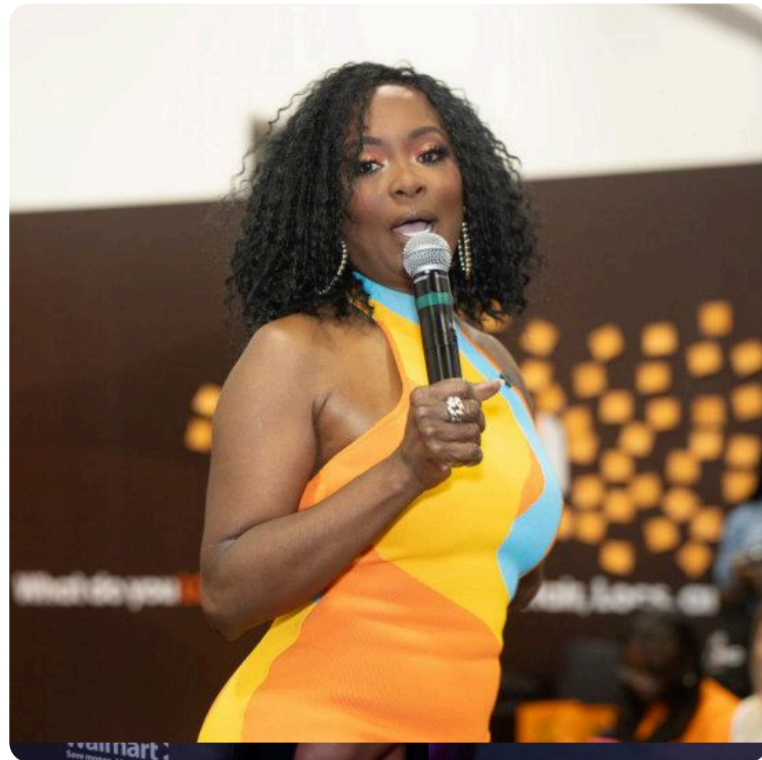
Showcase your brand and FLOURISH at the 25th Annual WNHNB. The first, the largest and the most influential event of Natural Hair, Beauty, Health & Wellness and Lifestyle ... inside & out.

HAIR. HEALTH & WELLNESS. BEAUTY. BUSINESS. LIFESTYLE.



WELCOME BACK!

Meet The Show's Founder: Taliah Waajid



Taliah Waajid, turned her love of natural hair into a successful career and business that has created opportunity for hundreds. Her goal is to create opportunities for millions. Taliah Grew up in the Ghetto of Harlem, NYC. When describing her success she says she is one of millions of Diamonds in the rough. She believes that anyone can be successful if they have confidence, tools, knowledge, direction and opportunity.

Taliah gives back through her business, mentoring, providing employment, education and more. The World Natural Hair, Health & Beauty Show is another avenue she uses to live out her goals of uplifting her community. She is always thinking about the millions of Diamonds in ruff who are in need of confidence, tools, knowledge, direction and opportunity. The World Natural Hair, Health Beauty offers all of this.

Taliah's motivation to keep WNHHB going after 24 years is the attendees that come to her excited about how World Natural Hair, Health & Beauty Show has positively impacted them, their lifestyles, families, careers and businesses.

Taliah Waajid is also the owner of the Taliah Waajid Brand, Uncle Jimmy Products Men's grooming brand and Kinky, Wavy, Natural Children's product line.

Taliah Waajid



TOGETHER WE ELEVATETM

To flourish is to grow. It is the effect that the World Natural Hair, Health & Beauty Show has had on attendees over the years. Just like a flourishing garden, our event is designed to empower and inspire our attendees to blossom in all aspects of their lives. From discovering the latest beauty trends to exploring holistic wellness practices, Flourish provides the perfect platform to **Love You, Embrace You and Be You!** Join us on this transformative journey as we cultivate an environment where dreams are realized, connections are made, and possibilities truly flourish.

[WATCH THE 2024](#)



[SHOW RECAP VIDEO](#)





Our Why:

We are on a mission

Our mission is to keep the natural hair care industry alive and thriving. Our goal is to ensure that Black women always have healthy options for hair and beauty care. We are committed to providing professional, chemical-free hair care education for consumers, stylists, and barbers, as well as offering the most current information on natural products and services. We will continue to bring exciting content, along with the newest information and products, for healthy hair, beauty, lifestyle, and business.

Who Are We?

The World Natural Hair, Health & Beauty Show is the first, largest, and most influential event for natural and multicultural hair, beauty, and wellness. We bring you the best and latest in the industry. Beauty enthusiasts, product manufacturers, professionals, industry leaders, retail buyers, distributors, and consumers come annually to WNHHB to discover what's new in natural beauty. Meet face-to-face, interact, engage, and introduce new customers to your products and services.

Do you have new products or services? Launch them at WNHHB! This is where business happens, ideas are exchanged, and excitement strengthens the natural hair, beauty, and wellness industries and communities. Your customers are here. Your competition is here. You Should Be Here!

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Why Exhibit or Sponsor at WNHHB?

Because We Deliver **VALUE**. WNHHB is the longest-running event that focuses on natural beauty and wellness. For 25 years and counting, tens of thousands of consumers and beauty professionals have attended annually, looking for what's new. They are event superfans searching for products and services like yours. We also have a strong track record of repeat exhibitor participation because we deliver value and provide unparalleled exposure



Meet and engage with our attendees that have **MAJOR PURCHASING POWER** and are looking for quality products and services.

BENEFITS

Introduce your product/services face to face to our local, national, and international attendees.

Meet and engage with your targeted audience at WNHHB.

Increase your visibility and receive positive returns for your marketing budget.

Our Previous Sponsors & Exhibitors

Walmart 


taliah[™]
HEALTHY HAIR, HEALTHY BODY

Uncle
JIMMY
MEN'S QUALITY GROOMING
Since 1956

 **Prudential**

charles
SCHWAB

cantu
SHEA BUTTER

 **MIELLE**[®]

MIXED CHICKS[®]
a multicultural revolution[™]


OKAY

ORS

PALMER'S[®]


Sunny Isle

SALLY
BEAUTY[®]

Lotta
body[®]

REVLON

AFRICAN
PRIDE[®]


Alikay
Naturals[™]

CREME OF NATURE

Kroger

A Snapshot of Our Attendees



EDUCATION

- 3% Some High School
- 6% High School Diploma
- 10% Trade School
- 12% Associate Degree
- 37% Bachelor's Degree
- 23% Master's Degree
- 9% Ph.D.

GENERATIONAL GROUPS

- 14% Gen Z (Ages 10–25)
- 30.5% Gen X (Ages 42–57)
- 45% Millennials (Ages 26–41)
- 10.5% Baby Boomers (Ages 58–67)



ETHNICITY

- 73% African American
- 18% Multicultural
- 6% Other
- 3% Caucasian

MARITAL STATUS

- Single 52%
- Married 32%
- Divorced 3%
- others 13%

25K+
NUMBER OF
ATTENDEES

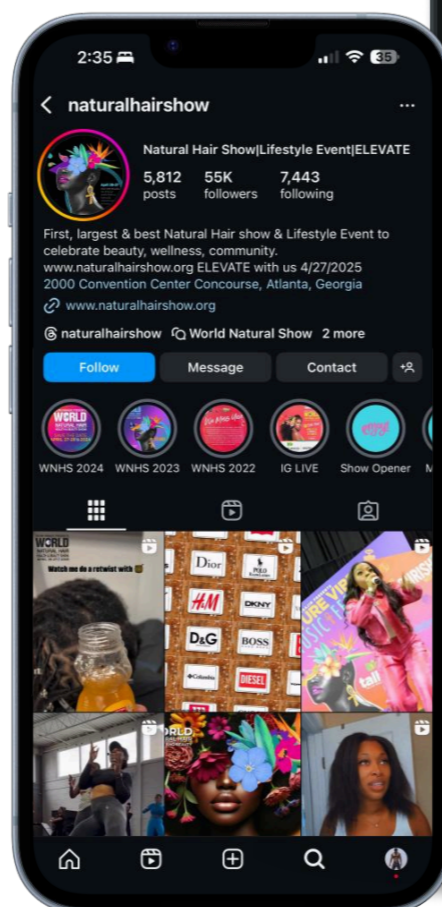
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Marketing

We market WNHHB using relevant, targeted content through radio, digital ads, social media, and 23 years of grassroots marketing

Google Ads • Social Media Boosted Ads • TikTok Ads
Facebook & Instagram Ads • Email Marketing • Influencer
Marketing • Digital Billboard Advertising • Radio



Marketing Stats

X
24K

Twitter (X)

Followers



120K
Facebook

Followers



250K

Instagram

Followers



1M

Influencer

Followers



11K

Tik-Tok

Followers



6K

Snap Chat

Followers



15K

Threads

Followers



4MM

Google

Impressions



35K

Email

Audience



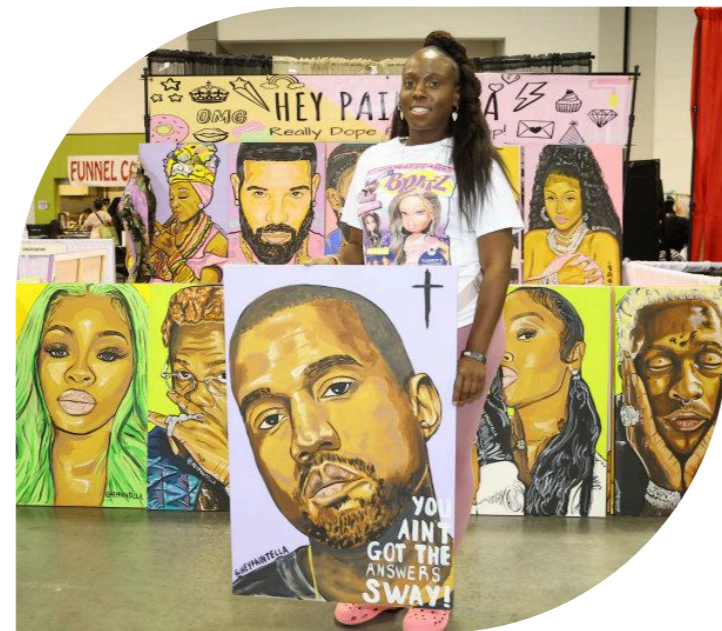
5M

Google

Reach

Snapshot of WNHNB Weekend...

DIY WORKSHOP, INFORMATIVE, FUN AND IMPACTFUL
PANELS ,PROFESSIONAL WORKSHOPS,
BEAUTY & BARBERING WORKSHOPS
AND MORE !



More Snapshots

LIVE ENTERTAINMENT • HAIR COMPETITIONS • FAMILY-FRIENDLY ACTIVITIES
HAIR & BEAUTY CARE PRODUCTS • INTERACTIONS WITH 28K CONSUMERS
THE MEN'S DEN • COMMUNITY LEADERS & INFLUENCERS



When our attendees interact face to face with founders, brands, and retailers, it leads to stronger and more meaningful consumer relationships that translate to increased sales.

-Taliah Waajid

THE AONE AWARDS - THE MOST GLAMOROUS NIGHT IN NATURAL BEAUTY!

WORLDTM
NATURAL HAIR
HEALTH AND BEAUTY

AONE
AWARD OF NATURAL
EXCELLENCE

The beauty industry's biggest night is calling – will you be in the room? The AONE Awards is where the who's who of beauty, barbering, and business come together to celebrate excellence, honor game-changers, and recognize those making a real impact in our communities. An evening of glamour, sophistication, and celebration! Enjoy an unforgettable night filled with elegant dining, top-tier entertainment, and electric energy as we toast to the best in the industry. This event sells out early every year—don't wait and miss your chance to be part of the magic! Get your ticket now and step into a night of prestige, power, and pure excitement!

RESERVE YOUR SEAT



PLAY SHOW RECAP

What's New

FOLLOW US @worldnaturalhairshow.org #WNHS #WNHHBX

NEW FLOOR PLAN WITH WIDER AISLES

Attendees and exhibitors alike will love the increased maneuverability on our NEW show floor.



ADDITIONAL PARKING

We've partnered with 3rd party parking lots adjacent to the convention center to ensure our attendees have multiple parking options for price and convenience

SAFTY GUIDELINES

Increased, around the clock disinfecting for heavily touched surfaces. Masks and sanitizer available at every Taliah Waajid Brand activation and public area.

EARLY SET UP

Need more time for large scale set-ups? We've got you covered with our NEW set-up day for Large Vendors.

NEW VENDOR ENTRANCE

Moving around the show will be a breeze with our NEW separate express entrance for vendors.



HIGH SPEED INTERNET

Don't miss a single sales opportunity. Our expanded FREE Hi-Speed Internet will increase your rate of customer interaction

REGULATED SOUND

Less loud music so that you can communicate better with customers that visit your booth. sound regulations are enforced.

EXPRESS REGISTRATION

Our Scan & Go registration system allows advanced ticket holders to check-in quickly & efficiently so they can shop the exhibit floor sooner.

INCREASED FOOD OPTIONS

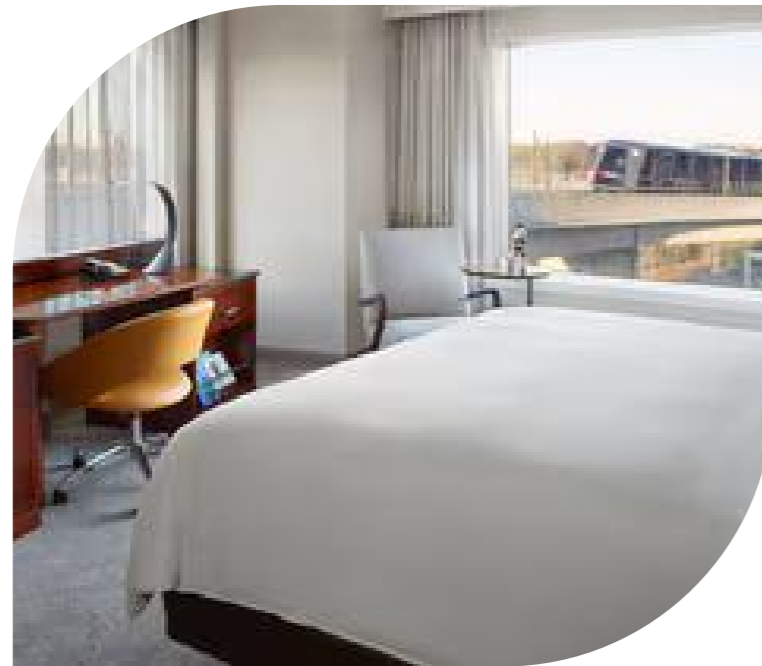
Healthier and more diverse options for every palette.



Book Your Hotel and Save!

Taliah Waajid World Natural Hair & Healthy Lifestyle Event wants your stay in Atlanta to be a great experience, so we've partnered with some of the best hotels in the area to ensure you enjoy your time in the ATL.

SAVE BIG when you book in one of our exclusive hotel blocks.
You'll receive a discount when you reserve your room(s) at our specifically selected hotels.



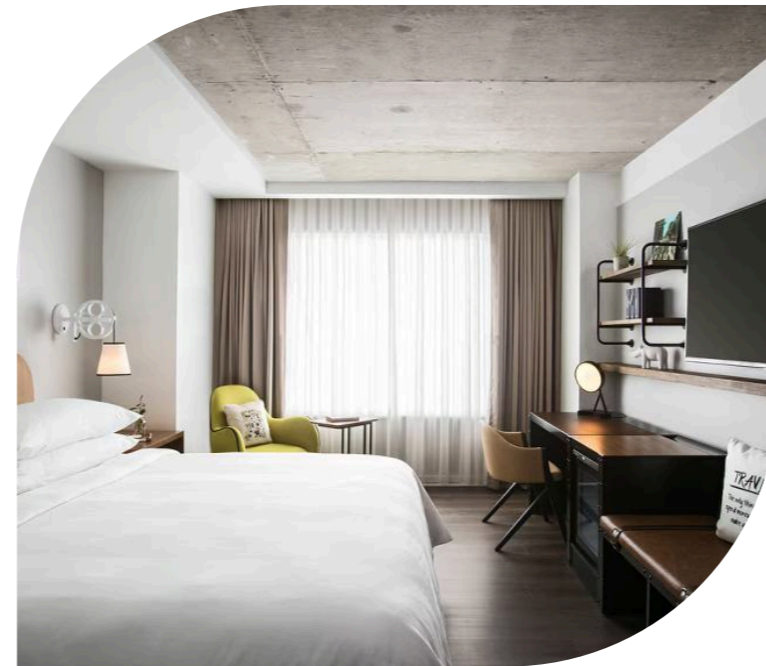
Marriott Gateway

2020 Convention Center Concourse,
College Park, GA 30337
0.2 mile / 4-minute walk
**Fitness Center, Pool,
Restaurants on Site**

\$189/night
1 King Room

BOOK HERE

Last Day to Book: 04/03/25



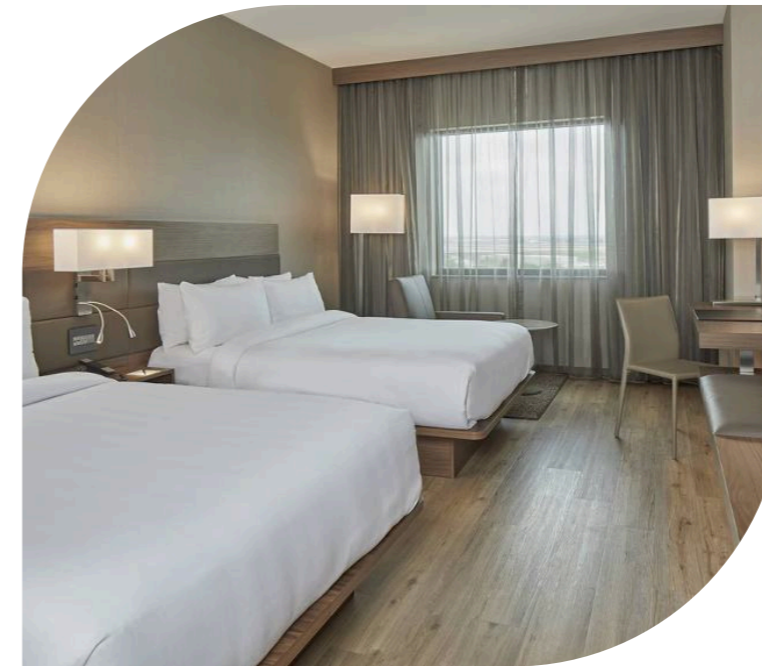
Renaissance

2081 Convention Center
Concourse,
Atlanta, GA 30337
0.2 mile / 4-minute walk
**Fitness Center, Room service
Restaurants on Site**

\$189/night
1 King Room

BOOK HERE

Last Day to Book: 04/03/25



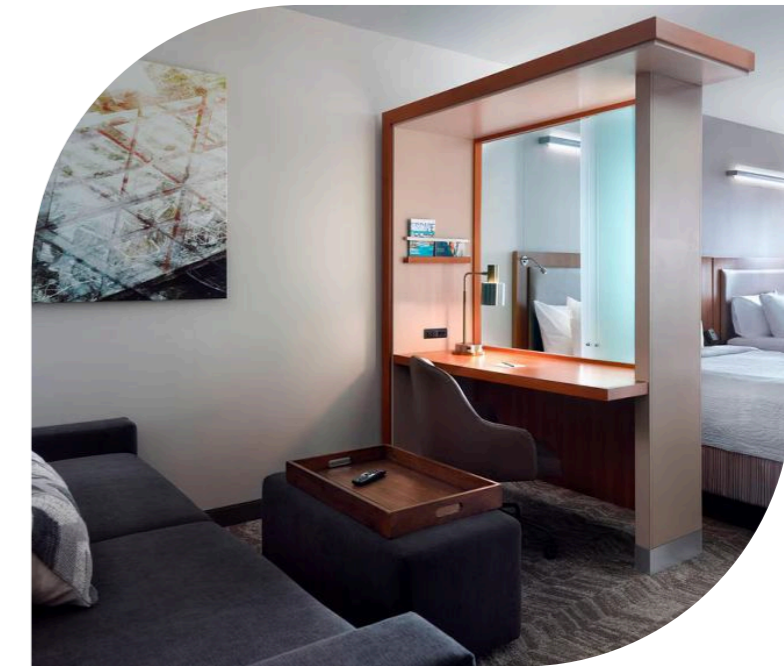
AC Hotel Atlanta

2079 Hospitality Way, Atlanta,
GA 30337
6-minute walk
**Free Wi-Fi,
Fitness Center**

\$189/night
1 King or 2 Queen Room

BOOK HERE

Last Day to Book: 04/03/25



Springhill Suite

2091 Convention Center
Concourse,
College Park, GA 30337
0.2 mile / 4-minute walk
**Free Wi-Fi, Free Breakfast,
Fitness Center**

\$189/night
1 King or 2 Queen Suite

BOOK HERE

Last Day to Book: 04/03/25

Exhibitors Investments

CLICK HERE
**To Secure Your
Space now**

BUSINESS LEVEL

Individually owned and operated businesses without 'big-box' and/or national/international distribution of goods/services. – Choose a booth size.

10 × 10 Inline booth - \$1,900

10 × 10 Corner booth - \$2,000

10 × 20 SINGLE Corner booth - \$3,800

10 × 20 DOUBLE Corner booth - \$3,900

5 × 10 On the Rise booth - \$550

NOTE: On the Rise offers exhibit space at a discount rate to assist start-up and new small businesses achieve additional exposure in the Hall of Nature. **These spaces are NOT eligible for additional discounts including our Early Bird specials.**

NEW! 5 × 8 Artist Avenue space - \$300

NOTE: For first-time art exhibitors (Visual artists only - No Jewelry). One-time introduction rate and space is limited, so act now.

CORPORATE LEVEL

Businesses with 'big-box' and/or national/international distribution of goods/services – Choose a booth size.

10 × 10 Inline booth - \$2,200

10 × 10 Corner booth - \$2,300

10 × 20 SINGLE Corner booth - \$4,400

10 × 20 DOUBLE Corner booth - \$4,500

20 × 20 Space - \$8,100

20 × 30 Space - \$11,600

20 × 40 Space - \$15,200

20 × 50 Space - \$19,000

Elevate Your Brand Message

Grow your brand visibility with large ad displays in high traffic areas throughout the venue all show weekend.



Hanging Banner
 15' W x 3' H - \$1,500



Floor Decal
 3' W x 5' H - \$400 per decal



Door Decal
 14' W x 14' H - \$350 per decal



Wall Decal
 4' W x 6' H - \$800 per decal



Bathroom takeover
 1/2 Bathroom - 5 mirror decals + 8 bathroom stall door decals - \$3,000
 Full Bathroom - 6 mirror decals + 2 wall decals
 + 15 bathroom stall decals -5000



Dedicated Brand Workshop
 4 Branded 24x36 Easel Signs - \$1,600

FOLLOW US
 @naturalHairShow
 #WNHS #WNHHB

Additional Brand Exposure

Thousands of attendees and potential attendees visit our digital channels daily for show updates. Make sure they see your brand's logo, booth location, and message.



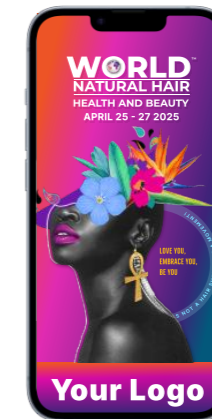
INSTAGRAM POSTS

One (1) Company branded IG story on the WNHS Instagram channel.
\$300 per story frame



WEBSITE BANNER AD

Place a banner ad on the 2025 floor plan page for attendees to see! This banner clicks back to the URL of your choice.
300 × 250 Pixels \$250 per month **300 × 600 Pixels \$500 per month**



EMAIL BLAST

Prominent placement of your logo in one (1) email blast.
\$300 per email blast

Digital Show Guide Ads

AVAILABLE AD SIZE

- Half-Page Ad - 5"w x 4"h \$650
- Full-Page Ad - 5"w x S"h \$1,250
- Inside Front Cover - S"w x S"h \$1,500
- Inside Back Cover - 5"w x S"h \$1,500
- Outside Back Cover - 5"w x S"h \$1,700
- Double Page Spread - 10"w x S"h \$2,400

PRINT DEADLINE & SPECS

Artwork due: March 1, 2024
 Accepted files: JPG or PDF
 Minimum resolution: 300 dpi
 Color mode: CMYK with fonts outlined
Send Artwork To Show Administrator
 Email: showadmin@naturalhair.org

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Phone: 404-626-4441

Email: Exhibitor@NaturalHair.org

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