

WORLD ELEVATE

NATURAL HAIR
HEALTH AND BEAUTY

APRIL 18-19, 2026
ATLANTA

NEW LOCATION!

ATLANTA CONVENTION
CENTER at AmericasMart

240 Peachtree Street NW
Atlanta, GA, Building 2

www.naturalhairshow.org



love you.
embrace you.
BE you.

EXHIBITOR PROSPECTUS 2026



MEET THE FOUNDER

WELCOME LETTER FROM TALIAH WAAJID

It's not just a hair show, it's a lifestyle event!

For over 25 years, the World Natural Hair, Health & Beauty Show has been the longest-running, largest, and most impactful event of its kind. As the premier destination for natural hair care, multicultural beauty, wellness, and entrepreneurship, this show is more than just an event — it is a movement rooted in self-love, culture, community, and empowerment.

In 2026, we're expanding our vision, amplifying our voice, and elevating our community even further — whether you're a new or returning piece of our exhibitor family, we'd love for you to join us in 2026.

From immersive consumer experiences to influencer engagement and community-centered programming, we are creating space for meaningful connection, culture-driven marketing, and unmatched brand visibility for those aligned with our purpose.

I look forward to welcoming you back April 18-19, 2026!

Warmly,

Taliah Waajid
Founder & CEO
World Natural Hair, Health & Beauty Show



WORLD



WHO WE ARE

our ethos. our core. our reason for being.



It's not just a hair show, it's a lifestyle event!



For over 25 years, the World Natural Hair, Health & Beauty Show has been the first, the largest, and the most impactful event celebrating natural hair, beauty, health, and community. What began as a gathering of 150 natural hair lovers has grown into an annual destination with over 20,000 attendees, uniting consumers, professionals, and brands from around the world.

But we have evolved.

The show has expanded beyond natural hair and beauty to become a full lifestyle experience rooted in wellness, empowerment, and culture. Today, we bring together every aspect of a vibrant, healthy life:

Beauty & Self-Care – natural hair, skin, and self-care innovations

Health & Wellness – holistic healing, fitness, and mental health support

Financial Wellness & Entrepreneurship – tools to build, grow, and sustain wealth

Art & Fashion – creativity and style that inspire self-expression

Community & Culture – a gathering place to celebrate Black excellence and connection

Healthy Eating & Living – nutrition, plant-based cooking, and sustainable living

The Book Nook – authors, poets, and storytellers sharing wisdom and creativity

Live Music & Entertainment – performances that move the spirit

Family Fun – experiences designed for all ages

The Men's Den – ultimate destination for men's grooming, culture, and connection

The Children's Corner – a fun-filled space with games, a rock wall, and bounce house just for kids

This is more than a show—it's a movement. A space of empowerment, elevation, and encouragement. A celebration of bold beauty, cultural pride, and redefining standards on our own terms.

As we continue to grow, we remain true to our roots while embracing a larger vision: to help you **ELEVATE** every part of your life



WORLDWIDE



VIDEO RECAP

if you didn't have fomo, now you do



WHY EXHIBIT WITH US?



see the benefits of true partnership



BECAUSE WE DELIVER!



Over 20,000+ highly targeted attendees over a two-day weekend

- Your company will benefit from direct engagement with beauty-forward consumers who actively purchase
- Activating at WNHNB provides 2.5x higher brand recall than traditional digital marketing alone
- Studies show that sponsorships increase purchase intent by 38% and brand favorability by 41%

Multicultural Beauty Market Value

- * The global Black hair care market is projected to reach \$9.5 billion by 2027.
- * In the U.S. alone, Black consumers spend over \$1.6 billion annually on hair care.
- * Multicultural consumers represent over \$7.5 billion in beauty industry sales annually in the U.S.

Black Consumer Spending Power

- * Black buying power in the U.S. hit **\$1.8 trillion in 2024** — and continues to grow.
- * Black consumers **spend 9x more** on hair care products than any other demographic.
- * 70% of Black women regularly wear their hair in **natural styles** — creating consistent demand for non-chemical, texture-focused hair care products.

Why Your Investment Goes Farther With Us:

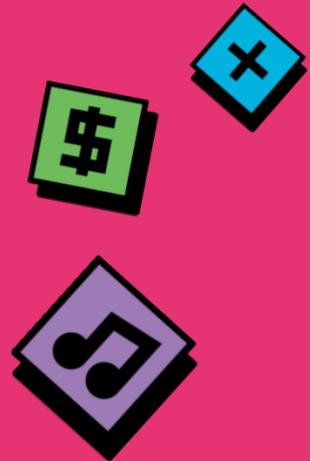
The World Natural Hair Show isn't just an expo — it's a movement. Your brand will be aligned with culture, community, health, and heritage, giving you a deeper and more authentic connection with a demographic that is often overlooked in traditional advertising.

WORLD



WHO ATTENDS

who we are reflects who they are



YOUR TARGET AUDIENCE!

SUPER CONSUMERS WITH STRONG BUYING POWER

This is where they come to stay ahead of the curve. Attendees get hands-on with the latest innovations in natural hair, skincare, fashion, and wellness from top brands and indie favorites.

ENTREPRENEURS/PROFESSIONALS

Looking for business-building tools, education, the latest in hair and beauty. They also enjoy high quality networking opportunities to **ELEVATE** their business and lives.

RETAILER BUYERS & DISTRIBUTORS

Connect with top decision-makers from beauty retailers, boutiques, and big-box stores

BEAUTY, WELLNESS & FASHION BRAND FOUNDERS

Leader in the industry looking to learn, network and find new customers

TOMORROW'S CONSUMERS

The youth (Gen Z), looking for brands, inspiration, direction and knowledge.

20K+ RECORDED ATTENDANCE

TOP NATIONAL LOCATION OF ATTENDEES

1. Georgia
2. Tennessee
3. Florida
4. North Carolina
5. Alabama
6. South Carolina
7. Texas
8. Maryland
9. New York
10. Virginia

MEN 20%

WOMEN 80%

INCOME

- 17% \$25,000 to \$49,999
- 40% \$50,000 to \$74,999
- 28% \$75,000 to \$99,999
- 11% \$100,000 to \$124,999
- 3% \$125,000 to \$149,999
- 1% \$150,000+

GENERATIONAL GROUPS

- 14% Gen-Z: 10-25 years old
- 45% Millennials: 26-41
- 30.5% Gen X: 42-57
- 10.2% Baby Boomers: 58-67

ETHNICITY

- 85% African American
- 11% Multicultural
- 3% Latino
- 1% Asian



A CLOSER LOOK

Millennials (26–41)

Motivators: Empowerment, education, lifestyle curation, balance

Values: Wellness, self-care, entrepreneurship, cultural pride, clean beauty

Behaviors: Research-driven buyers, interested in product quality, routines, and professional expertise. Attend workshops, panels, and wellness activations.

Spending: Will invest in quality beauty, skincare, and haircare; likely to support Black-owned brands.

Gen Z (10–25)

Motivators: Expression, individuality, authenticity, identity-building

Values: Inclusivity, sustainability, transparency, social justice

Behaviors: Heavy TikTok and Instagram users, interested in DIY, bold looks, experimenting with natural styles, protective styles, color, and self-taught beauty hacks.

Spending: Influenced by influencers, often shopping small/indie brands or viral products. Price-sensitive but loyal when trust is earned.

It's not just about who attends—it's about **why they buy**. Our attendees make purchase decisions based on lifestyle, values, income, family size, and more. We study these psychographics —and we pass that insight on to you.

Gen X (42–57)

Motivators: Health, longevity, legacy, family, confidence

Values: Holistic wellness, aging gracefully, cultural preservation, financial empowerment

Behaviors: Loyal to trusted brands but open to trying new products with clear results. They may look for scalp care, thinning hair solutions, and health & wellness products.

Spending: High spending power, often shopping for themselves and family (multi-generational consumers).

Baby Boomers (58–67)

Motivators: Simplicity, reliability, self-worth, heritage

Values: Tradition, family, comfort, effectiveness, Black excellence

Behaviors: Prefer in-person demos, print materials, and strong testimonials. Interested in low-maintenance regimens, scalp care, and health services.

Spending: Value-focused but willing to spend on trusted, legacy, or culturally significant brands.



NOT JUST A HAIR SHOW...

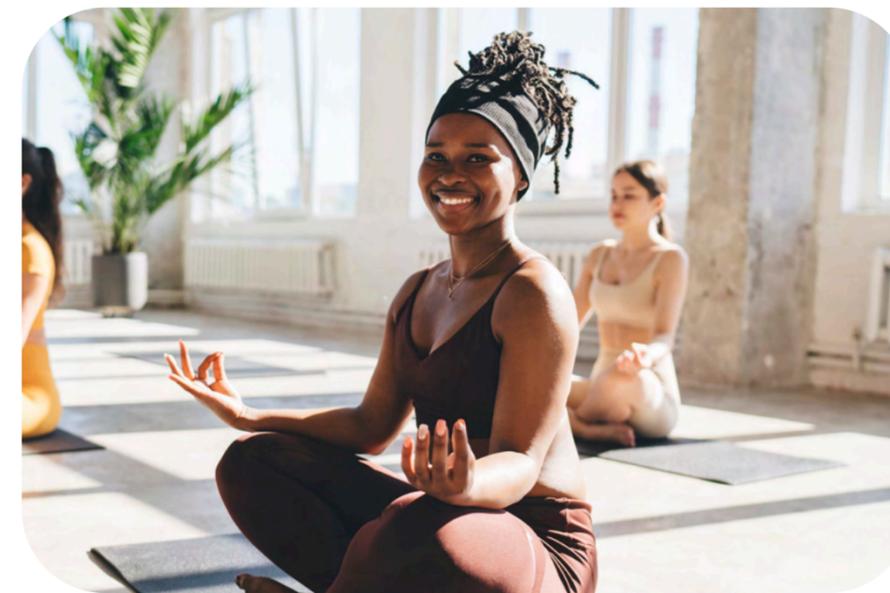
Health, Wellness, & Lifestyle

- **88% of our attendees are the primary health decision makers for their households.**
- **Women attend not just to discover beauty, but to gain access to vital health and wellness education that helps them care for themselves and their loved ones.**

WELLNESS WAY

The area in the show that features brands and companies, that provide health & wellness product, services, health screening, information on:

- Preventative care
- Mental wellness
- Nutrition
- Health screening
- Reproductive health
- Menopause and healthy aging
- Lifestyle support and whole-body care and more

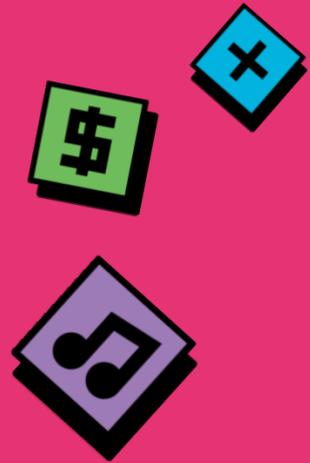


WORLD



WHAT'S NEW

what's new and next



NEW LOCATION!

Atlanta Convention Center at AMERICASMART

**110,000 square feet at our new home in the heart of
Downtown Atlanta.**

The World Natural Hair, Health & Beauty Show | ELEVATE is moving to a new home
—**Downtown Atlanta.**

This move marks a bold new chapter for our show and our community. The city of Atlanta is a vibrant, walkable city filled with energy, culture and excitement--the perfect location for our vibrant, high energy World Natural Hair Show / ELEVATE!

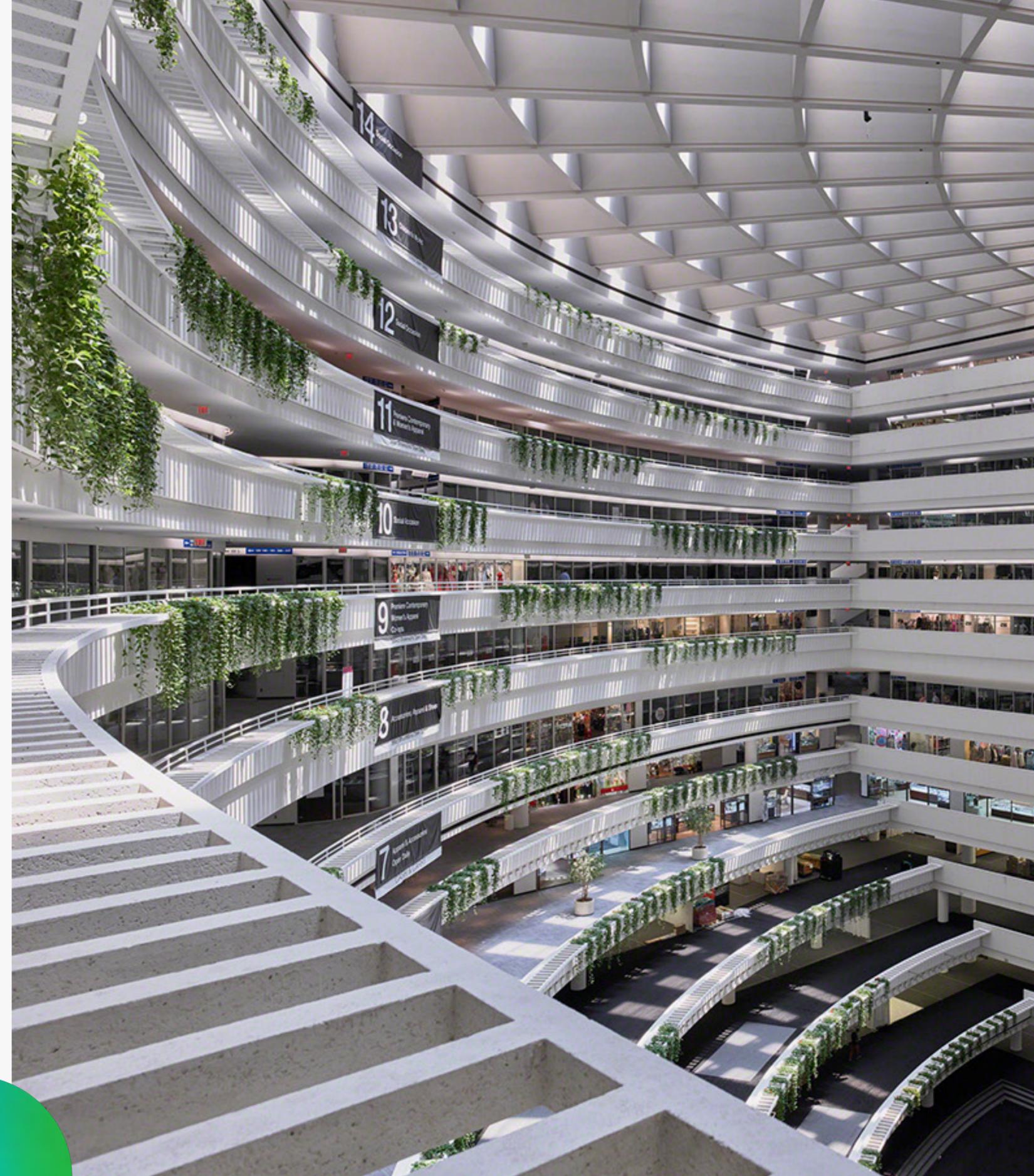
This new location upgrade means:

- More foot traffic
- Greater visibility
- More dynamic atmosphere
- Easier access to location from anywhere in Atlanta!

This is more than a move—it's a moment.

Join us in Downtown Atlanta as we ELEVATE the experience.

New cleaner, modern, elevated looking exhibit areas

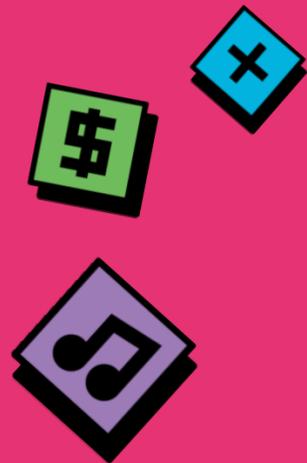


WORLDWIDE



EXHIBITOR OPTIONS

the possibilities for growth are endless



EXHIBITOR LEVELS

OTR

ON THE RISE
5 x 10 - \$600

For businesses in their first five years, the On the Rise section is designed to spotlight emerging brands ready to grow. This booth type is perfect for passionate founders who are gaining momentum and want to introduce their offerings to a highly engaged, supportive audience. **Early Bird special \$50 OFF until September 30, 2025 at 11:59 pm*

SMBIZ

SMALL BIZ
Starting at \$1,900

For independent brands that are growing and ready for more visibility, the Small Business booths offer premium placement and additional space to tell your story, connect with new customers, and scale your presence. Perfect for those who've laid the groundwork and are ready to expand their reach.

10 x 10 Inline booth - \$1,900 10 x 20 SINGLE Corner booth - \$3,800
10 x 10 Corner booth - \$2,000 10 x 20 DOUBLE Comer booth - \$3,900

ART

ARTIST AVENUE
5 x 10 - \$500

Artist Avenue is where creativity takes center stage. This dedicated space is for visual artists, illustrators, painters, and makers to showcase and sell their work in a vibrant, culturally rich environment. Whether your art speaks to heritage, beauty, or rebellion—if it moves people, it belongs here.

CORP

CORPORATE
Starting at \$2,200

Corporate booths are reserved for established brands with a strong market presence—those already in retail stores or with national recognition. This space offers the visibility and scale you need to connect with culture-forward consumers, industry leaders, and influencers who shape the beauty and wellness economy.

10 x 10 Inline booth - \$2,200 20 x 30 Space - \$11,600
10 x 10 Corner booth - \$2,300 20 x 40 Space - \$15,200
10 x 20 Corner booth - \$4,400 20 x 50 Space - \$19,000
20 x 20 Space - \$8,100

Need a custom size? Just ask!

FLOORPLAN

[CLICK HERE](#)

OFFER ON THE NEXT PAGE
\$300 OFF
Restrictions apply*

EARLY BIRD SPECIAL

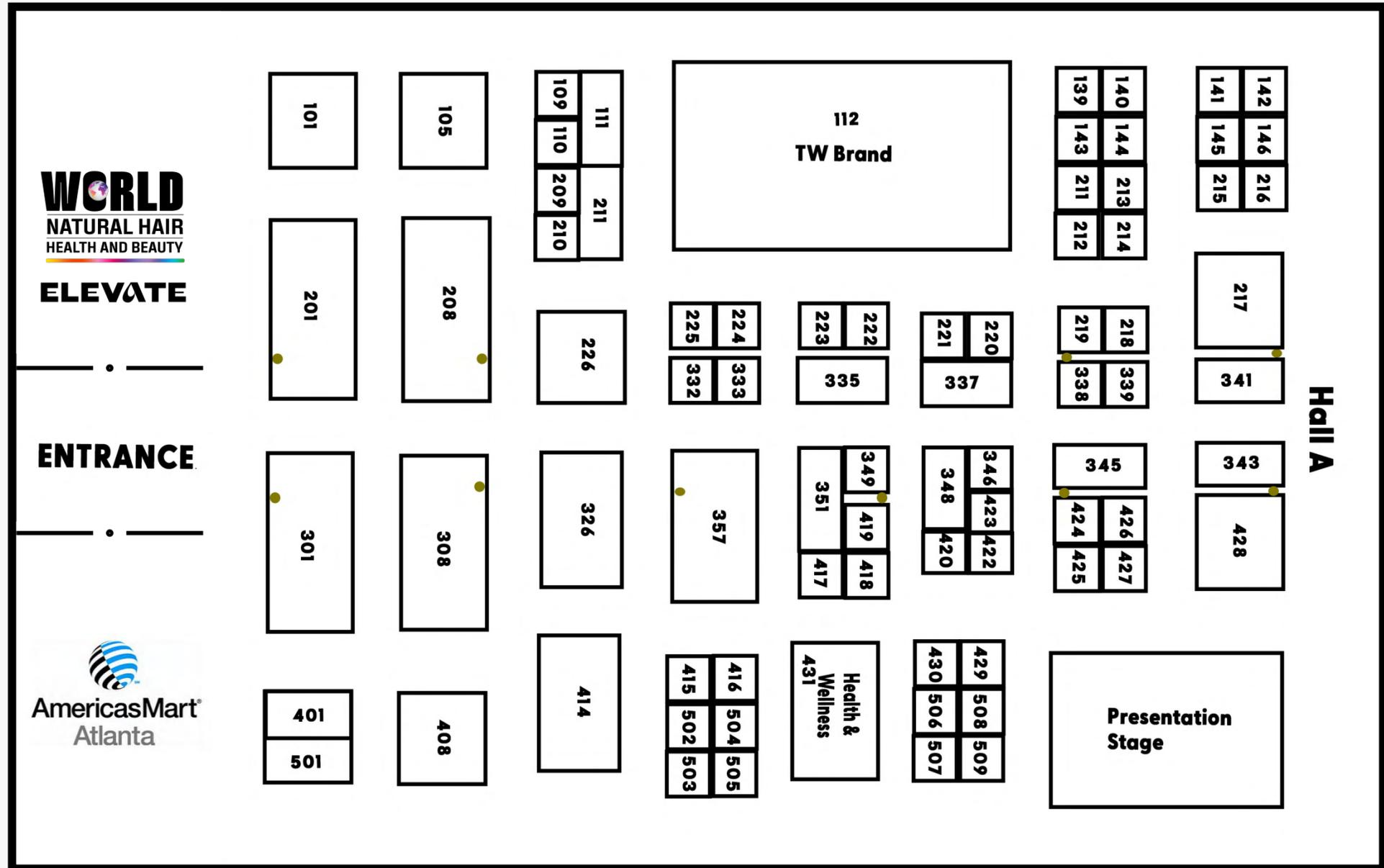
SEE NEXT PAGE FOR DETAILS!

Booths will be assigned in the order deposits are received — so the earlier you act, the better your chances of locking in a prime location.

Several top-tier brands have already secured their preferred booth spaces — some even before the last show ended.

Don't wait. Prime spaces go fast — and they stay gone.

Secure your spot with a **\$250 deposit** today and be among the first to view and select your booth placement.



Please Note: The exhibitor floor plan is thoughtfully designed to optimize traffic flow and brand visibility. However, the layout is subject to change based on final approvals, safety regulations, and logistical needs. Any adjustments will be made with the goal of maintaining fairness and enhancing the overall experience for all participants.

FLOORPLAN cont.

[CLICK HERE](#)

SANKOFA SPECIAL

10x10 Booths

Secure your preferred booth location with a deposit of **\$250.00** for the WNHS 2026 and enjoy **\$300 OFF** vending fees when you register.

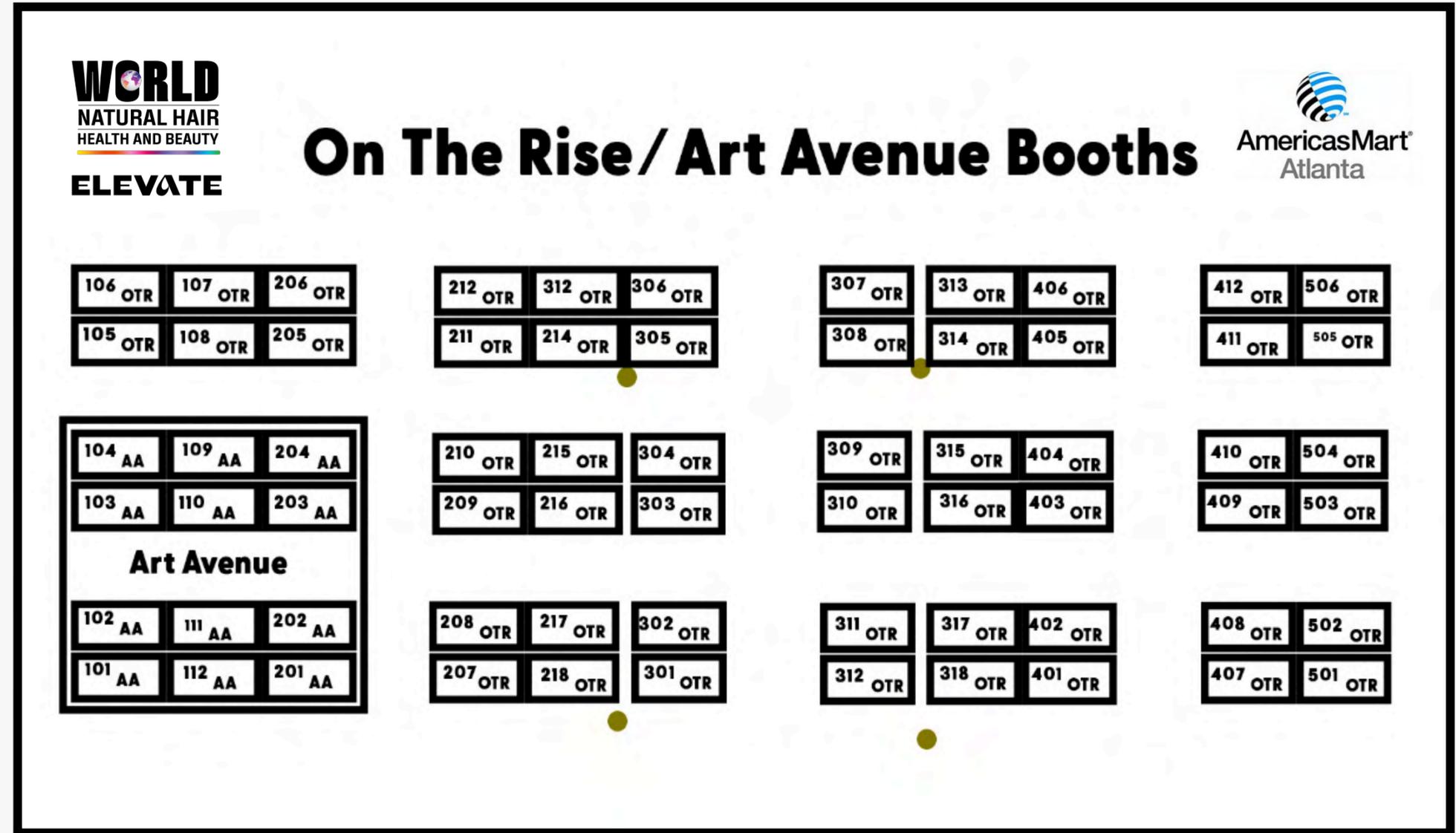
Offer opens: August 12, 2025
Offer ends: November 1, 2025

SANKOFA SPECIAL

5x10 Booths

Secure your preferred booth location with a deposit of **\$250.00** for the WNHS 2026 and enjoy **\$100 OFF** vending fees when you register.

Offer opens: August 12, 2025
Offer ends: November 1, 2025



Please Note: The exhibitor floor plan is thoughtfully designed to optimize traffic flow and brand visibility. However, the layout is subject to change based on final approvals, safety regulations, and logistical needs. Any adjustments will be made with the goal of maintaining fairness and enhancing the overall experience for all participants.

ADDITIONAL BRAND EXPOSURE

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



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



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



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



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



Dedicated Brand Workshop - \$1,600



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 - \$5,000



Show Guide (Digital)

- Half-Page Ad - \$650
- Full-Page Ad - \$1,250
- Inside Front Cover - \$1,500
- Inside Back Cover - \$1,500
- Outside Back Cover - \$1,700
- Double Page Spread - \$2,400

PRODUCT PLACEMENT

Can't attend the show but still want your brand in the room? Be part of the experience through our curated Guest and VIP Bags.

Why Participate?

- Gain direct access to over 20,000+ beauty and wellness lovers
- Be featured among top-tier brands in the beauty, wellness, and lifestyle space
- Get your full-size product into the hands of engaged, purchase-ready consumers
- Perfect for product launches, national sampling, and brand awareness campaigns

Consumer Show Bag Sponsorship

For companies attending the show and looking to provide a full-size product in our general attendee bags.

- Cost: \$2.00 per bag
- Minimum: 1,500 full-size products
- Includes: Product placed in general consumer show bags distributed at registration

VIP Bag Sponsorship (Non-Attending Companies)

For brands not attending the show but want premium placement in the exclusive VIP bags.

- Cost: \$5.00 per product
- Minimum: 1,500 full-size products
- Includes: Product placed in premium VIP bags received by influencers, professionals, and media guests
- Bonus Exposure: Logo featured on VIP sponsorship signage (space limited)

Pro Tip for Brands

Many of our VIP guests are influencers, salon owners, and beauty decision-makers. A sample in their hands often leads to retail conversations, social media mentions, and long-term brand loyalty.



MARKETING

When You Invest Marketing Dollars, We Invest In...

Google Ads – Strategically placed search and display campaigns

Social Media Ads – Boosted posts, carousel ads, and video promotions on Facebook, Instagram, and TikTok targeting natural hair and wellness consumers

Email Marketing – Direct access to our 60,000+ subscriber list with high open rates and community trust

Influencer Collaborations – Trusted voices in beauty, health, and culture promote the event through authentic content

Radio Advertising – On-air mentions and interviews on popular local and national stations

Digital Billboards – High-traffic placements in key cities and regions
Community Grassroots Marketing – For 25+ years we have boots-on-the-ground marketing, local activations, salon outreach, and city-by-city engagement

What This Means for You:

Your brand will be seen by thousands of engaged, loyal consumers across key digital and OOH platforms. We combine over two decades of grassroots credibility with the power of modern digital strategy to reach a diverse, engaged, and buying audience — before, during, and after the event.



OUR REACH

Marketing That Moves the Culture — and Delivers Results

We understand that when you invest marketing dollars you expect visibility, engagement, and return---So do we!

That is why we invest in intentional, targeted, and high-impact marketing to ensure a positive return and that our audience is attracted to and engaging with our message and content.



A TRACK RECORD OF GROWTH & SUCCESS



The World Natural Hair, Health & Beauty Show (WNHH&B) is the longest-running event dedicated to natural beauty and wellness. For over 25 years, tens of thousands of consumers and beauty professionals have gathered annually to discover what's new and next in the industry.

This is your opportunity to meet, engage, and sell directly to an audience with serious purchasing power. Our attendees are actively seeking high-quality products and services to integrate into their everyday lives.

Your ideal customer is at the WNHH&B Show—and they're ready to connect. Show up, stand out, and experience increased visibility, stronger in-person sales, and a real return on your marketing investment.

250+
EXHIBITORS

15-25%
INCREASED
INCREMENTAL
SALES
post-event

97%
EXHIBITORS
saw a positive ROI, quality
attendee participation and
plan to return

20K+
ATTENDEES
over the weekend

8%
NEW
ATTENDEES

\$33.80
AVERAGE
SALE
on the exhibit floor

PREVIOUS SPONSORS & EXHIBITORS



Walmart



charles
SCHWAB



MIXED CHICKS®
a multicultural revolution™



Jamaican
Mango & Lime®



Camille Rose
THE RECIPE FOR BEAUTY™

SALLY
BEAUTY

REVLON®

Lotta
body

Carol's Daughter

cantu



AMBI®
THE SKIN TONE AUTHORITY®

FRESH FOR EVERYONE™
Kroger

tgin



WORLD
NATURAL HAIR
HEALTH AND BEAUTY



A SOUND INVESTMENT FOR YOUR BRAND

The World Natural Hair, Health & Beauty Show (WNHH&B) averages 20,000 attendees, where educated consumers and beauty professionals come seeking quality products & services. Our impressive 98% vendor return rates speak volumes.

Showcase your brand and **ELEVATE** at the 25th Annual WNHH&B Show in Atlanta, GA.



LIVE ENTERTAINMENT



ON THE SPOT BEAUTY & HAIR CARE



COMMUNITY



INTERACTION WITH 20,000 CONSUMERS



HAIR & BARBER COMPETITIONS



EXCITING & INFORMATIVE PANELS



THE MEN'S DEN



FAMILY-FRIENDLY ACTIVITIES & CHILDREN'S CORNER

WORLD
NATURAL HAIR
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ELEVATE

THANK YOU!

Contact:

exhibit@naturalhair.org
678-234-2207

www.naturalhairshow.org

