



HEBS LAGOS 2026



Oct 23rd-25th, 2026



Richland Garden Estate, Lekki – Epe Expy,
Island, Lagos 105101, Lagos, Nigeria



Hair Education Beauty Summit (HEBS) 2026 Hair Education & Beauty Summit (HEBS) Lagos 2026

Now entering its **fourth year**, the Hair Education & Beauty Summit (HEBS) has become a premier destination for education, networking, innovation, entertainment, and professional growth within the beauty industry. HEBS Lagos 2026 will bring together hairstylists, barbers, braiders, locticians, makeup artists, nail technicians, estheticians, beauty entrepreneurs, educators, students, influencers, and industry leaders from across Nigeria and beyond for an immersive **three-day experience** designed to inspire, educate, and elevate.

Hosted at **Richland Garden Estate** in Lagos, the summit features specialized educational tracks in **locs and braiding, barbering, advanced hair coloring, nail artistry, makeup, protective styling, skincare and esthetics, business development, and fashion**. Attendees will experience hands-on education, live demonstrations, panel discussions, competitions, celebrity appearances, fashion showcases, live entertainment, networking opportunities, and interactive brand activations throughout the weekend.

The excitement begins with the highly anticipated HEBS Welcome Experience, an exclusive networking event where attendees, educators, sponsors, and industry professionals can connect in a relaxed atmosphere featuring music, entertainment, food, drinks, and memorable experiences before the summit officially begins.

Exhibiting at HEBS Lagos provides brands with a unique opportunity to engage directly with a highly motivated audience of beauty professionals and aspiring industry leaders actively seeking the latest products, tools, techniques, and business solutions. With prestigious competitions, substantial prize packages, and a growing international presence, HEBS continues to attract exceptional talent, influential educators, leading brands, and ambitious professionals committed to advancing the future of the beauty industry across Africa and around the world.



BOOTH DETAILS

Standard 10x10 space:

\$1,200 (\$12 per sq.ft)
(\$1,650,000.00 NGN)

What is included:

- | | |
|--------------------------|--------------------------------|
| ✓ 6' draped table | ✓ 1 wastebasket |
| ✓ 10x8 ft pipe and drape | ✓ 1 ID sign |
| ✓ 2 chairs | ✓ 5 exhibitor staff wristbands |

*Carpet is included.



EXHIBITOR SCHEDULE



THURSDAY, OCTOBER 22ND, 2026

Exhibit Move In: 9:00AM-4:00PM



FRIDAY OCTOBER 23RD, 2026

Exhibit Move In: 8:00AM-3:00PM



SATURDAY OCTOBER 24TH, 2026

Show Hours 12:00PM-6:00PM



SUNDAY OCTOBER 25TH, 2026

Show Hours 11:00AM-5:00PM



SUNDAY OCTOBER 25TH, 2026

Exhibit Move Out: 5:00PM-12:00AM



*Liability Insurance is required email to exhibitors@thehebs.com

*Booth set up must be complete by Saturday, May 1st 2027 at 4:00PM

WHY EXHIBIT AT HEBS?



Reach a Highly Engaged Beauty Audience

Connect face-to-face with thousands of cosmetology students, licensed professionals, salon owners, educators, barbers, beauty entrepreneurs, and industry influencers actively seeking the latest products, tools, services, and innovations. HEBS creates a powerful environment for generating leads, building brand awareness, and creating lasting customer relationships.



Connect with Industry Leaders & Decision Makers

HEBS attracts some of the most respected names in beauty, barbering, fashion, wellness, and entrepreneurship. From celebrity stylists and educators to salon owners and distributors, exhibitors gain direct access to key decision-makers and influential professionals from across the United States and beyond, creating valuable opportunities for networking, partnerships, and business growth.



Be Part of an Unforgettable Experience

HEBS is more than an expo—it's a three-day celebration of education, creativity, culture, and entertainment. From hands-on workshops and live stage presentations to competitions featuring prize packages exceeding \$60,000, fashion showcases, live music, celebrity appearances, and the signature HEBS Yacht Pre-Party, exhibitors become part of an experience attendees remember long after the event ends.



Showcase Your Brand Through Live Engagement

Today's beauty professionals want to see, touch, test, and experience products before they buy. HEBS provides the perfect platform for live demonstrations, product launches, sampling opportunities, and direct interaction with your target audience, helping transform interest into sales and long-term brand loyalty.



Invest in the Future of Beauty

Position your company at the center of a growing community dedicated to education, innovation, and professional excellence. By exhibiting at HEBS, you're not only gaining exposure—you're investing in the next generation of beauty professionals while strengthening your presence within one of the industry's fastest-growing events.

MARKETING & SPONSORSHIP OPPORTUNITIES

**SHOW BOOK AD: FULL PAGE \$1,000 USD (\$1,375,000 NGN) |
SHOW BOOK AD: HALF PAGE \$500 USD (\$687,500 NGN)**

Attendees rush to grab a copy of the official HEBS Show Guide—their go-to source for discovering show-exclusive deals, must-see brands, and new product launches. Packed with essential event information, this full-color guide is now also available in a stunning digital format, extending your reach far beyond the show floor.

LOBBY WINDOW CLING: \$200

Every single attendee walks through the front entrance—make your brand the first thing they see. A window cling at the front door guarantees maximum visibility and sets the tone for your presence at the event. It's a bold, high-impact advertising opportunity that ensures your logo, product, or message gets noticed by thousands of beauty professionals the moment they arrive.

GAIN HIGH-IMPACT EXPOSURE

By sponsoring one of our dynamic competitions, these crowd-favorite events draw massive attention, media coverage, and industry buzz—offering an exciting opportunity to align your brand with creativity, talent, and excellence.

SPONSOR STUDENT ATTENDANCE

By covering their transportation, donating gifts, or experiences to the future of the industry.



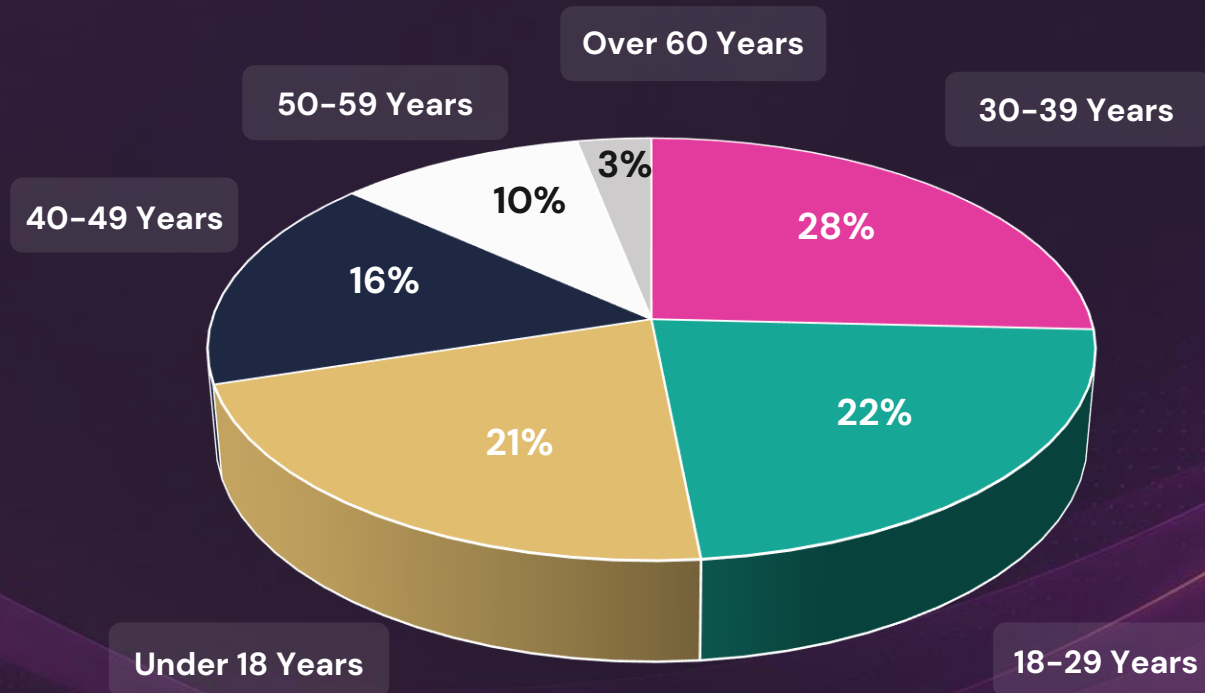
www.exhibitors@thehebs.com

OUR AUDIENCE

73%

Share info with clients and friends when they find products or services they like!

AGE DEMOGRAPHICS



RESERVE YOUR SPACE TODAY!



Hair Brands – 10 Spots Available



Barber Products & Tools – 7 Spots Available



Skincare & Wellness – 8 Spots Available



Makeup Brands – 7 Spots Available



Fashion Vendors – 8 Spots Available



Nail Brands – 6 Spots Available



Accessories/ Other (Jewelry, Bags, Fashion Extras – 4 Spots Available)

A 15% Deposit is Required to Hold your Spot. | Final Payments are due by October 1st, 2026.

CLICK HERE



To View The Floor Plan And Reserve Your Space!



www.thehebs.com



exhibitors@thehebs.com



610 477 9635

EXHIBITOR & VENDOR OPPORTUNITIES

PARTNER WITH THE ULTIMATE BEAUTY & FASHION SUMMIT!

The Hair Education Beauty Summit (HEBS) 2026 is the most prestigious international event dedicated to the beauty, fashion, and barbering industries. This 3-day event brings together elite professionals, beauty brands, celebrity stylists, educators, and global attendees for an unparalleled educational, networking, and competitive experience.

EVENT DATES: October 23–25, 2026

PRE PARTY GALA: Friday, October 23, 2026

SHOW DATES: Saturday, October 24th and Sunday, October 25th, 2026

LOCATION: NJS Royale Convention & Suites, Lagos, Nigeria – Zylus Court, Richland Garden, Shapati, Lekki, Lagos, Nigeria

Brand Visibility

Gain exposure in front of thousands of beauty professionals & global attendees.

Direct Engagement

Connect with stylists, barbers, makeup artists, retailers, and industry influencers.

Influence Buying Decisions

Showcase your products & services to a highly targeted audience.

Shuttle bus available from Eko Hotel to Hebs Event Venue

DON'T MISS THE OPPORTUNITY

to position your brand at the center of innovation and industry excellence! 20% deposit

Inquire via email at exhibitors@thehebs.com

EXHIBITOR & VENDOR PACKAGES

Diamond Exhibitor/ Vendor – \$25000

(Exclusive) HEBS 2026 Official
Partner – Your Brand Front & Center!

- Exclusive "Presented By" branding on all HEBS materials, stage backdrops & digital platforms
- Prime branding at HEBS 2026 main stage, masterclasses, and competitions
- Opening & Closing Ceremony Speaking Opportunity

- Premier Exhibit Space (20ft x 20ft Booth)
- Logo Placement on Press Releases, Social Media & Event Website
- VIP Tickets (10) + Exclusive Meet & Greet Access
- Custom Email Blast to Attendees & Post-Event Marketing

Platinum Exhibitor/ Vendor – \$15,000

- Branded VIP Lounge (Branded space at the VIP networking lounge)
- Stage Branding & Speaking Slot (1 Session)
- Premier Exhibit Space (15ft x 15ft Booth)

- Logo Placement on Press Releases, Social Media & Event Website
- VIP Tickets (6) + Exclusive Meet & Greet Access
- Sponsored Email Blast to Attendees

Gold Exhibitor/ Vendor – \$5,500

- Branded Masterclass Sponsor
- (Logo placement on screens & session materials)
- Premium Exhibit Space (12ft x 12ft Booth)

- Logo Placement on Event Website & Social Media
- VIP Tickets (4) + Priority Seating at Competitions
- Product Placement in VIP Gift Bags

Silver Exhibitor/ Vendor – \$2500

- Exhibit Space (10ft x 10ft Booth)
- Logo Placement on Event Website & Social Media

- VIP Tickets (2) + Reserved Seating at Main Stage Events
- Product Placement in VIP Gift Bags

Bronze Exhibitor/ Vendor – \$1,500

- Exhibit Space (8ft x 8ft Booth)
- Logo Placement on Event Website

- General Admission Tickets (2)
- Product Sampling in VIP Gift Bags

We offer branding opportunities including:

- Runway Show & Competition Branding
- Custom Social Media Campaigns
- Branded Event Merchandise & Swag Bags

CUSTOM PACKAGES AVAILABLE

Contact: exhibitors@thehebs.com
For a customized Package that fits your brand's needs!

VENDOR & EXHIBITOR OPPORTUNITIES

SHOWCASE YOUR PRODUCTS & SERVICES TO INDUSTRY PROFESSIONALS!

HEBS 2026 offers premium exhibit space for beauty brands, product manufacturers, salon equipment companies, fashion brands, and wellness businesses. Thousands of attendees, including salon owners, barbers, makeup artists, and fashion stylists, will be shopping for products, tools, and education.



EXHIBIT DAYS: October 24th–25th, 2026



VENUE: NJS Royale Convention & Suites, Lagos, Nigeria

VENDOR BOOTH PACKAGES

Booth Size	Standard Pricing	Inclusions
Standard Booth	\$1,500	1 Table, 2 Chairs, 5 General Admission Passes
Premium Booth	\$3,000	High-Traffic Area Placement, 2 Tables, 4 Chairs, Social Media Feature, 10 General Admission Passes
Deluxe Booth	\$4,500	Prime Location, 4 Tables, 6 Chairs, Featured Listing on Event Website, VIP Networking Access, 15 General Admission Passes

Add-ons Available: For Banner Placement

- Electricity & Wi-Fi Access (\$150 additional cost)
- On-Site Branding & Banner Placement (Starting at \$550)

BOOK YOUR EXHIBIT SPACE TODAY!

Contact: exhibitors@thehebs.com

SPONSORS & EXHIBITORS

WHY SPONSOR OR EXHIBIT AT HEBS 2026?

- Access to Hundreds of Industry Professionals & Decision Makers
- Brand Alignment with the Most Prestigious Beauty & Fashion Event
- Live Demonstrations & Influencer Collaborations to Boost Sales
- Media & Press Exposure to Expand Your Market Reach
- Exclusive Networking with Beauty Executives, Salon Owners, & Stylists

IMPORTANT DATES & DEADLINES

- Vendor/Exhibitor Registration Deadline: August 25th, 2026 for local international vendors / local vendors Oct. 1st, 2026.
- Final Exhibitor & Vendor Payment Deadline: Oct.15, 2026
- Event Dates: October 23-25, 2026
- Venue: NJS Royale Convention & Suites, Lagos, Nigeria (There is a 20% deposit required to lock in your booth space.)

Join HEBS 2026 as a Exhibitor or Vendor and elevate your brand on a global stage!

Contact Us for Exhibitor & Vendor Opportunities: HEBS Exhibitor & Vendor Relations Desk



www.thehebs.com



exhibitors@thehebs.com



+1 484-460-4918 (WhatsApp & Text Available)

SECURE YOUR PACKAGE OR VENDOR BOOTH TODAY!

SIGN UP NOW!