

## TICKET PRICING

**SHOW DAYS**  
**SAT & SUN | DAYS 1 & 2**



\$295 per ticket  
OR  
20,000 Surface rewards  
points per ticket

**HANDS ON**  
**WORKSHOPS - MONDAY**



\$149 per ticket  
OR  
10,000 Surface rewards  
points per ticket

\*Hands on classes are limited to 20  
stylists per workshop.  
These classes will sell out.  
Do not hesitate to purchase tickets.

## REGISTER TODAY!

Tickets Available Online at  
[SalonOnlySales.com](http://SalonOnlySales.com)

Or Contact Your Salon Only Sales  
Business Development Manager.

\*All Reward Tickets Must Be Redeemed  
Through Your BDM.

## SALONONLYSALES

## HOTEL INFORMATION



Hilton Buena Vista Palace  
1900 E Buena Vista Drive  
Lake Buena Vista, FL

## RESERVATIONS



855.757.4984

Call-in SRP: SHG

<http://book.passkey.com/e/50936505>

### ROOM RATES:

Rates available Tues Oct 21st - Tues Oct 28th

Single/Double \$219 per night

Triple \$239 per night

Quad \$259 per night

INNOVATION. EDUCATION. INSPIRATION. WELLNESS. WORKSHOPS.

# GLOBAL FORUM



**surface**  
HAIR HEALTH ART

**ORLANDO, FL**  
**OCT 25-27, 2025**

# HAIR. HEALTH. ART. WELLNESS.

We're rolling out the red carpet for you at the fourth annual Surface Hair Global Forum in sunny Orlando Florida! On October 25 to 27, 2025... Buckle up for a whirlwind of inspiration, jaw-dropping innovations, and wellness talks that'll take your business soaring to new heights!

## DISCOVER:

- Hair-raising fun awaits - CUT. COLOR. FINISH.
- Dive into our NEW 'Brand Experience Pods' for hands-on action!
- 'UN-be-LEAVABLE' secrets of high performers with Shawna Shelton
- Unlock your inner guru with mindfulness, "Discipline drives Destiny" led by Sean Carlson!
- Check out our NEW industry-leading services - Head Spa & Awaken, because your hair deserves a spa day too!
- Roll up your sleeves for Hands-On Workshops - Cut, Color & Business magic!
- TREND RELEASE COLLECTION 2026 - it's going be epic!
- Snag exclusive 'Global Forum Only' merch at the Surface Boutique - because who doesn't love a good swag?

## AND SO MUCH MORE!...

## SPECIAL GUESTS



**WAYNE GRUND**

FOUNDER OF SURFACE  
C.I.O - CHIEF INSPIRATIONAL OFFICER

**SEAN CARLSON**

SURFACE GLOBAL  
AMBASSADOR



**DAWN MCKEE**

SURFACE DIRECTOR OF EDUCATION

**SHAWNA SHELTON**

SURFACE WELLNESS SPEAKER &  
SALON GROWTH MANAGER



**MORNING INTENTIONS &  
SOUNDBATH YOGA**

SHAZIA ROGERS & ANGELA MOORE  
CERTIFIED YOGA INSTRUCTORS

**SAM ATKINSON**

SURFACE CULTURE ARTIST



**JOSH CLOUD**

SURFACE CULTURE ARTIST

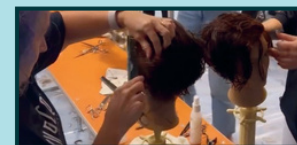
## MASTER CLASS WORKSHOPS MONDAY DAY 3 | 9-1PM

### TEXTURED CROPS & PIXIE TOPS

Step up your creativity with this fast paced, advanced hands-on hair technical cutting class. Enhance your skills and broaden your cutting artistry! In this session, you will master the art of the pixie cut, navigate a variety of tools to master short hair textures, and learn to create the perfect curtain fringe and style it to perfection.



Dawn McKee &  
Kelly Vanderwier



### PURE COLOR LAB - CREATIVE COLOR FUSION

Join us for an advanced technical hands-on Pure Color experience & discover the latest trends for radiant blondes and luxurious vibrant tones! In this session, you will master the art of formulating beautiful pearlescent blondes and the richest reds & brunettes, while learning quick and easy methods for creating low maintenance masterpieces!



Miranda Wiedel &  
Shannon McKee

### D.I.Y. PAYCHECK

Let's roll up those sleeves and get down to constructing a strong business behind the chair! Receive a toolbox of business gadgets to help you craft your own cash flow. Dive into your growth potential, set personal goals like a boss, and pour your energy into what truly counts! YOU have the power to 'do it yourself'.



Shawna Shelton



AND MANY MORE!