



Meet **Minneapolis**
City by Nature

CONVENTION ALERT

AVEDA CORPORATION 2025 CONGRESS AUGUST 16-19, 2025

<u>Estimated Attendance:</u>	3,000
<u>Location:</u>	Minneapolis Convention Center
<u>Major Arrivals:</u>	Friday, August 15, 2025 & Saturday, August 16, 2025
<u>Major Departure:</u>	Monday, August 18, 2025 & Tuesday, August 19, 2025
<u>Scheduled Free Evening(s):</u>	Monday evening is the only free evening; Saturday night party at MCC and Sunday night event at First Avenue.
<u>Convention Hotels:</u>	Hilton Minneapolis, Hyatt Regency and Hotel Ivy
<u>Meet Minneapolis Contact:</u>	Tamara Spude (tamaras@minneapolis.org / 612.767.8186)
<u>Attendee Profile</u>	Aveda Congress is a biennial event that brings together Aveda artists (hair colorists, cutters, stylists), salon owners and team members from around the globe in a 4-day celebration of Beauty, Fashion, Wellness, Environment and Art.
<u>Restaurant/Info Booth Hours:</u>	Sunday, August 17 – 11:30AM-4:30PM Monday, August 18 – 11:30AM – 2:30PM
<u>Transportation Provided:</u>	No transportation provided.
<u>Special Notes:</u>	Attendees on own for all meals.
<u>Schedule:</u>	Aveda Congress 2025 Schedule