

marketing & sponsorship opportunities

# MAXIMIZE your exposure!



## Banner - Outdoor

Prominently display your banner on the outside of the Orlando Convention Center. Banner provided by sponsor must meet show management specifications.

Placement: \$3,800\*

\*Call for pricing on banners over 45' wide



## NEW! Concourse Signage

Create attention for your company in the show concourse! Exposure in this high traffic area in the concourse of Lobby C is the perfect way to spread awareness of your presence.

Placement & production \$900



## Lighted Tower

Light-up your advertisement! Place your graphics at 1 of the 6 classroom and exhibit floor entrance units.

Placement & production: \$1,700



## NEW! Show Information Booth

Your graphic will be displayed proudly at 1 of 8 show information booths, spread throughout the convention center lobbies.

Placement & production: \$1,000



## Banner - Interior Lobby

Display your banner in key locations inside the convention center lobbies. Banner provided by sponsor.

Placement: \$1,800\*

\*Call for pricing on banners over 45' wide

## NEW! Pre-Show Opportunities

### Web Banner

Advertise on the official show website! Premium locations available on high traffic pages of the Premiere Orlando and Premiere DAYSPA® websites. Your graphic will include a link directly to your website! Limited to the first 5 companies. Be sure to ask about our 3 show opportunities.

Premiere Orlando Interior Pages \$300/month  
Premiere DAYSPA® Interior Pages \$300/month  
Registration Page \$500/month

### Email Blast - Exclusive

Promote your presence at Premiere Orlando 2010 and invite attendees straight to your booth! Premiere will send your custom designed e-blast to our entire database including past and present attendees. E-blasts are sent from show management and subject to approval.  
**\$1,200 per e-blast**

### Email Blast - Banner

Place your banner proudly on official show e-blasts! Capture customers attention before they even arrive at the show with your banner being linked directly to your website. Guaranteed to sell out, sign-up early!  
**\$750 per graphic**

### Exhibitor List Upgrade

Upgrade your company name on BOTH the official show website's exhibitor list and in the Day-of-Show Program.  
**\$100 per company**

## ON THE COVER

hair: Nicholas French for Matrix  
photographer: Babak  
make-up: Elena Pacienza  
hair extensions: SO.CAP USA / SHE



### Door & Window Decals

Welcome attendees at the door with these vibrant 17" x 22" single-sided graphics. Minimum order of 4.

Placement & production: \$99



### Show Program Advertising

Direct traffic to your booth, relay information about your company and leave a lasting impression.

\$1,300 Half Page Horizontal  
\$1,300 Half Page Vertical  
\$1,900 Full Page



### Registration Panel

Show-off your artwork on custom panels located at registration.

Placement & production: \$1,100



### NEW! Advertising Upgrade

Upgrade your ad to be included in Concourse Signage for an additional \$500! Available for full page ads only. See Concourse Signage section for details.



### Carpet Graphic

Showcase your company logo for everyone to see on these large 10' x 10' sections.

Placement: \$800

Placement & production: \$1,900



### Product Showcase

To help increase product awareness, there will be a Product Showcase located in the Lobby during show hours. Please be sure to sign up early, space is limited.

Placement: \$150



### Bus Graphic

Placed on shuttle buses transporting attendees between official hotels and the convention center.

Placement & production:  
Banner \$1,600 per side  
Quarter \$3,100 per side  
Half Wrap \$7,100  
Full Wrap \$12,600

**Create a package and save!**

Maximize your exposure and take advantage of quantity discounts with a customized package. Call for details.



### Hotel Room Key Cards

Place your company at attendees' fingertips. Distributed during hotel check-in and carried all weekend!

Placement & production:  
Rosen Plaza \$5,100  
(650 rooms, 1,300 cards)  
Rosen Centre \$6,100  
(850 rooms, 1,700 cards)

**Book early!**

Marketing items are on a first-come, first-serve basis and sell out fast!

For best availability sign-up before: April 1<sup>st</sup>, 2010

For further information, contact Gretchen Nielsen at [gretchen@premiereshows.com](mailto:gretchen@premiereshows.com) 1-800-335-7469 x115

# premiereorlando

International Beauty Event

June 6-7, 2010

## Sponsorship/Marketing Agreement

For best availability  
sign-up before:

April 1, 2010

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Pre-Show Opportunities

- \_\_\_\_\_ Website Banner  
 Premiere Orlando Interior Pages \$300/month  
 Premiere DAYSPA Interior Pages \$300/month  
 Registration Page \$500/month
- \_\_\_\_\_ Email Blast • Exclusive \$1,200
- \_\_\_\_\_ Email Blast • Banner \$750
- \_\_\_\_\_ Exhibitor List Upgrade \$100

### On-Site and Program Advertising

- \_\_\_\_\_ Banner • Interior Lobby Placement \$1,800
- \_\_\_\_\_ Banner • Outdoor Placement \$3,800
- \_\_\_\_\_ Bus Graphic\*  
 Banner \$1,600/side     Half Wrap \$7,100/bus  
 Quarter \$3,100/side     Full Wrap \$12,600/bus
- \_\_\_\_\_ Carpet Graphic  
 Placement \$800  
 Placement & Production\* \$1,900
- \_\_\_\_\_ Concourse Signage\* \$900
- \_\_\_\_\_ Door & Window Decals\* (Minimum 4) \$99 each
- \_\_\_\_\_ Hotel Room Key Cards\*  
 Rosen Plaza \$5,100     Rosen Centre \$6,100
- \_\_\_\_\_ Lighted Tower\* \$1,700
- \_\_\_\_\_ Product Showcase \$150
- \_\_\_\_\_ Show Program Advertising  
 1/2 Page Horizontal \$1,300  
 1/2 Page Vertical \$1,300  
 Full Page \$1,900  
 Concourse Signage Upgrade \$500 (full pg ads only)
- \_\_\_\_\_ Show Information Booth\* \$1,000
- \_\_\_\_\_ Registration Panel\* \$1,100
- \_\_\_\_\_ Other:

Total Due: \$ \_\_\_\_\_

\*Includes printing and placement

### Terms & Conditions:

All sponsorship/marketing opportunities are offered on a first-come, first-serve basis with limited quantities available. It is understood that this form shall be legally binding between Show Management, hereinafter known as Premiere Show Group (PSG) and the exhibitor/sponsor only upon acceptance by PSG. PSG will attempt to honor preferences; however, final assignments are at PSG's discretion. **All sponsorship opportunities, materials and graphics must be approved by PSG.** Placement and production when indicated (\*) are included in the fee, any additional costs (shipping, drayage, storage) are at the exhibitor/sponsor's expense.

Under no circumstances will PSG be liable for loss of profit or other incidental or consequential damages for any of its acts or omissions whether or not appraised with the possibility of such. PSG and their partners will not be held liable in the event of loss of property or theft to the exhibitor/sponsor's materials. Participation in any of the sponsorship/marketing opportunities is contingent on the sponsor exhibiting at the show.

PSG will not be liable for the fulfillment of this Agreement if non-delivery is due to any of the following causes: fire, act of God, public enemy, war (declared or non-declared) or insurrections, strikes, the authority of the law, extreme weather condition, terrorism, disaster, civil disorder or acts of aggression. Non-delivery may also result if a reasonable fear exists for any one or more of such events occurring or threatening and making it inadvisable, illegal or impossible to hold the tradeshow. No refunds will be made if the above should occur.

### Payment Information:

All sponsorship fees must be paid in full and are non-refundable.

Check # \_\_\_\_\_ (Payable to Premiere Orlando)

Visa     MasterCard     American Express

Charge Total Due \$ \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CID #: \_\_\_\_\_

### Signature:

I understand this will become a binding contract upon acceptance and is subject to the terms and conditions included in this contract.

Signature: \_\_\_\_\_