



Personal Care Products Council
Committed to Safety,
Quality & Innovation

Love the

Lipstick

ANNUAL MEETING 2010

SPONSORSHIP OPPORTUNITIES

BOARD OF DIRECTORS MEETING

Start your Annual Meeting off at the Top. As the exclusive sponsor of the Council Board of Directors meeting, you will have the opportunity to meet this influential group and briefly introduce yourself and your company to those in attendance. The meeting will kick off with a brief "reception" of snacks, sodas and coffee. Council Staff will escort you around to meet each of the board members. The Sponsor will have an opportunity to address the group for 5 minutes and place informational material at the board members seats if desired.

\$7,500 - Exclusive

FIRST TIMERS RECEPTION

If you prefer a more intimate gathering, the First Timers Reception is a wonderful event. You, you registered company employees, first time attendees to a Council Annual Meeting and the full Board of Directors and spouses. An "invitation only" event that allows you and your team to meet and greet everyone in attendance. It will be an unforgettable gathering that first timers will always remember.

\$10,000 - Exclusive

OPENING RECEPTION

Provide attendees with one of the most highly anticipated networking receptions at the event. As the reception sponsor, you are helping to bring together friends, business associates and colleagues who eagerly look forward to these gathering as a chance to reconnect and build relationships.

\$10,000 -Exclusive

OPENING DINNER

Every attendee will be at this brand new, kick off dinner in 2010. As a dinner sponsor, your company will gain maximum exposure with minimal effort in a social and friendly atmosphere. The dinner will be a grand celebration filled with music, food and fun. Sponsor benefits include signage at the main entrance, signage at each bar with corporate recognition, napkins with corporate logo, and a write-up in the program guide and your logo in our general session video loop.

\$15,000 - Exclusive

AFTER HOUR LOUNGE

Your Company's Brand is all about creativity so why not maximize your exposure by arranging an exciting evening for all attendees. This will be an event that will be talked about for years to come.

\$10,000 - Exclusive

GENERAL SESSION

The Council's General Session content is second to none for timeliness and cutting edge information and your company can help to bring this content to event attendees on their very first day. This Opening General Session Sponsor has the benefit of reaching all conference attendees at the Opening Keynote through maximum logo exposure and the opportunity to introduce key note speakers
\$25,000 – Exclusive

R&D LUNCHEON

The Personal Care industry is known for constant change, improvements and innovation and this luncheon will facilitate networking with existing customers and closing more sales. Companies are encouraged to unveil their latest solutions to a key audience of decision makers and all of these decision makers need nourishment while they are being dazzled. Your lunch sponsorship is a great and economical way to reach decision makers minds and hearts.
\$15,000 - Exclusive

EMERGING COMPANY ACCESS TO CAPITAL SEMINAR

This session gives attendees direct access to some of the most knowledgeable financial minds focused on the beauty and personal care products industries. The exclusive sponsor of the session will gain exposure and branding before emerging beauty brands looking for partners to help grow and develop their existing product lines.
\$15,000 - Exclusive

BOARD OF DIRECTORS RECEPTION & DINNER

You and your spouse will join the Council's Board of Directors and their spouses for an elegant evening starting with a reception, a beautiful sit down dinner, music and after dinner cocktails and cigars. Your sponsorship will be promoted through the initial invitations, in all of the pre event marketing and in the program
\$45,000 - Exclusive

LEARNING PANEL: MEDIA & MARKETING

Your key business clients will walk away from this session with loads of practical, actionable tactics and tips on marketing. And you will gain invaluable face time with clients. The exclusive sponsor of this session will have the opportunity to introduce the moderator as well as generate loads of visibility and brand exposure through displays, signage and branding in the pre-event marketing materials.
\$10,000 - Exclusive

LEARNING PANEL: R&D/POLICY

This session puts your name in front the key decision makers in the policy and regulatory functions of personal care and cosmetics companies. And you will gain invaluable face time with current and potential clients. The exclusive sponsor of this session will have the opportunity to introduce the moderator as well as generate loads of visibility and brand exposure through displays, signage and branding in the pre-event marketing materials.
\$10,000 - Exclusive

INNOVATION LUNCHEON

If your company's objectives include reaching key decision makers from the personal care community, then sponsoring this innovation luncheon can be highly effect for your business. Designed to help new products and ideas reach the market place, this luncheon will help you achieve your marketing goals by providing a greater awareness of your company's products and services and to facilitating valuable.
\$20,000 - Exclusive

TWO ISSUES OF PAPARAZZI

Attendees will wake up to find a special edition Paparazzi at their door filled with photos of attendees and all of the events. This is produced by the Council with your Mast head and message. The second edition is sent electronically to the attendees with more great photos and your company's message. Everyone wants to see if they made the pages!
\$10,000 – May have 2 sponsors

NITE-LINE

As attendees return to their rooms each night they will find a one page outline of the following day's program on one side and your logo and message on the other side.
\$3,000 – 2 available

HOTEL KEY CARDS

Sponsoring the Annual Meeting hotel key cards for attendees staying at the Boca Raton Resort & Club and communicate you company message each time the attendees enters their hotel room. Logo and message is printed on each of the room keys. Sponsor has the option of designing the key with hotel specifications.
\$10,000 – Exclusive

BADGES

Sponsor the badges and communicate your message each time the attendees put on or take off their badge. The Council will produce the badges printed with your company logo on the back side and distribute them to all registrants when they arrive on site.
\$5,000 - Exclusive

REFRESHMENT BREAKS

Sponsor will receive exclusive recognition by proving coffee and beverages to attendees in each of the business programs. Sponsor receives napkins with logo, signage on the break tables and an opportunity to leave literature at the station.
\$5,000 – Only 4 available

REGISTRATION BAGS

A Conference Registration Bag that converts to an environmentally smart solution. A sponsor will have their logo strategically placed for maximum brand building and recognition and each attendee will receive one when they arrive on site. Following the meeting, attendees are encouraged to place any previously read magazines in the bag which are collected and distributed to a local hospital or charity of the sponsor's choice. Or the tote can be taken home and used for groceries and other shopping outings.
\$10,000 – may have 2 sponsors

REGISTRATION BAG INSERTS

Sponsors can place a one-page flyer in the registration bag distributed to all conference attendees. This is ideal to advertise your private meeting space location, invite attendees to your cabana, or supply all attendees with your product brochure. Inserts must be 8 ½" x 11" size or smaller or a magazine
\$1,000

PROGRAM AT A GLANCE

These strategically placed signs are a quick reference to the daily activities taking place at the Council's Annual Meeting. Sponsors will have their logos prominently placed for maximum brand building and recognition.

\$5,000 – Exclusive

STRATEGIC MEETINGS LOCATOR CARD

The strategic meeting locator card will help attendees navigate the cabana area and find members who opted for inside meeting space. Your company will be recognized every time an attendee opens the cards, saving valuable time between important appointments.

\$5,000 – Exclusive

POOLSIDE CABANA SPONSORSHIPS (CABANA OWNERS ONLY)

\$3,000 for sponsorships and all expenses to be paid for by sponsors

MUSIC - Create an upbeat, happy environment with a small jazz group, a single "Jimmy Buffet" guitarist, or a DJ spinning club music... sounds that will draw attendees to your cabana.

ICE CREAM – What could be more appealing than ice cream on a hot, busy day in Florida?

BROW SHAPING – Who isn't insecure about the shape of their brows? Why not sit down and visit with your client while an expert gives him or her quick touch up?

CHAIR MASSAGES – Provide Council attendees with an opportunity for a chair massage and you will have them lining up around your cabana.

SIGNATURE BEVERAGES – Lemonade, Mojitos, Frozen Ices, Cosmos, Smoothies.. Whatever beverage fits your brand and your budget. Complete the look with logoed napkins or logoed poolside plastic glasses for the occasion.

MINI MANICURES – This is a very popular sponsorship that has clients standing in line waiting for their turn and while they are waiting you have the opportunity to enlighten them on your outstanding products or circulation numbers.

HAND MASSAGES – Quick and easy to perform and both men and women enjoy the soft, soothing feeling that a hand massage provides.

PALM OR CARD READINGS – "I see your product being advertised in our magazine and it is a run-away success." It must be true if it is in the cards! Everyone enjoys having their future read and perhaps their future includes your advertising pages!!