

# HSCG

◆ 2019 ◆

ANNUAL CONFERENCE

GAYLORD TEXAN RESORT ◆ MAY 16-19, 2019

## Sponsorship & Exhibitor Information

The Handcrafted Soap & Cosmetic Guild Annual Conference is the largest conference for handcrafters of soap and cosmetics in the world! The 2018 Conferences in Atlanta, GA was attended by nearly 600 attendees and sold out over a month in advance! The HSCG also hosted our very first conference in Canada, which received rave reviews by attendees. The 2019 venue has even more space and we expect to sell out once again, with over 625 attendees.

Last year, over 60 manufacturers and suppliers partnered with the HSCG offering sponsorships, donations and contributions. Many companies sent representatives who met their current and prospective customers face-to-face, giving both vendors and attendees valuable networking opportunities.

“I came with the intent to get as much as I could out of it, and I feel that I am doing just that. I have learned so much, and I’m inspired!” –R.F.

If you participated last year we thank you and hope you will join us again in 2019! If you were unable to participate, we invite you to what will be the largest and most successful event in the handcrafted soap and cosmetic industry – our 21st Annual Conference, taking place May 16-19, 2019 at the beautiful Gaylord Texan in Grapevine, Texas.

The HSCG offers various sponsorship opportunities that allow you to customize your visibility and marketing to attendees as well as all HSCG Members and visitors to our website. Choices range from specific advertising space in our Program Book to exclusive branded goodies and gifts. The opportunities are endless!



Sponsorship is a great way to showcase your company's support of the handcrafted soap and cosmetic industry. This brochure is your comprehensive guide to sponsoring and donating to the HSCG Annual Conference. Whatever your level of interest, we pledge to work with you every step of the way to make your participation rewarding and profitable.

Our Promotional Coordinator, Sara Wagner, is available to answer your questions, reserve your sponsorship requests and assist you in getting the most out of your HSCG Conference sponsorship experience. You can reach her by email at [sponsors@soapguild.org](mailto:sponsors@soapguild.org)

# CONFERENCE VENUE

The 2019 Conference will be held at the Gaylord Texan in Grapevine, TX, only a short drive from Dallas. The hotel has an extensive meeting space, in which the HSCG will have general session and break-out rooms, the Exhibitor Hall, and space for meals and other activities. Snacks and beverages will be served during the breaks in the Exhibitor Area, drawing in attendees and providing maximum exposure for all vendors.

As in previous years, careful consideration is given to ensuring that our sponsors, exhibitors and donors receive the maximum possible exposure during the days of the conference. The attendees will see sponsorship acknowledgements all throughout the various spaces utilized by the HSCG Conference. Our goal is to make sure that the attendees recognize and remember those businesses that partner with us and provide their support for the Conference!



The HSCG has negotiated special rates for attendees. To get these special rates, reservations must be made before April 12, 2019 or until the room block is full. Use the reservation link on the "Hotel" page of our website (under "Conference" tab).

## OUR ATTENDEES ARE YOUR CUSTOMERS!

Attendees have fun, but they are at the Conference to learn and improve their skills, and to expand their businesses. These dedicated entrepreneurs are the customers that you want for your business!



# PREMIUM SPONSORSHIPS

Premium sponsorships provide a unique opportunity for a company to gain exposure to an audience of over 600 qualified and interested customers. Getting your name, message and products out in front of the attendees is a good way to boost your business. Packages include consideration for those who will be present at the event, as well as for those who cannot attend but still want to have a positive presence at the HSCG Conference.

Our attendees recognize that sponsors who select the Silver, Platinum, Gold or Emerald levels of sponsorship are committed to the handcrafted soap and cosmetic industry. Past surveys have shown that given an option, attendees are more likely to purchase from companies they know have been sponsors at an HSCG Conference. There is no doubt premium sponsorship of an HSCG Conference forms a positive, lasting impression in the mind of hundreds of potential buyers!

## SMALL BUSINESS

Perfect for smaller businesses with smaller advertising/marketing budgets, though there is no upper annual sales income threshold to be able to participate in this level.

- ◆ Complimentary conference registration for one person.
- ◆ Name mentioned in all Conference marketing materials.
- ◆ Acknowledgment on HSCG website (with logo and hyperlink to your website) which will remain on the historical page indefinitely.
- ◆ Business card size color ad in Conference Program Book

Small Business Sponsorship: \$750

### Tier 3 Vendor Members    Tier 2 Vendor Members    Tier 1 Vendor Members

25% discount on any premium sponsorship

Complimentary SILVER premium sponsorship

Complimentary PLATINUM premium sponsorship

50% discount on premium sponsorship upgrade

50% discount on premium sponsorship upgrade

## SILVER

All of the Small Business sponsorship, PLUS:

- ◆ Complimentary Exhibitor Space (1 table).
- ◆ Quarter-page color ad in the Conference Program Book
- ◆ Acknowledgments throughout the conference.
- ◆ Individual banner at the HSCG Conference.
- ◆ Logo prominently displayed on PowerPoint presentations at our Opening Address by the President, Annual Meeting and Awards Dinner.

Silver Sponsorship: \$1,500

## GOLD

All of the Silver level benefits, PLUS:

- ◆ Additional table for Exhibitor Space (total of 1 exhibitor space with 2 tables).
- ◆ Half-page color ad in Program Book.
- ◆ More prominent placement of individual banner at the HSCG Conference.
- ◆ Larger company logo used in HSCG website acknowledgment

Gold Sponsorship: \$2,000

Every Premium Sponsor receives at least one complimentary conference registration with the sponsorship.

## PLATINUM

All of the Gold level benefits, PLUS:

- ◆ One additional complimentary ticket for full Conference Attendance plus meals and breaks for the attendee (total of 2 conference registrations).
- ◆ Additional table for Exhibitor Space (total of 2 tables).
- ◆ Full-page color ad in Program Book.
- ◆ Larger company logo used for the HSCG website acknowledgment.
- ◆ More prominent placement of individual banner.

Platinum Sponsorship: \$2,500

## EMERALD

All of the Platinum level benefits, PLUS:

- ◆ One additional Complimentary Ticket for full Conference attendance plus meals and breaks for the attendee, (total of 3 Conference tickets and one exhibitor space with 3 tables).
- ◆ Larger company logo used for the HSCG website acknowledgment.

Emerald Sponsorship: \$5,000

For more info on sponsorship opportunities, please contact:

Sara Wagner  
Promotional Coordinator  
[Sponsors@soapguild.org](mailto:Sponsors@soapguild.org)



There's no doubt the Attendees love and appreciate the gifts and goodies from Sponsors! (Las Vegas, 2017)

# EVENING EVENTS

AVAILABLE TO PREMIUM SPONSORS & VENDOR MEMBERS

Each evening of the conference presents the unique opportunity to host a themed party or event to truly showcase your business. Conference attendees love having the opportunity to meet fellow handcrafters in a casual atmosphere, sponsored by their favorite companies. Past events include 70's and 80's themed parties, a full dinner with professional entertainment, casino night and a blinged-out Diamond Plate Dinner. The possibilities for throwing a truly memorable event are limitless!

Two time slots (evenings of Friday, May 17th and Saturday, May 18th) are available on a first come/first served basis (subject to the HSCG Wait List policy) Sponsors who choose to host an event will be able to fully customize themes, meal choices and décor, which helps add a personal touch to each party.

Evening events are an integral part of the conference and are announced on a special webpage on the HSCG site with links to the sponsor. Sponsors of the evening events also receive recognition in all conference marketing materials, including the HSCG website, Program Book and all signage and announcements for the event.



*During the 2018 Annual Conference in Atlanta, attendees got the red carpet treatment during the Red Carpet VIP party hosted by Veracity Insurance Solutions and Nurture Soap.*



*Attendees enjoying a tropical Caribbean Party at the 2015 Annual Conference.*

## LET'S GET SOCIAL

Because of the amazing response to most events, sponsors normally see an increase in positive social media mentions as attendees post pictures and status updates about their experience.

# PROMOTIONAL SPONSORSHIPS

There are numerous opportunities available to promote your company and keep your name in front of attendees, both at the conference and after they return home. Promotional branding of all types of products is available, and there is something to fit every budget. Whether you choose to help attendees stay hydrated with branded water bottles, show off their conference haul with branded show bags, introduce your company in our Program Book, or provide a unique item with your personal branding, your sponsorship is bound to leave an impression.

We can work with you to find the perfect item that will promote your business and stay within your budget. All items are exclusive; no duplicate promotional sponsorships will be sold. To reserve your items, or for more information, contact Sara at [sponsors@soapguild.org](mailto:sponsors@soapguild.org).

## BRANDED ITEMS

Attendees love to receive branded items so they can show off their love for the industry! Popular items include water bottles, clip boards, notebooks and spatulas. You can also sponsor smaller items like pens, key chains and flash drives! We can work with you to find a branded goodie that fits your budget and brand.

**Price \$2,500\***

## SHOW BAGS

Make an impact on attendees the moment they enter and throughout the duration of the event by putting your logo on the official show bags which are given to every attendee.

These are large, high quality bags with a printed logo (one color logos only). Just imagine your company's logo on the most coveted bag at the conference!

**Price: \$2,500\***



## AWARDS DINNER

At the "grand finale" Awards Dinner your company's name and logo will be featured on all signage and your company "ad" will be read at the start of the dinner. You may also supply gifts to be placed on tables for attendees.

**Price: \$900**

## ATTENDEE BADGE

Feature your logo in a highly visible spot on each attendee's name badge and lanyard! These badges are worn throughout the conference, giving your company daily visibility. Lanyards are soft, high quality and durable and badges are full color.

**Price: \$2,500\***

## PROGRAM BOOK ADS

Make an impact on attendees that lasts long after they are back home. Printed in full, glossy color, the Program Book contains all of the vital conference information and details\*\*.

Back Cover . . . . .	\$800
Front Inside Cover . . . . .	\$750
Inside Back Cover . . . . .	\$750
Whole Seam . . . . .	\$1,000
Half Seam . . . . .	\$600
Full Page Ad . . . . .	\$400
Half Page Ad . . . . .	\$250
Quarter Page Ad . . . . .	\$150



## SOAPERS SHOWCASE

Sponsor the popular Soapers' Showcase. Your company is featured on signage, and you present the Soapers' Showcase winner trophy at the Awards Dinner.

The Soapers Showcase is a beloved tradition so this is a great way to gain exposure and gratitude from the attendees.

**Price: \$1,500**

\*Minimum price. The actual price will depend on the item selected.

\*\* Premium Sponsors, (including complimentary Premium Sponsorships for Tier1 and Tier2 Vendor Members) automatically qualify for ad space in the program book (see previous page for details).

# NEW SPONSORSHIP OPPORTUNITY: REGISTRATION PHOTO EXPERIENCE

Attendees cannot wait to register once they arrive at the conference! They are excited to learn, network and have the opportunity to meet their favorite vendors and we like to keep that excitement going with fun, individual photos taken right at registration!

After receiving their registration materials, attendees will have the opportunity to have their picture taken in front of an HSCG-themed backdrop with venue-themed props-and this is where you come in! This year, we are offering sponsorship of the props to give one generous sponsor the opportunity to be front and center when the attendees arrive. These pictures are then included in a special slideshow presentation during the Awards

Dinner on the final night; attendees enjoy seeing themselves up on that screen!

The Registration Photo Experience sponsorship includes:

- ◆ **Recognition as a sponsor in the Program Book**
- ◆ **Signage at Registration with your company logo**
- ◆ **Recognition at the Awards Dinner preceding the special slideshow dedicated to participating attendees**

The price for this sponsorship is \$500.



# GET CONNECTED WITH A WHOVA SPONSORSHIP

The HSCG introduced Whova at the 2018 Atlanta Conference and attendees absolutely *loved* it! Whova is a mobile event app that allows attendees, exhibitors and conference staff to communicate, view schedules and much more.

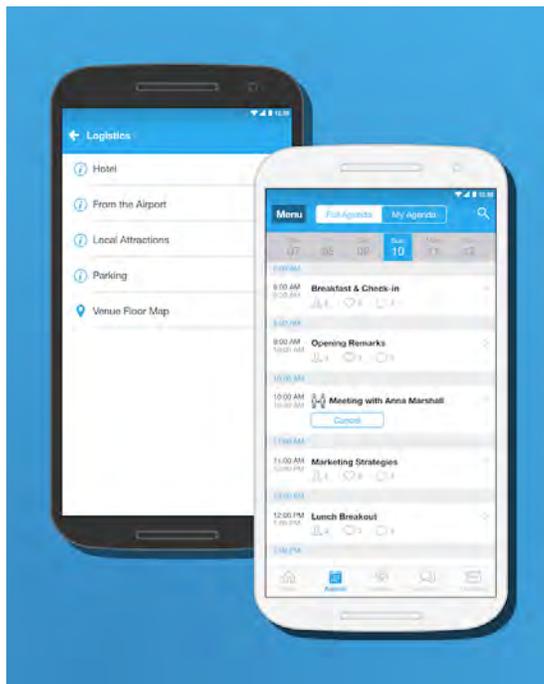
Exhibitors have a unique benefit when using Whova, in that you are able to scan the badge of each attendee you meet to save their contact information! Attendees have control over what information is in their profile on Whova, so you can be assured that when you scan their badge, you are receiving the information directly from them.

After the conference, you can use your newly scanned badges to contact attendees and follow up on potential leads. This is a win-win for both exhibitors and attendees looking to make a new business connection!

This year, we are opening up the Whova app for sponsorship. As the sponsor of the Whova app, you will receive:

- ◆ **Recognition in our Program Book for your sponsorship**
- ◆ **Your logo at the top of the Whova HSCG Conference landing page in the app**
- ◆ **Recognition on all instructional signage for Whova at the venue**
- ◆ **Recognition in marketing materials that mention the Whova app**

Sponsorship of the Whova app for 2019 is \$2,500.



Whova

# EXHIBITOR SPACE

*Seeing the Vendors here made them more personal to me. I will be buying from them.” - T.L.*

Whether you bring products for direct sale, take orders, or just showcase your product line, exhibitor space at the HSCG conference is a great way to reach new and existing customers. Attendees love to browse through the Exhibitor Hall, talking to vendors about what they are offering and looking for inspiration and new ideas to improve or increase their product lines. A table in the Exhibitor Hall puts you directly in front of qualified and interested potential customers.

The schedule allows exhibitors to stay open for the duration of the conference, with very little “closed” time. Periods of time are set aside specifically for exhibitor networking. To increase exposure, all break snacks are served in the Exhibitor Hall.

## ◆ WHAT YOU GET ◆

- ◆ Exposure to conference attendees who are actively seeking companies to support their growing businesses.
- ◆ Full access for one (1) to all conference activities and presenters, full meals and all breaks and refreshments.
- ◆ One (1) skirted table, chair and wastebasket in our exclusive exhibitor room.
- ◆ Opportunity to conduct pre-orders for conference attendees, which will be advertised on our website and promoted to attendees.
- ◆ Company name published as an exhibitor in all conference marketing materials.
- ◆ Access to attendee info via Whova.



*There is plenty of time for attendees to explore the offerings of all the vendors in the Exhibitor Hall during the breaks and meals. (2018)*



*Attendees are very interested in the information provided by vendors. This is their chance for face-to-face time with their current and new suppliers. (2018)*

## ◆ PRICING ◆

<b>Exhibitor Table with (1) Conference Registration</b>	..... \$659.00
Additional Table.....	\$95.00
Additional Conference Registration.....	\$500.00
Additional guest meals only .....	\$329.00

**Silver, Gold, Platinum and Emerald Sponsors, and Tier 1 and Tier 2 Vendor Members all receive complimentary space in the Exhibitor Hall.**

# THE FINE PRINT

## How to Purchase

Call the HSCG office (866-900-7627 or 518-306-6934) to purchase any of the sponsorship or promotional opportunities discussed in this brochure. Sara Wagner, our Promotional Manager, will work with you to get your purchase completed.

Most branding opportunities are offered at several price points. Final price is dependent upon the actual item selected for branding. The HSCG Conference Promotional Coordinator ([sponsors@soapguild.org](mailto:sponsors@soapguild.org)) will work with you on your item selection and making the necessary arrangements.

## Exclusives - First Come / First Served

Most of the opportunities are exclusive; there is only ONE available. Exclusive promotional branding opportunities and marketing events are offered on a first come/first served basis, and in accordance with the following HSCG Organizational Policies (available on the HSCG website):

- a) "Conference Sponsorships" (24 Feb 2010)
- b) "Marketing Events" (30 Jun 2009)
- c) "Wait Lists" (30 Jun 2009)

## Listings & Acknowledgements

Listings and acknowledgements on the website and in promotional materials(s) that go with a particular sponsorship level or branding opportunity take effect once the contract is signed and paid, and any necessary artwork is received.

## Logos

Depending on the sponsorship level and/or promotional branding opportunity, the sponsor logo may be displayed on the website, in eNews about the conference, on a banner at the conference, in the program book and/or in other promotional materials.

Logos should be provided as a vector image (.ai or .eps) which allows them to be resized as needed without loss of quality. If a vector image is not available, details on sizes/versions needed for the logo will be provided. Logos must be received as vector images or in the sizes requested, and must be of suitable quality for print or web as needed. Logos that do not meet the specifications may not be used.

## Banners

Premium Sponsors (Silver, Gold, Platinum, and Emerald, as well as Tier 1 and Tier 2 Vendor members) qualify for a banner at the conference. Artwork for the banner must be 26" by 26" and may be provided as a .psd, .ai, .eps, .jpg, .gif or pdf file, at least 72 dpi.

The company name and website URL will be added to the banner. Banners may be re-used from year to year, so they must not be date-sensitive.

**Deadline for submitting banner images: March 10, 2019**



## Program Book Ads

The Conference Program Book is produced by high-quality, full-color printing. As such, the file requirements are very exact. Only ads that meet the specifications and are received by the deadline will be included in the Program Book. The best format for ads is an Adobe .pdf or Adobe Illustrator file (.ai or .eps) with fonts outlined, and images imbedded, saved for "high quality print" or "press quality". Do not include crop or bleed lines.

Adobe Photoshop files (.psd) or .tiff files are acceptable, provided they are at least 200 dpi. Other image files, (.jpg, .gif, .png) and MS Word or Publisher files cannot be used as they tend to be fuzzy when printed. All ads must be saved in a CMYK colorspace. Finished program book ad sizes are as follows:

Full Page: 7.5" wide by 10" high

Half Page: 7.5" wide by 4.9" high

Quarter Page: 3.75" wide by 5" high

Whole Seam: 16" wide by 10" high

**Deadline to purchase program book ads: February 15, 2019**

**Deadline to submit program book ads: March 10, 2019**

## File Submissions

Files should be submitted to [Sponsors@Soapguild.org](mailto:Sponsors@Soapguild.org). If a file is too large to send by email (over 5 mg), use file transfer service such as [www.yousendit.com](http://www.yousendit.com) or [www.dropbox.com](http://www.dropbox.com) to transfer the file.

## Final Say

The Executive Director has the final say in the acceptance of all ads, logos, materials, donations and contributions. She has the authority to refuse any items, materials or files that may be inappropriate or not up to acceptable standards.

The Executive Director also has final say in the event of any disputes or issues.

**All materials and files should be sent to:**

Sara Wagner  
Promotional Coordinator  
[sponsors@soapguild.org](mailto:sponsors@soapguild.org)