

AACS

REPRESENTING BEAUTY & WELLNESS EDUCATION

— SINCE 1924 —

2021 AACS SPONSORSHIP OPPORTUNITIES

Inspire. Create. Share. Together.



INSPIRE. CREATE. SHARE. TOGETHER.

AACS is excited to provide you with our 2021 sponsorship package to help you connect with our members. You'll find exciting new opportunities to connect across the year, both virtually and in-person. From in-person and virtual exhibits, to articles, networking events, and webinars, we're helping you meet members where they are.

AACS is a committed partner in helping you grow your network and enhance your current and new business relationships. More importantly, we can help you tell your story and showcase your expertise to our membership. We look forward to partnering with you in 2021.



ENTERPRISE LEVEL \$85,000

MARKETING & ADVERTISING

- Premier recognition on AACS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACS website for event pages
- Banner on CEA & AMP virtual homepage
- One (1) company-branded pop up banner to be displayed at AACS Convention & Expo
- Two (2) social media posts for both CEA & AMP and AACS Annual Convention & Expo
- Exclusive landing page wall on CEA & AMP homepage
- One (1) full page color advertisement on the schedule-at-a-glance for AACS Convention & Expo
- Commercial loop tile at both CEA & AMP and AACS Annual Convention & Expo
- Gift bag insert for AACS Convention & Expo 2020
- Space in WINK (weekly e-blast) to promote scholarships or contest
- Right to use of the term "AACS Enterprise Sponsor" on 2021 marketing material

ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

- \$10,000 Government Relations General Fund Contribution
- \$7,500 Public Relations Campaign/Industry Research

DIGITAL CONTENT

- Four (4) 30-minute educational webinars during the year
- Dedicated follow-up emails to webinar attendees
- Two (2) sponsored contests and/or networking opportunities
- Two (2) blog posts
- Six (6) sponsored ads/messages on AACS social media outlets
- Premier banner placement in WINK
- Quarterly newsletter highlight: sponsored content, ad, or article

MEETINGS & EVENTS

Virtual Congressional Summit and Capitol Hill Kickoff

May 19–20, 2021 **VIRTUAL**

- Marketing recognition as an Enterprise Sponsor
- Four (4) event registrations
- Opportunity to introduce a morning (opening) session
- Sponsored coffee break

CEA & AMP Virtual Convention

July 31–August 1, 2021 **VIRTUAL**

- Customized booth
- Ten (10) event registrations
- Commercial loop in booth and revolving on the registration page

- Ongoing premier marketing recognition as AACS Enterprise Sponsor
- Logo in listing on all event materials
- Top level of booth customization
- Opportunity to sponsor a prize as part of contest tied to exhibit booth visits
- Two (2) daily (4 total) announcements on registration page
- Sponsor keynote speaker for day 1
- Opportunity for 30-minute presentation prior to the intro of keynote speaker
- One (1) virtual meeting room to provide presentation or tutorials

AACS Annual Convention & Expo October 2021, Las Vegas, NV

- 30-minute general session time
- 10 x 40 booth
- Ten (10) event registrations
- Ongoing premier marketing recognition as AACS Enterprise Sponsor
- Early selection of exhibitor booth
- One (1) table of ten (10) people at Owners Dinner
- One (1) sponsored keynote speaker session
- One (1) suite at AACS Annual Convention & Expo 2021

NACCAS Workshops 2021

One (1) tabletop space at all three NACCAS events listed below:

- June 5–6, 2021 (Arlington, VA)
- September 11–12, 2021 (Las Vegas, NV)
- December 2021 (location TBD)

DIAMOND LEVEL \$75,000

MARKETING & ADVERTISING

- Top recognition on AACS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACS website for event pages
- Banner on CEA & AMP virtual homepage
- One (1) company-branded pop up banner to be displayed at AACS Convention & Expo
- Two (2) social media posts for both CEA & AMP and AACS Annual Convention & Expo
- Exclusive landing page wall on CEA & AMP homepage
- Commercial loop tile at both CEA & AMP and AACS Annual Convention & Expo
- Gift bag insert for AACS Convention & Expo 2020
- Space in WINK (weekly e-blast) to promote scholarships or contest
- Right to use of the term "AACS Diamond Sponsor" on 2021 marketing material

ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

- \$10,000 Government Relations General Fund Contribution
- \$7,500 Public Relations Campaign/Industry Research

DIGITAL CONTENT

- Four (4) 30-minute educational webinars during the year
- Dedicated follow-up emails to webinar attendees
- Two (2) sponsored contests and/or networking opportunities
- Two (2) blog posts
- Four (4) sponsored ads/messages on AACS social media outlets
- Top banner placement in WINK
- Quarterly newsletter highlight: sponsored content, ad, or article

MEETINGS & EVENTS

CEA & AMP Virtual Convention

July 31–August 1, 2021 **VIRTUAL**

- Customized booth
- Ten (10) event registrations
- Commercial loop in booth and revolving on the registration page
- Ongoing premier marketing recognition as AACS Diamond Sponsor
- Logo in listing on all event materials
- Top level of booth customization
- Opportunity to sponsor a prize as part of contest tied to exhibit booth visits

- Two (2) daily (4 total) announcements on registration page
- Sponsor keynote speaker
- Opportunity for 30-minute presentation prior to the intro of keynote.
- One (1) virtual meeting room to provide presentation or tutorials
- Commercial loop in booth and revolving on the registration page

AACS Annual Convention & Expo October 2021, Las Vegas, NV

- 30-minute general session time
- 10 x 40 booth
- Ten (10) event registrations
- Ongoing premier marketing recognition as AACS Diamond Sponsor
- Early selection of exhibitor booth
- One (1) table of ten (10) people at Owners Dinner
- One (1) sponsored keynote speaker session

NACCAS Workshops 2021

One (1) tabletop space at all three NACCAS events listed below:

- June 5–6, 2021 (Arlington, VA)
- September 11–12, 2021 (Las Vegas, NV)
- December 2021 (Location TBD)

PLATINUM LEVEL \$50,000

MARKETING & ADVERTISING

- Top recognition on AACCS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACCS website for event pages
- Banner on CEA & AMP virtual homepage
- One (1) company-branded pop up banner to be displayed at AACCS Convention & Expo
- Two (2) social media posts for both CEA & AMP and AACCS Annual Convention & Expo
- Commercial loop tile at both CEA & AMP and AACCS Annual Convention & Expo
- Gift bag insert for AACCS Convention & Expo 2020
- Space in WINK (weekly e-blast) to promote scholarships or contest
- Right to use of the term "AACCS Platinum Sponsor" on 2021 marketing material

ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

- \$7,500 Government Relations General Fund Contribution
- \$5,000 Public Relations Campaign/Industry Research

DIGITAL CONTENT

- Three (3) 30-minute educational webinars during the year
- Dedicated follow-up emails to webinar attendees
- Two (2) sponsored contests and/or networking opportunities
- Two (2) blog posts
- Three (3) sponsored ads/messages on AACCS social media outlets
- Banner placement in WINK
- Quarterly newsletter highlight: sponsored content, ad, or article

MEETINGS & EVENTS

CEA & AMP Virtual Convention

July 31–August 1, 2021 **VIRTUAL**

- Customized booth
- Eight (8) event registrations
- Commercial loop in booth and revolving on the registration page
- Ongoing premier marketing recognition as AACCS Platinum Sponsor
- Logo in listing on all event materials
- Top level of booth customization
- Opportunity to sponsor a prize as part of contest tied to exhibit booth visits
- One (1) daily announcement on registration page
- Commercial loop in booth and revolving on the registration page

AACCS Annual Convention & Expo October 2021, Las Vegas, NV

- 30-minute general session time
- 10 x 20 booth
- Eight (8) event registrations
- Ongoing premier marketing recognition as AACCS Platinum Sponsor
- Early selection of exhibitor booth
- One (1) table of 10 at Owners Dinner
- One (1) sponsored keynote speaker session

NACCAS Workshops 2021

One (1) tabletop space at all three NACCAS events listed below:

- June 5–6, 2021 (Arlington, VA)
- September 11–12, 2021 (Las Vegas, NV)
- December 2021 (Location TBD)

GOLD LEVEL \$25,000

MARKETING & ADVERTISING

- recognition on AACS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACS website for event pages
- Banner on CEA & AMP virtual homepage
- One (1) company-branded pop up banner to be displayed at AACS Convention & Expo
- Two (2) social media posts for both CEA & AMP and AACS Annual Convention & Expo
- Commercial loop tile at both CEA & AMP and AACS Annual Convention & Expo
- Gift bag insert for AACS Annual Convention & Expo 2021
- Space in WINK (weekly e-blast) to promote scholarships or contest
- Right to use of the term "AACS Gold Sponsor" on 2021 marketing material

ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

- \$5,000 Government Relations General Fund Contribution
- \$2,500 Public Relations Campaign/Industry Research

DIGITAL CONTENT

- Two (2) 30-minute educational webinars during the year
- Dedicated follow-up emails to webinar attendees
- One (1) sponsored contest and/or networking opportunity
- One (1) blog post
- Two (2) sponsored ads/messages on AACS social media outlets
- Banner placement in WINK
- Two (2) annual newsletter highlights: sponsored content, ad, or article

MEETINGS & EVENTS

CEA & AMP Virtual Convention July 31–August 1, 2021 **VIRTUAL**

- Customized booth
- Six (6) event registrations
- Commercial loop in booth and revolving on the registration page
- Ongoing premier marketing recognition as AACS Gold Sponsor
- Logo in listing on all event materials
- Top level of booth customization

AACS Annual Convention & Expo October 2021, Las Vegas, NV

- 10 x 10 booth
- Six (6) event registrations
- Ongoing premier marketing recognition as AACS Gold Sponsor
- Early selection of exhibitor booth

NACCAS Workshops 2021

One (1) tabletop space at all three NACCAS events listed below:

- June 5–6, 2021 (Arlington, VA)
- September 11–12, 2021 (Las Vegas, NV)
- December 2021 (Location TBD)

SILVER LEVEL \$15,000

MARKETING & ADVERTISING

- recognition on AACS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACS website for event pages
- Logo on CEA & AMP virtual homepage
- Social media post for both CEA & AMP and AACS Annual Convention & Expo
- Commercial loop tile at both CEA & AMP and AACS Annual Convention & Expo
- Space in WINK (weekly e-blast) to promote scholarships or contest
- Right to use of the term "AACS Silver Sponsor" on 2021 marketing material

ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

- \$2,500 Government Relations General Fund Contribution
- \$1,500 Public Relations Campaign/Industry Research

DIGITAL CONTENT

- Two (2) 30-minute educational webinars during the year
- Dedicated follow-up emails to webinar attendees
- Sponsored contest and/or networking opportunity
- One (1) blog post
- Two (2) sponsored ads/messages on AACS social media outlets
- Banner placement in WINK
- Newsletter highlight: sponsored content, ad, or article

MEETINGS & EVENTS

CEA & AMP Virtual Convention July 31–August 1, 2021 **VIRTUAL**

- Customized booth
- Four (4) event registrations
- Commercial loop in booth and revolving on the registration page
- Ongoing marketing recognition as AACS Silver Sponsor
- Logo in listing on all event materials

AACS Annual Convention & Expo October 2021, Las Vegas, NV

- 10 x 10 booth
- Four (4) event registrations
- Ongoing marketing recognition as AACS Silver Sponsor
- Early selection of exhibitor booth

NACCAS Workshops 201

One (1) tabletop space at all three NACCAS events listed below:

- June 5–6, 2021 (Arlington, VA)
- September 11–12, 2021 (Las Vegas, NV)
- December 2021 (Location TBD)

COPPER LEVEL \$10,000

MARKETING & ADVERTISING

- recognition on AACS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACS website for event pages
- Logo on CEA & AMP virtual homepage
- Commercial loop tile at both CEA & AMP and AACS Annual Convention & Expo
- Right to use of the term "AACS Copper Sponsor" on 2021 marketing material

ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

- \$1,500 Government Relations General Fund Contribution
- \$500 Public Relations Campaign/Industry Research

DIGITAL CONTENT

- Sponsored contest and/or networking opportunity
- One (1) blog post
- Sponsored ad/message on AACS social media outlets
- Banner placement in WINK
- Newsletter highlight: sponsored content, ad, or article

MEETINGS & EVENTS

CEA & AMP Virtual Convention July 31–August 1, 2021 **VIRTUAL**

- Customized booth
- Four (4) event registrations
- Commercial loop in booth and revolving on the registration page
- Ongoing marketing recognition as AACS Copper Sponsor
- Logo in listing on all event materials

AACS Annual Convention & Expo October 2021, Las Vegas, NV

- 10 x 10 booth
- Four (4) event registrations
- Ongoing marketing recognition as AACS Copper Sponsor
- Early selection of exhibitor booth

NACCAS Workshops 2021

One (1) tabletop space at all three NACCAS events listed below:

- June 5–6, 2021 (Arlington, VA)
- September 11–12, 2021 (Las Vegas, NV)
- December 2021 (Location TBD)

BRONZE LEVEL \$2,500

MARKETING & ADVERTISING

- recognition on AACCS homepage, and in other pages/digital spaces recognizing 2021 partners
- Logo on AACCS website for event pages
- Right to use of the term "AACCS Bronze Sponsor" on 2021 marketing material

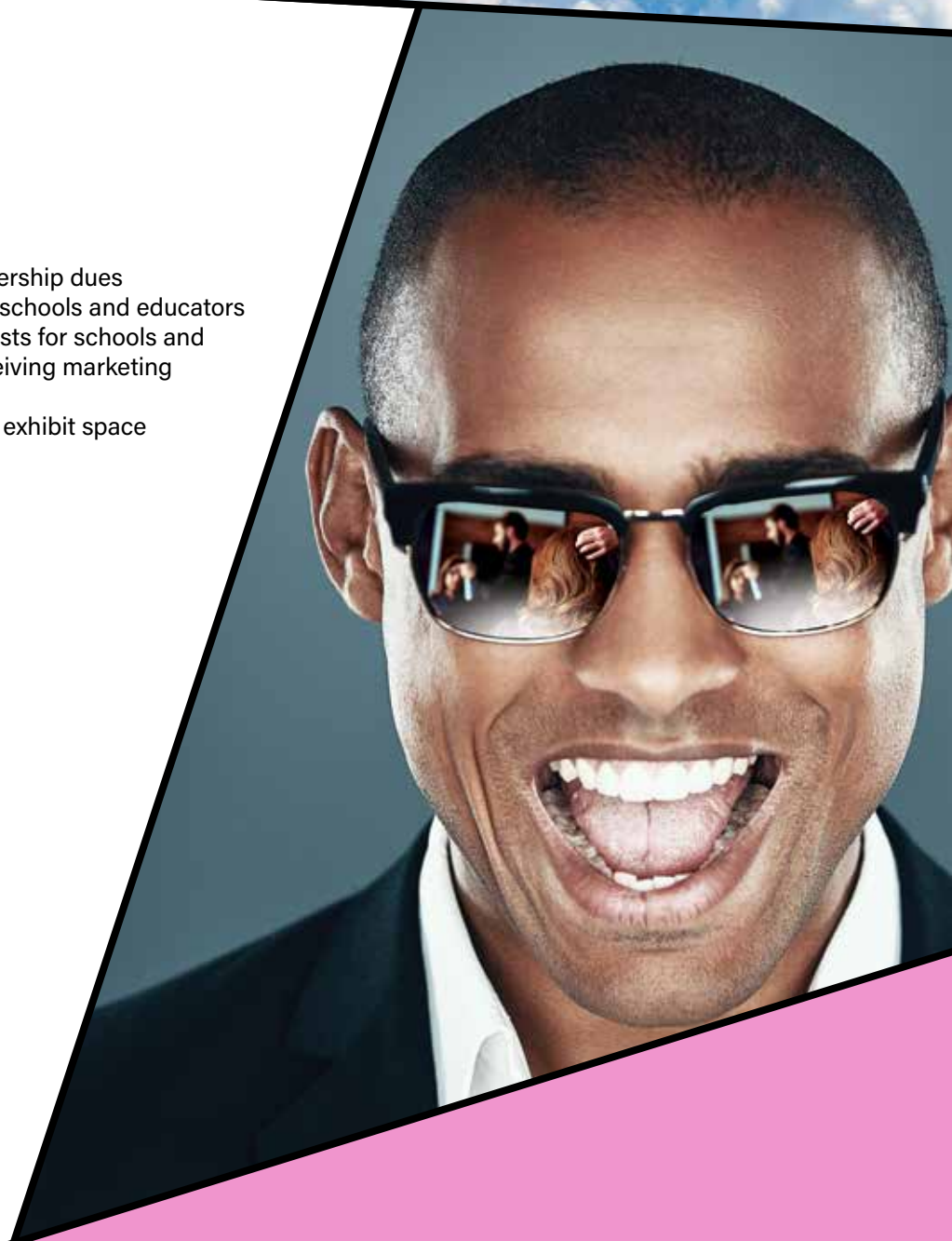
ADDITIONAL BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)
- Second round selection for exhibit space

PARTNER LEVEL \$1,200

BENEFITS

- One (1) year partner membership dues
- Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)
- Second round selection for exhibit space



CONFERENCE ENHANCEMENT OPPORTUNITIES

4X8 VERTICAL BANNER: \$1,000

Displayed at AACS Annual Convention & Expo

BANNER ON CEA & AMP VIRTUAL HOMEPAGE: \$1,000

COMMERCIAL LOOP: \$1,000

Opportunity good for CEA & AMP, and AACS Annual Convention & Expo

BRANDED DRINK TICKETS:

50 Tickets \$750

100 Tickets \$1,500

ROOM KEY SPONSOR: \$5,000

Opportunity good for AACS Annual Convention & Expo

GIFT BAG INSERT: \$1,500

Opportunity good for AACS Annual Convention & Expo

ATTENDEE NAME BADGE (LOGO PLACEMENT): \$5,000

Opportunity good for AACS Annual Convention & Expo

WATER BOTTLE STATION (300 QTY): \$4,000

Includes purchase, setup, and branding

ATTENDEE LANYARDS (NAME PLACEMENT): \$5,000

Opportunity good for AACS Annual Convention & Expo

ROOM DROP: \$2,500 (Up to 300 rooms. Additional rooms prorated.)

Opportunity good for AACS Annual Convention & Expo



SIGNATURE BRANDED OPPORTUNITIES

COFFEE BREAK: \$5,000

- Coffee service for 300 people, includes promotional signage at the event.
- Opportunity good for AACS Annual Convention & Expo

VIRTUAL COFFEE BREAK: \$2,000 PER EVENT

- Opportunity good for Virtual Congressional Summit and Capitol Hill Day Kickoff, or CEA & AMP Virtual Convention

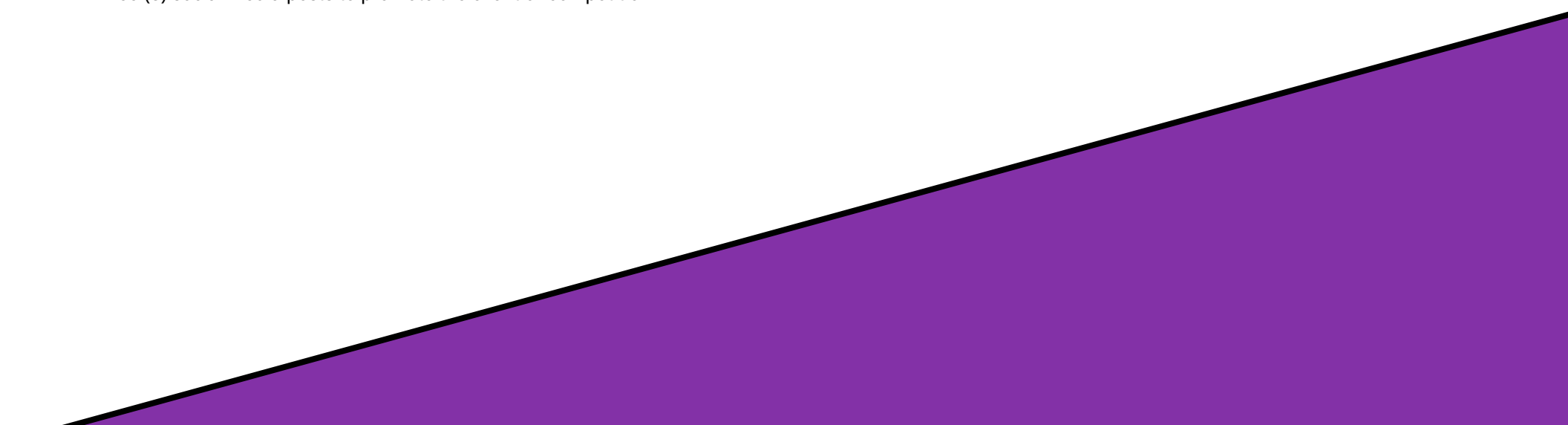
BRANDED BUSINESS LOUNGE: \$7,500

- Includes furniture
- Light refreshments
- Opportunity to provide promotional item

OPENING RECEPTION CO-SPONSOR: \$10,000

- Promotional signage at the event
- Two (2) social media branded messages
- Opportunity for one (1) representative to provide brief welcome to audience

CONTEST BOOST: \$2,500

- Three (3) months of ads in WINK weekly e-newsletter
 - Three (3) social media posts to promote the event or competition
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CONVENTION EXHIBITING

CEA & AMP VIRTUAL CONVENTION July 31–August 1, 2021 **VIRTUAL**

Virtual Booth (includes two (2) exhibitor badges): \$1,500

ANNUAL CONVENTION & EXPO October 2021, Las Vegas, NV

All exhibitor badges include access to two (2) breakfasts, two (2) lunches, and one (1) drink ticket for one (1) reception

- 10 x 40 Booth (includes 10 exhibitor badges): \$8,000
- 10 x 30 Booth (includes 8 exhibitor badges): \$6,500
- 10 x 20 Booth (includes 4 exhibitor badges): \$4,500
- 10 x 10 Booth (includes 2 exhibitor badges): \$2,500

Additional Convention Benefits

Additional Exhibitor Badge: \$350 each

Additional Virtual Exhibitor Badges: \$200 each

Corner Booth (based on availability): \$250

NACCAS WORKSHOPS 2021

June 5–6, 2021 (Arlington, VA)

September 11–12, 2021 (Las Vegas, NV)

December, 2021 (Location TBD)

- Tabletop exhibit at three (3) NACCAS Workshops: \$4,425
- Tabletop exhibit at two (2) NACCAS Workshops: \$2,950
- Tabletop exhibit at one (1) NACCAS Workshop: \$1,500

NACCAS BAG SPONSORSHIP: \$1,500 PER EVENT

NACCAS GIFT BAG INSERT: \$350



ADDITIONAL BENEFITS

ADDITIONAL BENEFITS	Enterprise \$85,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Copper \$10,000	Bronze \$2,500	Partner \$1,200
One (1) year partner membership dues	✓	✓	✓	✓	✓	✓	✓	✓
Full contact list of member schools and educators (Sponsor will only receive lists for schools and educators that opt into receiving marketing materials.)	✓	✓	✓	✓	✓	✓	✓	✓
Second round selection for exhibit space							✓	✓

INDUSTRY CONTRIBUTIONS

INDUSTRY CONTRIBUTIONS	Enterprise \$85,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Copper \$10,000	Bronze \$2,500	Partner \$1,200
Government Relations General Fund Contribution	\$10,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500		
Public Relations Campaign/Industry Research	\$7,500	\$7,500	\$5,000	\$2,500	\$1,500	\$500		

DIGITAL CONTENT

DIGITAL CONTENT	Enterprise \$85,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Copper \$10,000	Bronze \$2,500	Partner \$1,200
30-minute educational webinars during the year	4	4	3	2	2			
Dedicated follow-up emails to webinar attendees	✓	✓	✓	✓	✓			
Sponsored contests and/or networking opportunities	2	2	2	1	1	1		
Blog posts	2	2	2	1	1	1		
Sponsored ads/messages on AACCS social media outlets	6	4	3	2	2	1		
Premier banner placement in WINK	✓							
Top banner placement in WINK		✓						
Banner placement in WINK			✓	✓	✓			
Newsletter highlight: sponsored content, ad, or article (annual)	4	4	4	2	1	1		

MEETINGS & EVENTS

CEA & AMP VIRTUAL CONVENTION: JULY 31-AUG 1, 2021 (VIRTUAL)	Enterprise \$85,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Copper \$10,000	Bronze \$2,500	Partner \$1,200
Customized booth	✓	✓	✓	✓	✓	✓		
Event registrations	10	10	8	6	4	4		
Commercial loop in booth and revolving registration page	✓	✓	✓	✓	✓	✓		
Ongoing premier marketing recognition as AACCS Sponsor at your corresponding level	✓	✓	✓	✓				
Logo listing on all event materials	✓	✓	✓	✓	✓	✓		
Top level of booth customization	✓	✓	✓					
Opportunity to sponsor a prize as part of contest tied to exhibit booth visits	✓	✓	✓					
Daily announcements on registration page	2 per day	2 per day	1 per day					
Opportunity for 30-minute presentation prior to the intro of keynote	✓	✓						
One (1) virtual meeting room to provide presentation or materials	✓	✓						
Two (2) daily (4 total) announcements on registration page	✓	✓						
One (1) daily announcement on registration page			✓					
Opportunity for 30-minute presentation prior to the intro of keynote	✓	✓						

MEETINGS & EVENTS

AACS ANNUAL CONVENTION & EXPO: OCTOBER 2021, LAS VEGAS, NV	Enterprise \$85,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Copper \$10,000	Bronze \$2,500	Partner \$1,200
30-minute general session time	✓	✓						
Exhibit booth	10x40	10x40	10x20	10x10	10x10	10x10		
Event registrations	10	10	8	6	4	4		
Marketing recognition as an AACS Sponsor at your corresponding level	✓	✓	✓	✓	✓	✓		
Early selection of exhibitor booth	✓	✓	✓	✓	✓	✓		
One (1) table of ten (10) people at Owners Dinner	✓	✓	✓					
One (1) sponsored keynote speaker session	✓	✓	✓					
One (1) suite	✓							



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— SINCE 1924 —

For additional information or questions please contact:

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