Welcome,

Our partners are essential to the success of our association and we appreciate your participation. We encourage you to truly be a partner with us and our schools as we all work together to improve the beauty and wellness education industry.

We sincerely appreciate your commitments both in time and finances. Your support allows AACS to engage our membership by providing the vast array of networking, educational and advocacy activities.

Below you will find our 2022 Partnership and Sponsorship Opportunities. We want to work with you this year to maximize your involvement and support of our member schools. The sponsorship levels are a framework that you can customize to best meet your needs.

We are excited about 2022 and getting back to in-person events. With events at all 4 NACCAS trainings, CEA in Las Vegas in July, and the Annual Conference in New Orleans. We are also returning to an in-person Congressional Summit and Capitol Hill Day in Washington, DC in April.

I hope to see all of you at our events!

Please reach out if you have any questions.

Regards,

Cecil Kidd

Cecil Kidd
Executive Director
DIAMOND LEVEL
$75,000

MEMBERSHIP
- 2022 Partner Membership
- Full Contact List of Member Schools, Staff, and Faculty *(Sponsor will only receive lists for those that opt in to receiving marketing materials.)*

INDUSTRY CONTRIBUTIONS
- $15,000 Government Relations General Fund Contribution
- $5,000 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING
- Recognized on AACS Website As Diamond Sponsor and on All Event Registration Pages
- Two (2) Social Media Posts Highlighting Partner Prior to CEA and Annual Convention
- Partner-Provided Pop-Up To Be Displayed at All 2022 AACS Events
- Use of AACS Diamond Partner Badge on All Electronic and Printed Marketing Materials
- Exclusive Upgraded Directory
- Exclusive Advertising in AACS Communities
- Exclusive Sponsored Forum in AACS Communities

DIGITAL CONTENT
- Two (2) One-Hour Educational Webinars
- Eight (8) Newsletter Articles or Blog Posts
- Quarterly Ad/Messages on AACS Social Media Outlets

AACS DOLLARS
- $5,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

AACS Congressional Summit and Capitol Hill Day
- Two (2) Registrations

CEA Annual Convention
Las Vegas, NV – July 8–11
- Exclusive 20x20 Booth
- Premier Booth Location
- Eight (8) Exhibitor Passes
- One (1) 30-Minute General Session Presentation
- Two (2) 60-Minute Breakout Sessions
- Two (2) Hours on Exhibit Area Presentation Stage
- Partner-Provided Item for Participant Gift Bag
- Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

AACS Annual Convention & Expo
New Orleans, LA – Oct. 12–16
- Exclusive 20x20 Booth
- Premier Booth Location
- Eight (8) Exhibitor Passes
- One (1) 30-minute General Session Presentations
- Two (2) 60-Minute Breakout Sessions
- Owner’s Dinner Table Sponsor, Including 10 Tickets
- Partner-Provided Item for Gift Bag
- Special Marketing Recognition on Physical/Digital Signage, Announcements, & Advertising
- Sponsor Keynote Speaker at Either CEA or AACS Annual Convention & Expo ($15,000 Budget)

2022 NACCAS Workshops
- One (1) Tabletop Space at All Four (4) NACCAS Training Events
$50,000

MEMBERSHIP
• 2022 Partner Membership
• Full Contact List of Member Schools, Staff, and Faculty (Sponsor will only receive lists for those that opt in to receiving marketing materials.)

INDUSTRY CONTRIBUTIONS
• $10,000 Government Relations General Fund Contribution
• $3,000 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING
• Recognized on AACS Website As Platinum Sponsor and on All Event Registration Pages
• Two (2) Social Media Posts Highlighting Partner Prior to CEA and Annual Convention
• Partner-Provided Pop-Up To Be Displayed at All 2022 AACS Events
• Use of AACS Platinum Partner Badge on All Electronic and Printed Marketing Materials
• Exclusive Upgraded Directory
• Exclusive Advertising in AACS Communities
• Exclusive Sponsored Forum in AACS Communities

DIGITAL CONTENT
• One (1) One-Hour Educational Webinar
• Six (6) Newsletter Articles or Blog Posts
• Quarterly Ad/Messages on AACS Social Media Outlets

AACS DOLLARS
• $4,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

AACS Congressional Summit and Capitol Hill Day
• Two (2) Registrations

CEA Annual Convention
Las Vegas, NV – July 8–11
• Exclusive 10x20 Booth
• Premier Booth Location
• Six (6) Exhibitor Passes
• Two (2) 60-Minute Breakout Sessions
• One (1) Hour on Exhibit Area Presentation Stage
• Partner-Provided Item for Participant Gift Bag
• Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

AACS Annual Convention & Expo
New Orleans, LA – Oct. 12–16
• Exclusive 10x20 Booth
• Premier Booth Location
• Six (6) Exhibitor Passes
• Two (2) 60-Minute Breakout Sessions
• Owner’s Dinner Table Sponsor, Including 10 Tickets
• Partner-Provided Item for Participant Gift Bag
• Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

2022 NACCAS Workshops
• One (1) Tabletop Space at All Four (4) NACCAS Training Events
GOLD LEVEL ALL EVENTS $25,000

MEMBERSHIP
• 2022 Partner Membership
• Full Contact List of Member Schools, Staff, and Faculty *(Sponsor will only receive lists for those that opt in to receiving marketing materials.)*

INDUSTRY CONTRIBUTIONS
• $5,000 Government Relations General Fund Contribution
• $1,250 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING
• Recognized on AACS Website as Gold Sponsor and on all event registration pages
• Two (2) Social Media posts highlighting Partner prior to CEA and Annual Convention
• Use of AACS Gold Partner Badge on all electronic and printed marketing materials
• Exclusive Upgraded Directory
• Exclusive Advertising in AACS Communities

DIGITAL CONTENT
• One (1) One Hour Educational Webinars
• Four (4) Newsletter Articles or Blog Posts
• Quarterly ad/messages on AACS Social Media outlets

AACS DOLLARS
• $2,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

AACS Congressional Summit and Capitol Hill Day
• One (1) Registration

CEA Annual Convention
Las Vegas, NV – July 8–11
• 10x10 Booth
• Upgrade Booth Location
• Four (4) Exhibitor Passes
• Partner provided item for participant Gift Bag
• Special Marketing Recognition on physical/digital signage, announcements, and advertising

AACS Annual Convention & Expo
New Orleans, LA – Oct. 12–16
• 10x10 Booth
• Upgrade Booth Location
• Four (4) Exhibitor Passes
• Partner provided item for participant Gift Bag
• Special Marketing Recognition on physical/digital signage, announcements, and advertising

2022 NACCAS Workshops
• One (1) Tabletop space at all four (4) NACCAS Training Events
GOLD LEVEL CEA
$25,000

MEMBERSHIP
• 2022 Partner Membership
• Full Contact List of Member Schools, Staff, and Faculty (Sponsor will only receive lists for those that opt in to receiving marketing materials.)

INDUSTRY CONTRIBUTIONS
• $5,000 Government Relations General Fund Contribution
• $1,250 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING
• Recognized on AACS Website As Gold Sponsor and on All Event Registration Pages
• Two (2) Social Media Posts Highlighting Partner Prior to CEA
• Use of AACS Gold Partner Badge on All Electronic and Printed Marketing Materials
• Exclusive Upgraded Directory
• Exclusive Advertising in AACS Communities

DIGITAL CONTENT
• One (1) One-Hour Educational Webinar
• Four (4) Newsletter Articles or Blog Posts
• Quarterly Ad/Messages on AACS Social Media Outlets

AACS DOLLARS
• $3,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

AACS Congressional Summit and Capitol Hill Day
• Day One - One (1) Registration

CEA Annual Convention
Las Vegas, NV – July 8–11
• 10x10 Booth
• Upgrade Booth Location
• Four (4) Exhibitor Passes
• One (1) 60-Minute Breakout Session
• One (1) Hour on Exhibit Area Presentation Stage
• Partner-Provided Item for Participant Gift Bag
• Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

2022 NACCAS Workshops
• One (1) Tabletop Space at All Four (4) NACCAS Training Events
MEMBERSHIP
- 2022 Partner Membership
- Full Contact List of Member Schools, Staff, and Faculty (Sponsor will only receive lists for those that opt in to receiving marketing materials.)

INDUSTRY CONTRIBUTIONS
- $5,000 Government Relations General Fund Contribution
- $1,250 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING
- Recognized on AACS Website As Gold Sponsor and on All Event Registration Pages
- Two (2) Social Media Posts Highlighting Partner Prior to Annual Convention
- Use of AACS Gold Partner Badge on All Electronic and Printed Marketing Materials
- Exclusive Upgraded Directory
- Exclusive Advertising in AACS Communities

DIGITAL CONTENT
- One (1) One-Hour Educational Webinar
- Two (2) Newsletter Articles or Blog Posts
- Quarterly Ad/Messages on AACS Social Media Outlets

AACS DOLLARS
- $3,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

AACS Congressional Summit and Capitol Hill Day
- One (1) Registration

AACS Annual Convention & Expo
New Orleans, LA – Oct. 12–16
- 10x10 Booth
- Upgrade Booth Location
- Four (4) Exhibitor Passes
- One (1) 60-Minute Breakout Session
- Partner-Provided Item for Participant Gift Bag
- Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

2022 NACCAS Workshops
- One (1) Tabletop Space at All Four (4) NACCAS Training Events
MEMBERSHIP
- 2022 Partner Membership
- Full Contact List of Member Schools, Staff, and Faculty (*Sponsor will only receive lists for those that opt in to receiving marketing materials.)*

INDUSTRY CONTRIBUTIONS
- $2,500 Government Relations General Fund Contribution
- $750 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING
- Recognized on AACS Website As Silver Sponsor and on All Event Registration Pages
- Two (2) Social Media Posts Highlighting Partner Prior to CEA
- Use of AACS Silver Partner Badge on All Electronic and Printed Marketing Materials
- Exclusive Upgraded Directory

DIGITAL CONTENT
- Two (2) Newsletter Articles or Blog Posts
- Quarterly Ad/Messages on AACS Social Media Outlets

AACS DOLLARS
- $1,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

CEA Annual Convention
Las Vegas, NV – July 8–11
- 10x10 Booth
- Upgrade Booth Location
- Two (2) Exhibitor Passes
- One (1) 60-minute Breakout Sessions
- Partner-Provided Item for Participant Gift Bag
- Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

2022 NACCAS Workshops
- One (1) Tabletop Space at Two (2) NACCAS Training Events
SILVER LEVEL ANNUAL CONFERENCE

$15,000

MEMBERSHIP

• 2022 Partner Membership
• Full Contact List of Member Schools, Staff, and Faculty (Sponsor will only receive lists for those that opt in to receiving marketing materials.)

INDUSTRY CONTRIBUTIONS

• $2,500 Government Relations General Fund Contribution
• $750 Public Relations Campaign/Industry Research

MARKETING & ADVERTISING

• Recognized on AACS Website As Silver Sponsor and on All Event Registration Pages
• Two (2) Social Media Posts Highlighting Partner Prior to Annual Convention
• Use of AACS Silver Partner Badge on All Electronic and Printed Marketing Materials
• Exclusive Upgraded Directory

DIGITAL CONTENT

• Two (2) Newsletter Articles or Blog Posts
• Quarterly Ad/Messages on AACS Social Media Outlets

AACS DOLLARS

• $1,000 in AACS Cash That Can Be Spent on Additional Sponsorships Listed on Page 11

MEETINGS & EVENTS

AACS Annual Convention & Expo
New Orleans, LA – Oct. 12–16

• 10x10 Booth
• Upgrade Booth Location
• Two (2) Exhibitor Passes
• One (1) 60-minute Breakout Sessions
• Partner-Provided Item for Participant Gift Bag
• Special Marketing Recognition on Physical/Digital Signage, Announcements, and Advertising

2022 NACCAS Workshops

• One (1) Tabletop Space at Two (2) NACCAS Training Events
2022 EXHIBITOR FEES

CEA & AMP Las Vegas, NV – July 8–11

<table>
<thead>
<tr>
<th>Size</th>
<th>Early (Through April 30)</th>
<th>Regular (May 1–July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>$2,500</td>
<td>$2,999</td>
</tr>
<tr>
<td>10x20</td>
<td>Exclusive for Platinum Sponsors</td>
<td>N/A</td>
</tr>
<tr>
<td>20x20</td>
<td>Exclusive for Diamond Sponsors</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Annual Conference New Orleans, LA – Oct. 12–16

<table>
<thead>
<tr>
<th>Size</th>
<th>Early (Through June 30)</th>
<th>Regular (July 1–Sept. 30)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>$2,500</td>
<td>$2,999</td>
</tr>
<tr>
<td>10x20</td>
<td>Exclusive for Platinum Sponsors</td>
<td>N/A</td>
</tr>
<tr>
<td>20x20</td>
<td>Exclusive for Diamond Sponsors</td>
<td>N/A</td>
</tr>
</tbody>
</table>

AACS Quarterly Partner Expo

Held in conjunction with the NACCAS workshops.

<table>
<thead>
<tr>
<th>City/Date</th>
<th>Early</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 26–28, Tampa, FL</td>
<td>$1,750 (until March 14)</td>
<td>$1,950</td>
</tr>
<tr>
<td>June 25–27, Arlington, VA</td>
<td>$1,750 (until May 2)</td>
<td>$1,950</td>
</tr>
<tr>
<td>Sept. 17–19, Las Vegas, NV</td>
<td>$1,750 (until July 17)</td>
<td>$1,950</td>
</tr>
<tr>
<td>October TBD</td>
<td>$1,750 (until August 15)</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

Save $200 Register for all four events for $6,800!

Additional Partner Tickets: $400/e
# 2022 Sponsorship Opportunities

## Event Sponsorships (Prices per event)

### CEA & Annual Conference

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Speaker Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Branded Business Lounge</td>
<td>$7,500</td>
</tr>
<tr>
<td>Reception Sponsors - 4 sponsors per reception (5 minute presentation and recognition)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Lunch Sponsor - 2 sponsors per lunch event (10-minute presentation and recognition)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Room Key Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Water Bottle Station qty 300</td>
<td>$4,500</td>
</tr>
<tr>
<td>Breakfast Sponsor - 2 sponsors (10-minute presentation and recognition)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Lanyard Sponsor (Your Logo &amp; AACS Logo)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Breakout Session Sponsor (Provide presenter - educational topics)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Owners Dinner Table Sponsor</td>
<td>$1,800</td>
</tr>
<tr>
<td>Demonstration Stage in Exhibit Hall CEA Only – Cost per hour</td>
<td>$1,500</td>
</tr>
<tr>
<td>Branded Drink Tickets For Reception- per 50 tickets</td>
<td>$1,500</td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Gift Bag Insert</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Congressional Summit & Hill Day

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congressional Guide Sponsor (Back Page Advertising- 100 copies)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Breakfast Sponsors (2 per Breakfast)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Flash Drive Sponsor (Event Materials to be placed on logo drive)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### AACS Quarterly Partner Expos

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded Drink Tickets for Reception – Qty 25</td>
<td>$750</td>
</tr>
</tbody>
</table>

### Other Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor-Presented Webinar (Up to One [1] Hour)</td>
<td>$950</td>
</tr>
<tr>
<td>Ads on AACS Social Media (Per Ad)</td>
<td>$250</td>
</tr>
<tr>
<td>Educational Articles in Newsletter (Per Article)</td>
<td>$200</td>
</tr>
</tbody>
</table>

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**Contact Information**

Cecil Kidd, Executive Director | cecil@beautyschools.org