



Thank you for your interest in being a sponsor or exhibitor of the Beauty to Business Conference 2012 which will serve as the premier business skills training for professionals in the beauty industry. We are so excited to invite your company to partner with us for our upcoming conference that will be held on Monday, May 14, 2012 at the Hilton Hotel in downtown Baltimore, MD.

Designed to fill the often overlooked need of beauty professionals to obtain and enhance their development in business operations and growth strategies, the Bridging Beauty to Business Conference 2012 is being marketed to beauty professionals in the Washington D.C., Maryland, and Virginia.

Conference Sessions Will Cover a Full Spectrum of Topics Including:

- Buying Commercial Property
- Salon Software
- Liability Insurance
- Tackling Taxes
- Health Issues
- Money Management
- Social Media Marketing
- Customer Service
- Salon Management
- Legal Issues

Why become a Sponsor?

Bridging Beauty to Business Conference 2012 will offer you a tremendous opportunity to have unprecedented branding and exposure to attendees at our conference, but also the ability to reach beauty professionals who are unable to attend. Sponsorship means extended branding via repeated exposure on our website www.bridgingbeautytobusiness.com related websites, online networks, direct mail, public relations and e-mail marketing. Contact Mark Duncan at 443.364.8222

Interested in Speaking?

If your are interested in delivering a presentation, please visit our website at www.bridgingbeautytobusiness.com to submit a request. For more information about being a speaker, contact Stacie Price at 443.364.8222

Be apart of the Bridging Beauty to Business Conference 2012

Sponsorship Opportunities

PLATINUM SPONSOR - - - \$10,000

- Presentation during the keynote address (limit 5 minutes)
- Recognized as host of Welcome/Networking reception
- Full page 4-color ad in the conference program
- Company listing and description in the conference program
- Sponsor acknowledgement in all signage
- Post-conference attendee list
- Five (5) complementary conference passes
- Title sponsor on all marketing materials
- Acknowledgement in all marketing materials pre-show, on-site, & post-show
- Web Banner ad on Bridging Beauty to Business Conference 2012 web site (includes a link to the sponsor's site)
- Inclusion in conference gift bags
- 8' exhibitor table space

EXHIBITOR - - - \$1,250

- 8' exhibitor table space
- Company listing and description in the conference program

ADVERTISER - - - \$750 (Full-Page) / \$500 (1/2 Page)

- 4-color ad in the conference program

GOLD SPONSOR - - - \$5,000

- Full page 4-color ad in the attendee manual
- Company listing and description in the conference program
- Sponsor acknowledgement in all signage
- Post-conference attendee list
- Three (3) complementary conference passes
- Acknowledgement in all marketing materials pre-show, on-site, & post-show
- Web Banner ad on Bridging Beauty to Business Conference 2012 web site (includes a link to the sponsor's site)
- Inclusion in conference gift bags
- 8' exhibitor table space

BRANDING SPONSORSHIPS

We're pleased to offer additional sponsorship opportunities designed to maximize your reach to this targeted, highly qualified audience:

- Giveaways - \$1,500
- Welcome/Networking Reception sponsor - \$5,000
- AM break sponsor - \$1,000
- PM break sponsor - \$1,000
- Website banner - \$350

SILVER SPONSOR - - - \$3,000

- Full page 4-color ad in the conference program
- Company listing and description in the attendee manual
- Sponsor acknowledgement in all signage
- Post-conference attendee list
- Web Banner ad on Bridging Beauty to Business Conference 2012 web site (includes a link to the sponsor's site)
- 8' exhibitor table space



For more information or to reserve your sponsorship, please contact Mark Duncan at 443.364.8222 for pricing and availability **OR** complete the form on the following page.



Sponsorship and Advertising Agreement

Please complete and mail with payment to:
ATTN: Beauty to Business Conference
1102 Marksworth Road
Baltimore, MD 21207

SPONSOR INFORMATION

COMPANY NAME _____

CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$10,000

GOLD SPONSOR - \$5,000

SILVER SPONSOR - \$3,000

BRANDING SPONSORSHIPS

EXHIBITOR - \$1,250 ADVERTISER - \$750 ADVERTISER - \$500

- Reception sponsor \$5,000
- Giveaway \$1,500
- AM break sponsor \$1,000
- PM break sponsor \$1,000
- Web site banner \$350

Sponsorship prices do not include production or labor costs. All rates/packages/terms are subject to change. Conference Management will attempt to honor choices in order of preference; however final decisions regarding assignment are in the sole discretion of Conference Management.

YES, by signing below the undersigned hereby affirmatively acknowledge that the Bridging Beauty to Business Conference is a joint venture between Visionary Financial Strategies, Inc. (VFS) and Aiden Marketing, Inc. (AM) and hereby affirmatively consents and agrees to receive (i) facsimile advertisements sent by or on behalf of VFS / AM to the facsimile number provided or instead to the following fax number: ____-____-_____; (ii) telephone solicitations initiated by or on behalf of VFS / AM and directed to the telephone number provided or instead to the following telephone number: ____-____-_____; and (iii) commercial electronic mail messages sent by or on behalf of VFS, AM, their affiliates, lines of business and divisions.

Payment Options:

Payment via business check or cashier's check is required with contract. Make checks payable to: Visionary Financial Strategies, Inc. Credit card payments can be made on-line at www.bridgingbeautytoobusiness.com or by contacting a sales representative at 443-364-8222 to make arrangements.

Sign Here:

AUTHORIZED SIGNATURE for Sponsoring Company or Exhibitor

Printed Name & Title of Person Authorized to Sign Agreement for Sponsoring Company or Exhibitor

ACCEPTED BY: (CONFERENCE MANAGEMENT)

Subject to the Terms and Conditions attached hereto and incorporated herein by this reference. ACCEPTANCE – Sponsor understands that this Agreement shall be legally binding between Visionary Financial Strategies, Inc., Aiden Marketing Inc., and the Sponsor. Sponsor also understands that any changes in the information in this agreement must be provided to in writing. This agreement may be executed in counterparts with all such counterparts constituting one Agreement. This Agreement may be executed and delivered by facsimile and a facsimile signature shall be treated as an original.

For more information or to reserve your sponsorship, please contact Mark Duncan at 443.364.8222 for pricing and availability.