



The HSMG Conference has become the largest soapmaking Conference in North America! In 2010, over 300 people attended.

Last year, over 60 suppliers and manufacturers partnered with the HSMG and the Conference with sponsorships, donations and contributions. Many companies sent representatives who were able to meet their customers face-to-face and find out what matters most to them.

We invite you and your company to partner with the most successful event in the handcrafted soap industry for our 14th Annual Conference, to be held at the Hilton Miami Downtown, May 18-20, 2011 in fabulous Miami, Florida.

You can partner with the HSMG Conference in several different ways, each one giving you a different type of exposure to a targeted and attentive audience.

Depending on the partnering program you select, you may also receive additional promotional opportunities to reach prospective attendees, HSMG website visitors and/or recipients of *The Handcrafted Soapmaker Journal* (written, published and distributed by the HSMG).

This brochure is intended for those who provide products and/or services of interest to handcrafted soapmakers. The following pages outline this year's promotional opportunities which are designed to help you promote your company to the rapidly expanding market of handcrafted soap business owners and crafters. Whatever your level of interest, we pledge to work with you every step of the way to make your participation rewarding and profitable.

If you have any questions please do not hesitate to contact our Sponsor Coordinator, Cheryl Peterson at sponsors@soapguild.org

CONFERENCE VENUE



The 2011 Conference will be held at the beautiful Hilton Miami Downtown, in the heart of Miami overlooking Biscayne Bay.

All the meeting space for the HSMG Conference is located in the hotel, providing an excellent opportunity to reach your prospective customers and promote your business.

Breaks will be held in the Exhibitor area, directly across from the Conference meeting rooms.

Networking parties can be held inside the hotel or out on the pool deck, weather permitting. There is a wide range of different spaces to choose from.

The HSMG has a special conference rate and a reserved room block that is available to attendees until April 5, 2011. When making your reservation be sure to mention the HSMG ("soap conference") to get the special rate (\$159 per night).



SPONSORSHIP OPPORTUNITIES

Sponsorships provide a unique opportunity for a company to gain exposure to an audience of pre-qualified consumers without having to staff an exhibitor table. They also allow for exclusively branding specific aspects of the conference itself.

Conference attendees recognize that those companies with Silver, Gold, Platinum, Emerald and Diamond level Sponsorships are going that extra mile to support the handcrafted soap industry. In addition to the benefits outlined below, Conference Sponsors have the option to host an exclusive marketing event (i.e. Networking Party) on the evening of May 18th or 19th. It's a perfect opportunity to network with potential customers and directly market your products or services to a captive audience.

SILVER LEVEL \$1,500

- ★ Name mentioned in all marketing materials (attendee registration packet, conference brochure) including mailings, press releases, website and eNews.
- ★ Logo prominently displayed on PowerPoint Presentations at our Opening Address by the President, Annual Meeting and Closing Awards Dinner.
- ★ Recognition listing in the HSMG 2011 Conference Program Book.
- ★ Contact list of conference attendees
- ★ Company logo printed on sponsor appreciation signage at the Conference
- ★ One (1) Complimentary Ticket for full Conference Attendance plus meals & breaks for the attendee.
- ★ Quarter-Page Color Ad in Conference Program Book
- ★ Acknowledgment in the HSMG Journal.
- ★ Website Acknowledgment (with hyper-link to your website) which will remain on the historical page indefinitely.
- ★ Acknowledgments throughout the conference.

Some of the vendors were new to me. I will purchase from them for their support of the HSMG Conference - definitely! - P.W.

GOLD LEVEL \$2,000

- ★ All of the Silver level benefits, PLUS:
- ★ Complimentary Exhibitor Space (1 table)
- ★ Half-Page Color Ad in Program Book
- ★ Company logo used for the HSMG website acknowledgment.
- ★ More prominent placement of individual banner at the HSMG Conference

"The conference by far EXCEEDED my expectations to learn something new, meet and network with fellow soapmakers, understand the HSMG and meet with vendors." - M.A.

EMERALD LEVEL \$5,000

- ★ All of the Platinum level benefits, PLUS:
- ★ Larger acknowledgment in HSMG Journal.
- ★ One (1) additional Complimentary Ticket for full Conference attendance plus meals & breaks for the attendee (total of 3 tickets)

To participate in a sponsorship or promotional opportunity, contact:

Cheryl Peterson
Sponsor / Promo Coordinator
Sponsors@soapguild.org

PLATINUM LEVEL \$2,500

- ★ All of the Gold level benefits, PLUS:
- ★ Complimentary Exhibitor Space (2 tables)
- ★ Full-Page Color Ad in Program Book
- ★ Larger company logo used for the HSMG website acknowledgment.
- ★ More prominent placement of and individual banner at the HSMG Conference
- ★ Larger acknowledgment in HSMG Journal.
- ★ One (1) additional Complimentary Ticket for full Conference Attendance plus meals & breaks for the attendee (total of 2 tickets)

"I appreciate the sponsors' and vendors' support of the HSMG." - L.M.

DIAMOND LEVEL \$10,000+

- ★ All of the Emerald level benefits, PLUS:
- ★ Most prominent placement of all ads, banners and acknowledgments
- ★ Logo included in all banners and acknowledgments.
- ★ VIP ground transportation from the Miami airport to the Hilton Miami Downtown.
- ★ Two (2) additional Complimentary Tickets for full Conference Attendance plus meals & breaks (total of 4 tickets)

MARKETING EVENTS EXCLUSIVE

AVAILABLE TO DIAMOND, PLATINUM, GOLD, EMERALD AND SILVER SPONSORS ONLY

Host an exclusive party or event for the conference attendees! Work directly with the hotel to create an event in your style and within your budget. It's a perfect venue to present your company, material and/or samples and a great way to mingle with your prospective buyers.

There are only two available time slots, May 18th & 19th, which are being offered on a first come/first served basis. Once your contract is signed, you will be given a special conference web page to announce your event details and full recognition in all Conference marketing materials including the official schedule and in the program book. In addition, your company name and logo will be featured on all signage and announcements for this highly attended evening event.

Benefits:

- ★ Promotion in all conference materials, print and online.
- ★ Full listing of attendees with their contact information.
- ★ Exclusive evening time slot to network directly with your potential customers.
- ★ Work directly with the hotel to create your own event within your budget



The Grand Ballroom and Foyer were transformed into a Wild West Saloon for Essential Wholesale's Wild West Party (2010)

FOR EXHIBITORS (VENDORS)

This year, the schedule allows exhibitors to stay open for the duration of the conference, with very little "closed" time. There are also periods set aside in the schedule for exhibitor networking to allow the attendees ample time to visit the exhibitors exclusively. In addition, all breaks will be held in the foyer just outside the Exhibitor Room.

Exhibitors will also be given the benefit of full access to the conference, all presentations, full meals (3 breakfasts, 2 lunches & 1 dinner) and all breaks and refreshments.



The Exhibitor Area was packed with people during every break and meal (2010)

Exhibitor Benefits:

- ★ 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 and full meals
- ★ 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.
- ★ Company listed in the program & registration books.
- ★ Contact list of conference attendees.

Pricing:

Early Bird (until Jan 31, 2011)

Member	Non-Member
\$499.00	\$549.00

Full (after Feb 1, 2011)

Member	Non-Member
\$659.00	\$699.00

Additional Tables: \$95.00 Additional Meals: \$295.00
Additional Conference & Meals: \$450.00

PROMOTIONAL BRANDING OPPORTUNITIES

As attendees go through the three days of conference activities, there are numerous opportunities to promote your company and keep your name in front of the attendees. From branding the goody bags or attendee badges to the business card holders, you can find the perfect fit for your company. Check the opportunities listed below or make a proposal for something new that will perfectly fit your business. If you do not see exactly what you are looking for, contact us — we're willing to work with you! (Sponsors@soapguild.org)

SUNGLASSES CLIP

Very popular at trade shows and very useful long after the conference is over, sunglasses clips keep your sunglasses safe and easily located in your vehicle. Your logo will be prominently displayed on this useful little item and will be very much appreciated by your attendee customers. (One color logos only please)

Price [Exclusive]: \$1,950

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. These are large, high quality bags with a printed logo (one color logos only, please). Imagine your logo on a beautiful bag attendees will take home stuffed with all kinds of goodies!

Price [Exclusive]: \$1,950

NAME BADGES

Have your logo in a highly visible spot on each attendee's name badge holder. Maintain a high profile throughout the conference as these badges are used constantly for every day of the conference and even after. These are high quality cloth badge holders with your printed logo (one color logos only, please).

Price [Exclusive]: \$1,950

SOAPERS SHOWCASE

Sponsor of the popular Soapers Showcase. The attendees sign up in advance to showcase their best soaps and awards are given out in many categories.

Your company will be featured on the sign for the Showcase and will be on display for the entire conference. This is a great way to gain exposure and gratitude from the attendees.

Additionally, your company will receive all of the Silver Level Sponsorship benefits and acknowledgments! (see Silver Sponsorship)

Price [Exclusive]: \$1,500

ATTENDEE BUSINESS CARD HOLDERS

One of the great benefits of attending the HSMG Conference is the networking possibilities. The attendees exchange business cards to stay in touch after the conference is over. Get your company on their minds by sponsoring a helpful business card holder. Attendees will appreciate a place to organize their cards and will bring it home to keep your company on their minds even after the conference is over.

Price [Exclusive]: \$1,950



Soapers Showcase sponsorship (2009)

NOTEBOOKS

Very popular attendee notebooks, made of 100% recycled materials embossed with your logo. Includes a pen holder and a spiral binder. Attendees will appreciate their notebooks at the conference for jotting down vital information and will take them home afterward.

Price [Exclusive]: Custom

AWARDS DINNER

At the grand finale awards dinner your company's name and logo will be featured on all signage. You may also supply gifts to be placed on tables for attendees. Your pre-submitted company advertisement will be read at the opening of this highly attended closing event.

Price [Exclusive]: \$700

MORE PROMOTIONAL BRANDING OPPORTUNITIES

BEACH TOWELS

Miami is famous for the beaches, what better way to get your company noticed than to provide the attendees with beach towels for use at the beach or the hotel pool. There are many options available to fit any budget and the attendees will take them home for longtime use after the conference is over.

Price [Exclusive]: Custom

COOLER BAG

Miami is hot, hot, hot! Put your logo on a lunch size cooler bag that will be both useful and appreciated by your customers. Durable with a shoulder strap in many different color options and the attendees will take them home for longtime use after the conference is over.

Price [Exclusive]: \$1,950

MEAL BREAKS

[6 available] Gain visibility during meal breaks with your logo featured on all signage during the meal. You may also provide your business cards or literature to be placed on the meal tables for attendees. Your company "advertisement" will be read to the attendees during the break for more visibility.

Price per meal: \$300

WELCOME SIGNAGE

One of the first things conference attendees see is the Welcome sign. This is where your company can welcome them to the conference. Your company name and logo will be featured and visible in a key location in the conference lobby area.

Price: \$500

SHOW CLIPBOARDS

The show clipboards will be given to every attendee upon registration and will be used throughout the event and after. Have your company logo and ad on the board for all to see.

Price [Exclusive]: \$1,950

"I purchased from vendors and plan to purchase from them again due to their presence here" -- D.H.

EDUCATIONAL PROGRAMS

Your logo will be featured on all signage in the class.

Additionally, your company logo will be prominently displayed on PowerPoint announcing the Speaker as attendees come into the room. Choose from the available sessions (listed on website).

Price (per class/session): \$300

WATER BOTTLES

Your logo visibly placed on the very popular attendee water bottles used throughout the conference and brought home afterward. Bottles are made of aluminum and are BPA free. Excellent opportunity to get your company in front of the attendees, both during and after the conference. Printed with your logo (one color logos only, please).

Price [Exclusive]: \$1,950

PROGRAM BOOK ADS

Make an impact on attendees the moment they enter the show and even after they are back home, by placing an ad in the widely used and highly visible conference program book.

Printed in full, glossy color, this 32-page the Program Book contains all of the vital conference information and details.

Ad space is available in full, half, quarter and business card sizes.

Front Inside Cover: \$650

Back Cover Price: \$750

Full Page Ad: \$350

Half Page Ad: \$250

Quarter Page Ad: \$150

Business Card Ad: \$100

ADDITIONAL INFORMATION

HOW TO PURCHASE

All items listed in this brochure may be purchased through the HSMG shopping cart (www.soapguild.org/store/sponsorships), or by phone (866-900-7627). Custom priced branding opportunities (beach towels & notebooks) must be arranged with the Sponsor Coordinator as there are several options at different price points. (Sponsors@soapguild.org)

LISTINGS & ACKNOWLEDGEMENTS

Listings and acknowledgements that go with a particular opportunity take effect once the contract is signed and paid and any necessary artwork is received.

COUPONS

Coupons may be submitted in greyscale only (no color coupons). Coupon size is 4.25" (wide) x 2.5" (high); files may be submitted as .tif, .psd, pdf, .ai or .indd files and should be at least 200 dpi. Coupons must be submitted in the proper format by March 15, 2011.

PROGRAM BOOK ADS

Ad sizes and file specifications will be provided when the ad space is reserved. Artwork must be received by February 28, 2011.

EXCLUSIVE OPPORTUNITIES

Some opportunities are exclusive - there is just ONE available. These are available on a first come/first served basis, with the company who took the opportunity the previous year having first right of refusal.

MORE INFO

Sponsorships & Promotional Branding Opportunities:
Cheryl Peterson, Sponsor Coordinator - Sponsors@soapguild.org

Exhibitor Space
Betty Jane Ware, Exhibitor Coordinator - Vendors@soapguild.org

General Questions
Feleciai Favroth, Conference Chair - conference@soapguild.org

FINAL SAY

The Conference Chair has the final say in the acceptance of all ads, logos, materials, donations and contributions and has the authority to refuse any items, materials or files that may be inappropriate or not up to acceptable standards. The Conference Chair also has final say in the event of any disputes or difficulties.

OTHER PROMOTIONAL OPPORTUNITIES

The 2011 HSMG Conference will have several additional ways for vendors and suppliers to strut their stuff to the attendees. Samples, coupons, prizes and promotional literature may be given to attendees through the promotional programs listed below. As everyone who has ever attended a conference knows, the samples and things that people can take home make a truly lasting impression.

All donations are greatly appreciated and will help make this a wonderful experience for conference participants and will go a long way in helping The Handcrafted Soapmakers Guild. Once you have made your commitment to donate, we will place your company's name on the conference page of our website (www.soapguild.org) with a link to your website. In addition, we will list your business and your donation in all conference materials and communications.

COUPON BOOK

The Coupon Book was a big hit with attendees of the past three conferences. It's given out at our first lunch with the conference gift for that day. This is a great way to ensure your coupon doesn't get lost in the attendee's room or mistakenly thrown away!

Coupons may offer a discount on your products or services or offer some "special deal". To be included, just send the coupon to us in an electronic printable format and we'll do the rest.



Networking lunch (first day) with gifts for every attendee on the tables, including the coupon book placed inside colorful HSMG coffee mugs. (2009)



Attendees pick up goodie bags, badges and registration pack filled with conference information and the Program Book (2008)

GOODIE BAGS

Every arriving attendee will receive a goody bag at registration. Vendors and suppliers may donate goodies (product samples or gifts) to be included in the goodie bags.

To be included in the goodie bags, items must be actual, usable product samples or gifts. A minimum of 425 items of similar style and value will be needed. These coveted bags are the talk of the conference!

RAFFLE & DOOR PRIZES

All through the conference there will be regular drawings for prizes. All prizes will be displayed on the Raffle and Door Prize tables with a description and the name of the donor, allowing attendees to peruse the prizes and easily see your company name and prize donation.

All raffle prizes donated must be a minimum of \$50 in retail value. The higher the value of the item, the more fanfare it will receive. Items with a value of less than \$50 will be designated as door prizes.

GRAND DOOR PRIZES

Raffle Donations valued at \$500 (or more) will receive special fanfare and recognition.

During the conference, Grand Door Prizes will be displayed with special recognition and the donating company may place literature on the display table for attendees to take.

The raffle will be at the Awards Dinner. The company and the donation will be presented on a slide for all attendees to "Oooh!" and "Aaah!" over.

PRINT MATERIALS

A sponsor or raffle/door prize contributor may also send brochures, business cards, catalogs, CD's or other materials to be placed on a table for attendees to pick up.