



The Handcrafted Soapmakers Guild Annual Conference has become the largest soapmaking conference in North America! In 2011, over 300 people attended in Miami, Florida.

Last year, over 75 manufacturers and suppliers and partnered with the HSMG offering 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 – our 15th Annual Conference May 9-11, 2012, at the Red Lion Hotel on the River, just minutes from downtown Portland, OR.

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 program you select, you may also receive additional promotional opportunities to reach prospective attendees, HSMG Members and/or visitors to the HSMG website at www.soapguild.org.

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 is 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



Exhibitor Area, drawing in attendees and providing maximum exposure for all vendors.

The HSMG has a reserved room block with a special rate (\$109 per night) that is available until April 12, 2012 (or until the block is sold out). When making your reservation, mention the HSMG ("soap conference") to get the special rate.

The 2012 Conference will be held at the scenic Red Lion Hotel on the River, Jantzen Beach in Portland, Oregon. Located directly on the Columbia River, the hotel is both aesthetic and practical.

All the meeting space for the HSMG Conference is located in the hotel, providing an excellent opportunity to reach your prospective customers to promote your business. Snacks and beverages during breaks will be served in the





Premium Sponsorships

Premium 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 (although Premium Sponsorships except Silver do include one or more complementary exhibitor tables, if you choose to use them).

Conference attendees recognize that companies with Silver, Gold, Platinum, Emerald and Diamond level Sponsorships are going that extra mile to support the handcrafted soap industry. Past surveys have shown that given an option, attendees are more likely to purchase from companies they know have been sponsors at and HSMG Conference.

In addition to the benefits outlined below, Conference Sponsors have the option to host an exclusive marketing event on the evening of May 9th or 10th. 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 2012 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
- ◆ Website Acknowledgment (with hyper-link to your website) which will remain on the historical page indefinitely.
- ◆ Acknowledgments throughout the conference.

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:

- ◆ One (1) additional Complimentary Ticket for full Conference attendance plus meals & breaks for the attendee (total of 3 tickets).

Platinum Level \$2,500

All of the Gold level benefits, PLUS:

- ◆ Additional Table for Exhibitor Space (total of 2 tables).
- ◆ Full-Page Color Ad in Program Book.
- ◆ Larger company logo used for the HSMG website acknowledgment.
- ◆ More prominent placement of individual banner.
- ◆ One (1) additional Complimentary Ticket for full Conference Attendance plus meals & breaks for the attendee (total of 2 tickets).

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 Portland airport to the Red Lion on the River.
- ◆ Two (2) additional Complimentary Tickets for full Conference Attendance plus meals & breaks (total of 5 tickets).

To participate in a sponsorship or promotional opportunity, or for more information, contact:

Cheryl Peterson, Sponsor / Promo Coordinator
Sponsors@soapguild.org

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 two time slots available, on the evenings of May 9th and 10th, which are available on a first come/first served basis. Once your contract is signed, a special conference web page will announce your event details. You'll receive recognition in all Conference marketing materials including the official schedule and in the program book and your company name and logo will be featured on all signage and announcements for your 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



Attendees were dancing and having a great time earning tickets for special prizes at the Wholesale Supplines Plus Networking Party (2011)

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. To increase exposure, all break snacks will be served in the Exhibitor Room.

For additional information, contact Jennifer Grimes, Exhibitor Coordinator at Vendors@soapguild.org.



Attendees crowded around vendor tables during every break and meal (2011)

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, 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.
- ◆ Company listed in the program & registration books.
- ◆ Contact list of conference attendees.

Pricing:	Early Bird (until February 29, 2012)	
	Member	Non-Member
	\$559.00	\$679.00
	Full (after March 1, 2012)	
	Member	Non-Member
	\$599.00	\$719.00

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

Promotional Branding

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, both at the conference and when they go home.

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)

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). 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).

Price [Exclusive]: \$1,950

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

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



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

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

More Promotional Branding

Silicone Spatula

Every soapmaker appreciates a silicone spatula. Useful for mixing soap batter to creating swirls, silicone spatulas are a great tool that every attendee will appreciate. Take advantage of this opportunity to have your name and logo on a tool used every day by our attendees. They will be thinking of you each time they make a batch of soap.

Price: \$1,950

16' Measuring Tape with Grip

How many times have you reached for a measuring tape but could not find one? This very handy tool will be used every day not only by our attendees but every member of their household. Have your logo and name in front each conference attendee on a daily basis. This is a great tool that has many purposes.

Price: Custom

Silicone Pot Holder

This great tool every soapmaker will use daily. How many times has a soapmaker had to scramble around for something to safely hold a hot container of lye solution or needed something to place a warm batch of oil on? Every time they make a batch of soap. This silicone pot holder is a great tool for soapmaking and even cooking. Place your logo on an item used every day by our attendees

Price: Custom

Cool Blue Silicone Measuring Cups

Another great tool that soapmakers will use every day. The 4 Collapsible silicone measuring cups held together by a useful carabineer with key ring. Sturdy but still very stylish these measuring cups will make a great addition to every attendees bag of soapmaking tools. Cool blue for hot soapmaking! Your logo and company name will be seen every time the attendee has to measure ingredients for their products.

Price: Custom

Umbrella

Besides great parks and lots of farmer markets Portland is known to have a rainy season. This umbrella is a fabulous addition to our attendees' wardrobe. Every time it rains or is even a little windy they will take their umbrella printed with your logo out and appreciate that you provided them a little protection. We will work with you to choose the right umbrella for your budget.

Price: Custom

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

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

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, 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

Water Bottles

Your logo visibly placed on the very popular attendee water bottles used throughout the conference and brought home afterward. 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

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

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

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

"I purchased from several vendors, mainly based on their presence [at the conference]."

Other Opportunities

The 2012 HSMG Conference will have several additional ways for vendors and suppliers to strut their stuff to the attendees. As everyone who has ever attended a conference knows, the samples, prizes and things that people can take home make a truly lasting impression.

All donations are greatly appreciated. Each and every donation enhances the experience for conference participants and promotes your business. 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.

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!

Coupon Book

The Coupon Book is given out at our first lunch with the conference gift for that day and is always a big hit with attendees.

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.



Attendees at the Networking Lunch. Gifts on the table for every attendee and raffle winners announced throughout. (2010)



Raffle and door prizes were displayed beautifully, with credit to every single donor. Attendees spent plenty of time perusing the donations. (2011)

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.

Additional Information and Details

How to Purchase

Many of the items listed in this brochure may be purchased through the HSMG shopping cart (www.soapguild.org/store/sponsorships); All can be purchased phone through the HSMG office (866-900-7627 or 518-306-6934).

Custom priced branding opportunities must be arranged with the Sponsor Coordinator (Sponsors@soapguild.org) as there are several options at different price points.

Exclusives - First Come / First Served

Some opportunities are exclusive - there is just ONE available. Exclusive promotional branding opportunities and marketing events are offered on a first come / first served basis, and in accordance with the following HSMG Organizational Policies (copies available in the Member Area or upon request):

Conference Sponsorships (30 June 2009, Rev 24 Feb 2010)

Marketing Events (27 Jul 2006, Rev 30 Jun 2009)

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 display on the website, in eNews about the conference, and in other promotional materials. Logos received as a vector image (.ai or .eps) are ideal as they can be resized as needed without losing any quality. If a vector image is not available, details on sizes/versions needed for the logo will be provided.

Banners

Premium Sponsors (Silver, Gold, Platinum, Emerald and Diamond) qualify for a banner at the conference. Artwork for the banner must be 20" by 20" and may be provided as a .psd, .ai, .eps, .jpg, .gif or pdf file, at least 72 dpi.

Content for the banner image is recommended to be just the company logo or a simple vector image. The company name and website URL will be included in addition to the image. Banners may be re-used from year to year, so should not be date sensitive.

Banner Artwork Deadline: February 29, 2012

Coupons

Coupons must 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 received in .jpg, .gif, .png, MS Word (.doc, docx) or MS Publisher (.pub) will not be able to be used.

Coupon Artwork Deadline: March 15, 2012

For More Info

Sponsorships & Promotional Branding Opportunities:

Cheryl Peterson, Sponsor Coordinator
Sponsors@soapguild.org

Exhibitor Space:

Jennifer Grimes, Exhibitor Coordinator
Vendors@soapguild.org

General Questions:

Feleciai Favroth, Conference Chair
Conference@soapguild.org

Leigh O'Donnell, Executive Director
ExecutiveDirector@soapguild.org
(866) 900-7627 or (518) 306-6934

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.

Ad Sizes

Full Page: 7.5" wide by 10" high

Half Page, Vertical: 3.65" wide by 10" high

Half Page, Horizontal: 7.5" wide by 4.9" high

Quarter Page, Vertical: 3.65" wide by 4.9" high

Quarter Page, Horizontal: 7.5" wide by 2.35" high

Eighth Page: 3.65" h x 2.35" high

Ad Files / Colors

The best format for ads is an Adobe .pdf file or Adobe Illustrator file (.ai or .eps) with fonts outlined, and images imbedded, saved for "high quality print" or "press quality". Adobe Photoshop files (.psd) or .tiff files are acceptable, provided they are at least 200 dpi. Other image files, (.jpg, .gif, .png) are NOT recommended as text will get fuzzy. MS Word or Publisher files cannot be used. All ads must be saved in a CMYK colorspace.

Program Book Artwork Deadline: February 29, 2012

File Submissions

Files should be submitted to Sponsors@Soapguild.org. If a file is too large to send by email (over 5 mg), use service like www.yousendit.com or www.dropbox.com to transfer the file.

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.