

SPONSORSHIP OPPORTUNITIES

HSCG ANNUAL CONFERENCE



MAY 5-8, 2025

PEPPERMILL RENO

SUPPORT THE HSCG, SUPPORT THE INDUSTRY.

The HSCG offers various sponsorship opportunities that allow you to customize your visibility according to your company's budget. Choices range from specific advertising space in our digital program book to exclusive branded goodies and gifts to help attendees remember your support long after the event ends.

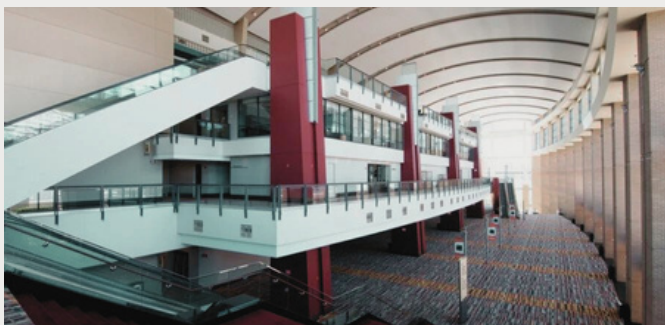
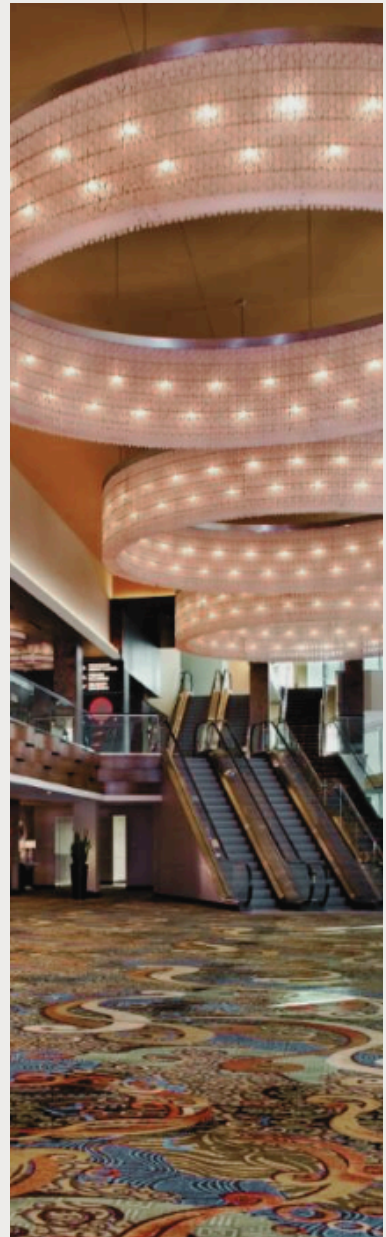
There are many sponsorship opportunities available for the 2024 Annual Conference in Hartford, Connecticut. **Sponsorships are first come, first served**, so act fast! For more information, email sponsorship@soapguild.org.

PURCHASING A SPONSORSHIP

To purchase a sponsorship:

- Go to www.soapguild.org
- Click on Store at the top of the page
- Scroll down until you find your desired sponsorship
- When you find the item, click purchase and add the item to your cart

Note: you will need to log in or register in order to check out.



Questions? Contact us at
sponsors@soapguild.org

2025 SPONSORSHIP MENU

EVENT SPONSORSHIPS

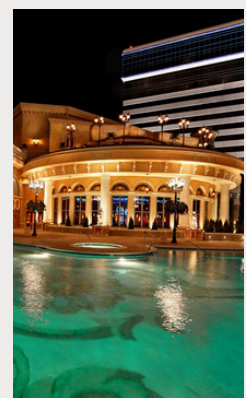
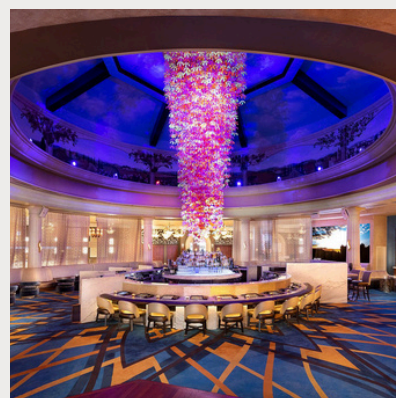
CLOSING CEREMONIES

The Closing Ceremonies are the “grand finale” of the event; your company’s name will be featured on all signage and your company can provide a message to be read at the dinner itself. You can also supply gifts for attendees if you choose.

3000

SPEAKER SUPPLIES

Donate your butters, oils, lye, equipment, etc. to be used during demo and make & take sessions during the conference. Your company will get brand exposure when the speaker uses your products, a shoutout during the session, acknowledgement on the HSCG website, and conference app, during the welcome address, and at the Closing Ceremonies. **Note: this sponsorship will be available after supply lists are finalized. If you are interested, fill out the Sponsorship Agreement form at the end of this document and send it to donations@soapguild.org.**



2025 SPONSORSHIP MENU

BRANDED ITEM OPPORTUNITIES

BRANDED ITEMS

Attendees LOVE to get branded items so that they can show off their love of the industry! Water bottles, notebooks, measuring cups – we can work with you to find the best item to showcase your brand and logo. Your branded item will be included in the Goodie Bag, which is given to every registered attendee. **2500**

SHOW BAG

Make a statement the moment attendees register by branding our famous goodie bag! These are high-quality bags with a printed, one-color logo. Just imagine your logo on the most coveted bag of the event! **2500**

LANYARDS

Show off your logo on the lanyard that every attendee will receive and wear throughout the conference with their badges. Your company's logo will be side-by-side with the HSCG logo for every attendee to see! Since all attendees are required to wear a badge, this is one of the most visible areas of the event. **2500**

GOODIE BAG ITEMS

To donate a product or item to the conference goodie bag, fill out the Intent to Sponsor form at the end of this document and send it to donations@soapguild.org with a description of the product or item you wish to donate.

2025 SPONSORSHIP MENU

SILENT AUCTION

SUPPORT THE INDUSTRY IN A BIG WAY

Did you know that proceeds from the HSCG Silent Auction benefit the HSCG's advocacy work in Washington, D.C.? Your donation helps us represent the industry and will help to ensure that makers are being treated fairly.

Your company can create eye-catching signage to accompany your donation, or the HSCG will provide a standard HSCG-branded sign. Your logo will be displayed on our conference event app, the HSCG website, in the welcome address, and during the Closing Ceremonies.

To donate a product, item, or certificate to the Silent Auction, fill out the Intent to Sponsor form at the end of this document and send it to donations@soapguild.org with a description of the product, item, or certificate you wish to donate.

2025 SPONSORSHIP MENU

DIGITAL PROGRAM BOOK

Reach attendees and introduce your company with an ad in our high-quality digital Program Book. The Program Book is utilized multiple times per day during the conference by attendees to look at the event schedule, floor maps, events, sponsors, speakers, and more!

Ads can contain clickable images and links to drive attendees right to you. We recommend including a special or discount exclusive to attendees to really draw attention to your ad.

Tier 1 Vendor Members get complimentary full-page ads, and Tier 2 Vendor Members get a complimentary half-page ad as a benefit of their memberships.

NON-MEMBER & TIER 3 ADVERTISEMENT PRICING

2ND PAGE (FULL).....	800
IN BETWEEN SCHEDULE PAGES (FULL).....	900 (PER AD)
FULL PAGE, RANDOM PLACEMENT.....	450
HALF PAGE.....	275
QUARTER PAGE.....	175
LAST PAGE (FULL).....	600

2025 SPONSORSHIP MENU

SPONSORSHIP PACKAGES

Sponsorship Packages are available to Non-Members only. Please keep in mind that you must purchase a Sponsorship Package before or during your Exhibitor/Conference Registration (it can not be added after).

SILVER SPONSORSHIP

Includes one attendee registration, one exhibitor table, acknowledgment on the HSCG website, and conference event app, during the welcome address and at the Closing Ceremonies. Also includes a quarter-page advertisement space in our digital Program Book. **1500**

GOLD SPONSORSHIP

Includes one attendee registration and two exhibitor tables, acknowledgment on the HSCG website and conference event app, during the welcome address and at the Closing Ceremonies. Also includes a half-page advertisement in our digital Program Book. **2000**

PLATINUM SPONSORSHIP

Includes two attendee registrations, two exhibitor tables, acknowledgment on the HSCG website and conference event app, during the welcome address and at the Closing Ceremonies. Also includes a full-page advertisement space in our digital Program Book. **3000**

EMERALD SPONSORSHIP

Includes three attendee registrations, three exhibitor tables, acknowledgment on the HSCG website and conference event app, during the welcome address and at the Closing Ceremonies. Also includes a full-page advertisement space in our digital Program Book. **5000**