

# HSCG

◆ 2018 ◆

ANNUAL CONFERENCE

ATLANTA, GEORGIA ◆ MAY 2 - 5, 2018

## Sponsorship & Exhibitor Information

The Handcrafted Soap & Cosmetic Guild Annual Conference is the largest conference for handcrafters of soap and cosmetics in the world! The 2017 Conference in Las Vegas was attended by over 600 people and was sold out over a month in advance! The 2018 venue has even more space and we expect to sell out once again, with over 625 attendees.

Last year, over 75 manufacturers and suppliers partnered with the HSCG offering sponsorships, donations and contributions. Many companies sent representatives who met their current and prospective customers face-to-face, giving both vendors and attendees valuable networking opportunities.

If you participated last year we thank you and hope you will join us again in 2018! If you were unable to participate, we invite you to what will be the largest and most successful event in the handcrafted soap and cosmetic industry - our 20th Annual Conference, taking place May 2 - 5, 2018 at the beautiful Westin Peachtree Plaza in Atlanta, Georgia.

The HSCG offers various sponsorship opportunities that allow you to customize your visibility and marketing not only to the attendees at the conference, but also all HSCG members and visitors to the website. Choices range from specific advertising space in our Program Book to exclusive branded goodies and gifts. The opportunities are endless!

“The conference by far EXCEEDED my expectations to learn something new, meet and network with fellow soapmakers, understand the [HSCG] and meet with vendors.” - M.A.



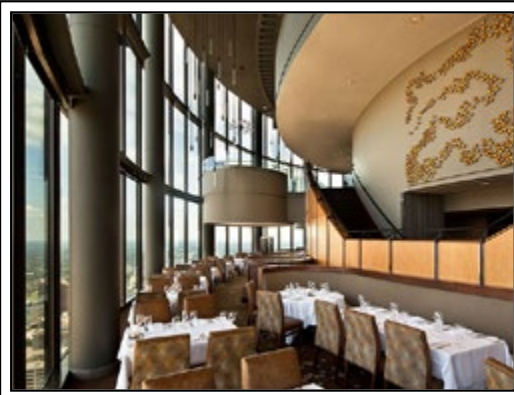
Sponsorship is a great way to showcase your company's support of the handcrafted soap and cosmetic industry. This brochure is your comprehensive guide to sponsoring and donating to the HSCG Annual Conference. Whatever your level of interest, we pledge to work with you every step of the way to make your participation rewarding and profitable.

Our Promotional Coordinator, Sara Wagner, is available to answer your questions, reserve your sponsorship requests and assist you in getting the most out of your HSCG Conference sponsorship experience. You can reach her by email at [Sponsors@soapguild.org](mailto:Sponsors@soapguild.org)

# CONFERENCE VENUE

The 2018 Conference will be held at the Westin Peachtree Plaza in downtown Atlanta. The hotel has an extensive meeting space, in which the HSCG will have general session and break-out rooms, the Exhibitor Hall, and space for meals and other activities. Snacks and beverages will be served during the breaks in the Exhibitor Area, drawing in attendees and providing maximum exposure for all vendors.

As in previous years, careful consideration is given to ensuring that our sponsors, exhibitors and donors receive the maximum possible exposure during the days of the conference. The attendees will see sponsorship acknowledgements all throughout the various spaces utilized by the HSCG Conference. Our goal is to make sure that the attendees recognize and remember those businesses that partner with us and provide their support for the Conference!



The HSCG has negotiated special rates for attendees. To get these special rates, reservations must be made before March 31, 2018 or until the room block is full. Use the reservation link on the "Hotel" page of our website (under "Conference" tab).

## OUR ATTENDEES ARE YOUR CUSTOMERS!

Attendees have fun, but they are at the Conference to learn and improve their skills, and to expand their businesses. These dedicated entrepreneurs are the customers that you want for your business!



# PREMIUM SPONSORSHIPS

Premium sponsorships provide a unique opportunity for a company to gain exposure to an audience of over 600 qualified and interested customers. Getting your name, message and products out in front of the attendees is a good way to boost your business. Packages include consideration for those who will be present at the event, as well as for those who cannot attend but still want to have a positive presence at the HSCG Conference.

Our attendees recognize that sponsors who select the Silver, Platinum, Gold or Emerald levels of sponsorship are committed to the handcrafted soap and cosmetic industry. Past surveys have shown that given an option, attendees are more likely to purchase from companies they know have been sponsors at an HSCG Conference. There is no doubt premium sponsorship of an HSCG Conference forms a positive, lasting impression in the mind of hundreds of potential buyers!

Tier 3 Vendor Members	Tier 2 Vendor Members	Tier 1 Vendor Members
25% discount on any premium sponsorship	Complimentary GOLD premium sponsorship 50% discount on premium sponsorship upgrade	Complimentary PLATINUM premium sponsorship 50% discount on premium sponsorship upgrade

## SMALL BUSINESS

Perfect for smaller businesses with smaller advertising/marketing budgets, though there is no upper annual sales income threshold to be able to participate in this level.

- ◆ Complimentary conference registration for one person.
- ◆ Name mentioned in all Conference marketing materials.
- ◆ Acknowledgment on HSCG website (with logo and hyperlink to your website) which will remain on the historical page indefinitely.
- ◆ Business card size color ad in Conference Program Book

Small Business Sponsorship: \$750

## SILVER

All of the Small Business sponsorship, PLUS:

- ◆ Complimentary Exhibitor Space (1 table).
- ◆ Quarter-page color ad in the Conference Program Book
- ◆ Acknowledgments throughout the conference.
- ◆ Contact list of conference attendees.
- ◆ Individual banner at the HSCG Conference.
- ◆ Logo prominently displayed on PowerPoint presentations at our Opening Address by the President, Annual Meeting and Awards Dinner.

Silver Sponsorship: \$1,500

## GOLD

All of the Silver level benefits, PLUS:

- ◆ Additional table for Exhibitor Space (total of 1 exhibitor space with 2 tables).
- ◆ Half-page color ad in Program Book.
- ◆ More prominent placement of individual banner at the HSCG Conference.
- ◆ Larger company logo used in HSCG website acknowledgment

Gold Sponsorship: \$2,000

Every Premium Sponsor receives at least one complimentary conference registration with the sponsorship.

## PLATINUM

All of the Gold level benefits, PLUS:

- ◆ One additional complimentary ticket for full Conference Attendance plus meals & breaks for the attendee (total of 2 Conference tickets and one Exhibitor space with two tables).
- ◆ Additional table for Exhibitor Space (total of 2 tables).
- ◆ Full-page color ad in Program Book.
- ◆ Larger company logo used for the HSCG website acknowledgment.
- ◆ More prominent placement of individual banner.

Platinum Sponsorship: \$2,500

## EMERALD

All of the Platinum level benefits, PLUS:

- ◆ One additional Complimentary Ticket for full Conference attendance plus meals & breaks for the attendee, (total of 3 Conference tickets and one exhibitor space with 3 tables).
- ◆ Larger company logo used for the HSCG website acknowledgment.

Emerald Sponsorship: \$5,000

For more info on sponsorship opportunities, please contact:

Sara Wagner  
Promotional Coordinator  
[Sponsors@soapguild.org](mailto:Sponsors@soapguild.org)



There's no doubt the Attendees love and appreciate the gifts and goodies from Sponsors! (Las Vegas, 2017)

# EVENING EVENTS

## AVAILABLE TO PREMIUM SPONSORS & VENDOR MEMBERS

Each evening of the conference presents the unique opportunity to host a themed party or event to truly showcase your business. Conference attendees love having the opportunity to meet fellow handcrafters in a casual atmosphere, sponsored by their favorite companies. Past events include 70's and 80's themed parties, a full dinner with professional entertainment, casino night and a blinged-out Diamond Plate Dinner. The possibilities for throwing a truly memorable event are limitless!

Two time slots (evenings of Thursday, May 3rd and Friday, May 4th) are available on a first come/first served basis (subject to the HSCG Wait List policy) Sponsors who choose to host an event will be able to fully customize themes, meal choices and décor, which helps add a personal touch to each party.

Evening events are an integral part of the conference and are announced on a special webpage on the HSCG site with links to the sponsor. Sponsors of the evening events also receive recognition in all conference marketing materials, including the HSCG website, Program Book and all signage and announcements for the event.



Food, drink and party games with a racing theme at the Essential Depot party. (Indianapolis, 2015)



Boogie Down Disco Night, complete with costumes from the '70s, jointly sponsored by Veracity Insurance, Simply Body Soap Nets, and Shay & Company. (Indianapolis 2015)

### Social Media

Because of the amazing response to most events, sponsors normally see an increase in positive social media mentions as attendees post pictures and status updates about their experience.

# PROMOTIONAL SPONSORSHIPS

There are numerous opportunities available to promote your company and keep your name in front of attendees, both at the conference and after they return home. Promotional branding of all types of products is available, and there is something to fit every budget. Whether you choose to help attendees stay hydrated with branded water bottles, show off their conference haul with branded show bags, introduce your company in our Program Book, or provide a unique item with your personal branding, your sponsorship is bound to leave an impression.

We can work with you to find the perfect item that will promote your business and stay within your budget. All items are exclusive; no duplicate promotional sponsorships will be sold. To reserve your items, or for more information, contact Sara at [sponsors@soapguild.org](mailto: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 which are given to every attendee. These are large, high quality bags with a printed logo (one color logos only). Just imagine your company's logo on the most coveted bag at the conference!



**Price: \$2,500\***

## BRANDED ITEMS

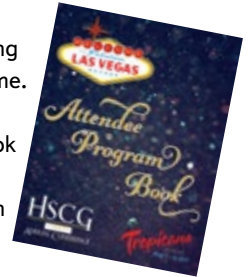
In the past, branded notebooks, business card holders, clip boards, water bottles, flash drives, key chains, pens and more have gone home with attendees. The possibilities are endless, limited only by your imagination and budget. Attendees use all sorts of items - spatulas, towels, measuring items, and much more -- all of which may be branded with your logo.



**Price \$2,500\***

## PROGRAM BOOK ADS

Make an impact on attendees that lasts long after they are back home. Printed in full, glossy color, the Program Book contains all of the vital conference information and details\*\*.



Back Cover . . . . .	\$800
Front Inside Cover . . . . .	\$750
Inside Back Cover . . . . .	\$750
Whole Seam . . . . .	\$1,000
Half Seam . . . . .	\$600
Full Page Ad . . . . .	\$400
Half Page Ad . . . . .	\$250
Quarter Page Ad . . . . .	\$150

## AWARDS DINNER

At the "grand finale" Awards Dinner your company's name and logo will be featured on all signage and your company "ad" will be read at the start of the dinner. You may also supply gifts to be placed on tables for attendees.



**Price: \$900**

## BADGE HOLDER

Feature your logo in a highly visible spot on each attendee's name badge holder. These badges are worn throughout the conference giving your company a high profile every day.

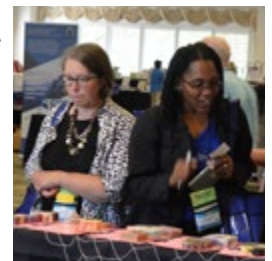


These are high quality cloth badge holders with inside and back pockets, with your printed logo (one color logos only).

**Price: \$2,500\***

## SOAPERS SHOWCASE

Sponsor the popular Soapers' Showcase. Your company is featured on signage, and you present the Soapers' Showcase winner trophy at the Awards Dinner.



The Soapers Showcase is a beloved tradition so this is a great way to gain exposure and gratitude from the attendees.

**Price: \$1,500**

\*Minimum price. The actual price will depend on the item selected. \*\* Premium Sponsors, (including complimentary Premium Sponsorships for Tier1 and Tier2 Vendor Members) automatically qualify for ad space in the program book (see previous page for details).

# EXHIBITOR SPACE

*Seeing the Vendors here made them more personal to me. I will be buying from them.” - T.L.*

Whether you bring products for direct sale, take orders, or just showcase your product line, exhibitor space at the HSCG conference is a great way to reach new and existing customers. Attendees love to browse through the Exhibitor Hall, talking to vendors about what they are offering and looking for inspiration and new ideas to improve or increase their product lines. A table in the Exhibitor Hall puts you directly in front of qualified and interested potential customers.

The schedule allows exhibitors to stay open for the duration of the conference, with very little “closed” time. Periods of time are set aside specifically for exhibitor networking. To increase exposure, all break snacks are served in the Exhibitor Hall.

## ◆ WHAT YOU GET ◆

- ◆ 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.
- ◆ Contact list of conference attendees.



*There is plenty of time for attendees to explore the offerings of all the vendors in the Exhibitor Hall during the breaks and meals. (2016)*



*Attendees are very interested in the information provided by vendors. This is their chance for face-to-face time with their current and new suppliers. (2017)*

## ◆ PRICING ◆

<b>Exhibitor Table with</b>	
<b>(1) Conference Registration</b> . . . . .	\$659.00
Additional Table . . . . .	\$95.00
Additional Conference Registration . . . . .	\$500.00
Additional guest meals only . . . . .	.\$319.00

**Silver, Gold, Platinum and Emerald Sponsors, and Tier 1 and Tier2 Vendor Members all receive complimentary space in the Exhibitor Hall.**

# PRIZES AND DONATIONS

Gifts, goodies, raffles, samples and prizes are all part of making the conference an exciting and interesting experience. Attendees not only recognize and appreciate those sponsors and vendors who take part, they are also more likely to buy in the future from the vendors and suppliers who helped to make their conference experience stellar.

With over 600 people expected at the 2018 HSCG Annual Conference, we want to make it possible for you to get your product samples, gifts or goodies out in front of as many people as possible, while staying within your budget and getting the recognition you deserve. In order to do that, we have created several different options for you.

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](http://www.soapguild.org)) with a link to your website. In addition, we will list your business and your donation in all conference materials

## THE REGISTRATION EXPERIENCE

**NEW!**

Attendees love getting goodies at the conference! Samples of new and exciting ingredients, packaging and other tangible industry swag get a lot of attention from over 600 potential customers!

We want to boost your visibility and get attendees pumped about what you have to offer. This year, we'll be offering a brand-new opportunity to put your sample donations front and center: the Registration Experience!

After attendees pick up their registration materials, they'll be guided to designated areas, each one featuring samples from one or more designated donors. To accommodate a variety of businesses, we are offering two versatile donation options for 2018:

**Best  
Visibility**

Businesses that donate 625 items (one for each attendee) will receive their own table, manned by an HSCG Volunteer who will personally hand your product to each attendee during the Registration Experience! You may also send a branded sign, literature, and a short description of the sample to be displayed on the table. This is the best way to make sure your product is brought to the direct attention of each and every attendee!

Donations of less than 625 items (minimum 50 pieces, value of at least \$2 per item) will be randomly placed with other items in a gift bag. Each attendee will be personally handed one of these surprise bags at a table acknowledging the donors during The Registration Experience. This is a great option to show off your products or samples to the attendees if you are unable to send the full amount of 625 pieces.

**Most  
Affordable**

We are very excited about the new Registration Experience and expect that attendees will find the process fun and enjoyable - like Christmas at the Conference!

## RAFFLE PRIZES

Raffle prizes are single items of value (usually \$25 or more) that are raffled off to attendees. They are displayed with the donors name and information, so the attendees can see who has contributed.

Attendees get the opportunity to pick the prize they want (within categories), which makes the prizes all the more desired and valued.

Gift coupons, as well as physical prizes are appreciated by all attendees. You may donate as many raffle prizes as your budget allows.

## GRAND PRIZES

Grand prizes are typically a limited number of high-ticket items (often in the \$500 - \$1,000 range) which are raffled off during general sessions and meals, when all attendees are present (giving you the best exposure to the most people).

Because of the value, grand door prizes are announced and promoted with great fanfare, and are highly desired by the attendees. Any company donating a grand door prize is greatly appreciated and is widely acknowledged for their stellar level of support to the HSCG and the annual Conference.

# THE FINE PRINT

## How to Purchase

Call the HSCG office (866-900-7627 or 518-306-6934) to purchase any of the sponsorship or promotional opportunities discussed in this brochure. Sara Wagner, our Promotional Manager, will work with you to get your purchase completed.

Most branding opportunities are offered at several price points. Final price is dependent upon the actual item selected for branding. The HSCG Conference Promotional Coordinator ([Sponsors@soapguild.org](mailto:Sponsors@soapguild.org)) will work with you on your item selection and making the necessary arrangements.

## Exclusives - First Come / First Served

Most of the opportunities are exclusive; there is only ONE available. Exclusive promotional branding opportunities and marketing events are offered on a first come/first served basis, and in accordance with the following HSCG Organizational Policies (available on the HSCG website):

- a) "Conference Sponsorships" (24 Feb 2010)
- b) "Marketing Events" (30 Jun 2009)
- c) "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 be displayed on the website, in eNews about the conference, on a banner at the conference, in the program book and/or in other promotional materials.

Logos should be provided as a vector image (.ai or .eps) which allows them to be resized as needed without loss of quality. If a vector image is not available, details on sizes/versions needed for the logo will be provided. Logos must be received as vector images or in the sizes requested, and must be of suitable quality for print or web as needed. Logos that do not meet the specifications may not be used.

## Banners

Premium Sponsors (Silver, Gold, Platinum, and Emerald, as well as Tier 1 and Tier 2 Vendor members) qualify for a banner at the conference. Artwork for the banner must be 26" by 26" and may be provided as a .psd, .ai, .eps, .jpg, .gif or pdf file, at least 72 dpi.

The company name and website URL will be added to the banner. Banners may be re-used from year to year, so they must not be date-sensitive.

**Deadline for submitting banner images: February 28, 2018**



## 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 in the Program Book. The best format for ads is an Adobe .pdf or Adobe Illustrator file (.ai or .eps) with fonts outlined, and images imbedded, saved for "high quality print" or "press quality". Do not include crop or bleed lines.

Adobe Photoshop files (.psd) or .tiff files are acceptable, provided they are at least 200 dpi. Other image files, (.jpg, .gif, .png) and MS Word or Publisher files cannot be used as they tend to be fuzzy when printed. All ads must be saved in a CMYK colorspace. Finished program book ad sizes are as follows:

Full Page: 7.5" wide by 10" high

Half Page: 7.5" wide by 4.9 high

Quarter Page: 3.75" wide by 5" high

Whole Seam: 16" wide by 10" high

**Deadline to purchase program book ads: February 15, 2018**

**Deadline to submit program book ads: March 10, 2018**

## File Submissions

Files should be submitted to [Sponsors@Soapguild.org](mailto:Sponsors@Soapguild.org). If a file is too large to send by email (over 5 mg), use file transfer service such as [www.yousendit.com](http://www.yousendit.com) or [www.dropbox.com](http://www.dropbox.com) to transfer the file.

## Donations, Raffle & Door Prizes

Raffles, door prizes and donations may be sent to the HSCG storage unit in Atlanta to be held until the conference. Contact Sara Wagner, Conference Promotional Coordinator ([sponsors@soapguild.org](mailto:sponsors@soapguild.org)) for details on where to ship and what information must be on the package(s).

**Deadline to receive materials: April 20, 2018**

*IMPORTANT NOTE: Any materials received after April 20th may be returned at your expense or may be destroyed. Once the storage unit is closed, we have no control over what happens to materials sent there.*

## Final Say

The Executive Director has the final say in the acceptance of all ads, logos, materials, donations and contributions. She has the authority to refuse any items, materials or files that may be inappropriate or not up to acceptable standards.

The Executive Director also has final say in the event of any disputes or issues.

**All materials and files should be sent to:**

Sara Wagner  
Promotional Coordinator  
[Sponsors@soapguild.org](mailto:Sponsors@soapguild.org)