

SPONSORSHIP BROCHURE



EXTENSIONS
EXPO
Sept. 29-30, 2019

10TH ANNUAL
EXTENSIONS
EXPO 2019



HAIR EXTENSION SPECIALIST EDUCATION

The Marriott Hotel at Newark Airport,
1 Hotel Road, Newark, NJ 07114

<http://www.extensionsexpo.com>

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INTENT LETTER

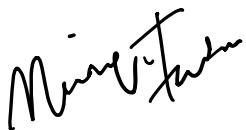
Thank you for taking the time to review our sponsorship brochure for the 10th Annual “**Extensions Expo 2019**”. We hope that you find the following information not only exciting, but also a hair focused beauty event that your company would love to be a part of.

Extensions Expo is an exceptionally popular beauty event that provides stylists updated education in hair weaving, hair replacement, extensions, and protective styling techniques all under one roof. The show, like any other large-scale hair-expo, will include contests, hair competitions, and giveaways ensuring that both days are not only educational but also engaging and full of excitement for attendees and sponsors alike. Our goal for September 2019 is to create a hair expo where stylists walk away with the latest in techniques, hair and hair maintenance products, as well as unique business development advice.

A brief letter is not enough to fully define our intentions for such a unique event, express our level of excitement for this project, nor does it demonstrate our company’s talent. As such, I look forward to hearing from you so that we may further discuss how we can bring this to fruition. If you have any questions please feel free to reach out to me directly as my contact information is below, or to our PR firm representatives at 1.877.841.7244 or via email at mtatum@bpm-prfirm.com.

We look forward to working with you, and if the below packages do not fit your needs; we are open to discussing any way in which we may be able to accommodate you and specialize one for your company.

Thank you in advance for your time and consideration.



Monique Tatum

BPM-PR Firm

E: mtatum@bpm-prfirm.com

P: 1.877.841.7244

EXTENSIONS
EXPO

EVENT OVERVIEW



About the Event

The Extensions Expo is an educational trade show for stylist professionals and students to receive quality hair extensions training, beauty processes, and business training. The event offers a full and diverse range of hair weaving classes and access to vendors all designed to assist stylists, students, and beauty entrepreneurs in reaching their extreme potential. The event will not only feature a wide VIP speed networking opportunity, vendors on site, and classes, but will also include an on-site Employment Lounge connecting stylists with job opportunities

With a total of 53 exhibitor/ vendor tables at the expo, the exhibit hall will be open from 9am-6pm. Break out sessions for the expo will take place daily and be spread across multiple breaks out rooms and stages with ample opportunities for continued styling education and learning for hair stylists and cosmetology trade professionals. Attendees will have access to top industry experts and insiders teaching classes that will run all day on both Sunday and Monday. Class schedules found on the site include over 50 class sessions each day with exciting hair and protective styling education topics. Attendees will have access to top industry experts and insiders.



The Extensions Expo, like any other large-scale hair expo, will also include exciting celebrity hosted styling contests. Planned contests, roundtables, and events include:

Speed Weave Competition:

Students and Professionals both compete together but are judged separately and will have to complete a weave within one hour.

Roundtable Professionals Discussion Evening Panel:

There's an industry Leader at every table. The tables discuss topics that professionals need answers to. 1 person stands to tell the whole room what they discussed at their table. The industry leaders can add on. So much positive info is shared. Secrets are revealed. Everyone wins.

The Chair Hopper:

The stylist stands in one spot behind a chair and as the music changes then the model must get up and dance her way around until the music stops...she sits in the next chair...that stylist must work on the model until the music changes again. Then the weakest links begin to be eliminated. There will only be a few stylist left to finish up all styles.

Speed Networking Breakfast:

Monday Only - VIP Guest meet /greet but share in a special manner. Everyone speaks so you know who's in the room.

Fantasy Competition:

Stylists must arrive with their model's hair already styled by 10 am. Judges will determine the winner based on the most creative, neat, largest and most futuristic hairstyle.

Panel Discussions:

In class rooms up to 4 educators will present in demo style plus lecture format on a specific subject so the audience gets 4 perspectives in 1 room.

On-site Employment Lounge connecting stylists with job opportunities.

★Lyrical Hair and The Extensions Expo have also partnered to include a charitable aspect with

“Give a Wig!”

Cancer survivors and Single Moms can receive a free wig that's cut/styled by a professional stylist at Extensions Expo by simply registering online at bit.ly/giveawig

WHO IS TOMIKA JAMES?

Founder of The Extensions Expo, Tomika James is a true renaissance woman and with extreme styling credentials making her the perfect person to present an extensions expo of this caliber to the masses. In addition to the expo James is also the owner of **Tomika's Beauty** a hair replacement /styling center in Maplewood, N J., The President /**Founder of the Stylist and Salon Owners Network** which is an organization that brings the beauty industry together as well as the creator of the "DSW" the Detachable Sewn Weave, The Mekani weaving technique, Roll-N-Sew and the Wig molding process. James is also a **published author of "Braiding Patterns for Weaving"**. Her resume continues as a past educator at Dudley's DCU and a platform artist for several companies such as Outre Hair, Sensationelle, Harlem 125, It's a Wig, Hair Art, and more. She can be seen at most of the major shows. Tomika has been featured in Salon Sense Magazine as Professional of the Month. She received the Educator of the Year Award being honored by Bronner Bros Co. Her techniques have graced the pages of many publications such as Style Q, Hair Gallery and more. Tomika has trained thousands of stylist with Hands-on Instruction in many states and countries including but not limited to Paris, Bahamas, Haiti, Curacao, Canada, and more. Her behind the scenes styles for celebrities and models for t.v. and photo shoots have made her one of the most sought-after stylists in the industry. Tomika J. shares her creativity with the world through her extensive step by step line of Instructional DVDs/ downloads featuring wig making, weaving, cuts and more. She has a cd collection—9 strategies for instant success, building a high-performance team and how to hire an assistant. She also has a salon forms booklet which contains the forms needed for day to day salon functions.



ABOUT THE VENUE

Extensions Expo 2019 will be held at the The Marriott Hotel at Newark Airport, 1 Hotel Road, Newark, NJ 07114. The hotel is a top tier location for a wide array of business conferences and expos alike and features over 27,000 square feet of event space, which can be configured into 51 venues. Cutting-edge audiovisual technology and high-speed Wi-Fi access can be found throughout the facility.

The Venues recently renovated Grand Ballroom is now one of the largest conference rooms in Newark. With 10,000 square feet of elegant venue space, first-rate catering and state-of-the-art technology, the ballroom offers a magnificent backdrop for the Extensions Expo event. With a main level location, the venue highlights are as follows:

- ✓ Square footage: 10,000 square feet
- ✓ Dimensions: 147' x 68' x 17'
- ✓ Guest Capacity:
 - Theater - 1,100
 - Classroom – 476
 - Reception - 1,100
 - Banquet - 800
- ✓ Along with a large foyer, the Grand Ballroom has the ability
- ✓ to break out into nine separate meeting rooms (Salon A-I).
- ✓ Location: Main Level



We are allowing attendees the opportunity to book rooms at the hotel during the expo for a discounted rate of \$129 per night. Room block rates will not be available after September 9th 2019.

WHY YOU SHOULD SPONSOR

This event is perfect for anyone within the beauty industry or for complimenting brands to participate as a sponsor. You will receive:

- **Direct access to beauty experts from all over the world**
- **Press recognition**
- **Celebrity involvement**
- **A platform to introduce new products or breathe life in to old product lines**
- **Opportunities to educate on the use of your products**
- **Extreme industry networking opportunities**



Previous Sponsors Include:



SPONSORSHIP OPPORTUNITIES



GOLD SPONSORSHIP

\$20,000

(TWO AVAILABLE)

- ✓ Exclusivity in product/ service category
- ✓ Prominent placement on entrance step and repeat with only Gold Sponsors (Limit 2)
- ✓ Opportunity for Gold Sponsor executive to speak on stage at the event for 7-10 minutes
- ✓ Opportunity for Executive to assist in leading round table discussion
- ✓ Gold Sponsor 300 word acknowledgement on Website Event Programs/ Event Seat Cards
- ✓ Branded Breakfast speed networking event
- ✓ Two (2) dedicated educational break out sessions/ Speaking engagements
- ✓ Branded social media photo items for attendees to take photos with and post i.e. Instagram Photo Square with your brand logo and hashtags at the bottom
- ✓ One (1) Branded Competition: Rep Your School Competition + Speed Weave Competition Presented by your brands name. Logos on props, branded contest throughout all marketing and handouts, opportunity for winning basket to be provided by sponsor full of their products. Opportunity to include product in items that must be used during the competition.
- ✓ One (1) booths at event with one booth being at prime location near expo en-trance
- ✓ Branded Door Prize opportunity for all attendees - immediately enter to win up-on attending.
- ✓ Full page pitch for Gold Sponsor within press/media tip sheet information
- ✓ Minimum of three (3) displays of company signage and logos branded at the event. Including but not limited to signage, video, step and repeats. Visible Logo and branding display during event
- ✓ Product/ couponing/ or company information Inclusion in event gift bags as well as for VIP guests and VIP celebrity gift bags
- ✓ Six (6) VIP tickets for access
- ✓ Six (6) standard tickets for guests or colleague attendance.
- ✓ Executive photo with on site celebrities and Extensions Expo executives. Photo to be used within all press materials
- ✓ Clickable Logo as Gold Sponsor on all promotions emailed prior to the event
- ✓ Clickable Logo with active link to Gold Sponsors company landing page in addition to recognition on all event-related websites, email blasts, social media invites and message board posting
- ✓ Gold Sponsorship named and acknowledgement listing on the Extensions Expo Instagram Feed+ Facebook page
- ✓ Company acknowledgement as Gold Sponsor with website information to be mentioned in all press releases, media alerts, newswires and media communication
- ✓ Gold sponsor recognition in all advertisements within National magazines, newspaper, radio advertising, magazine advertising and television coverage
- ✓ One (1) king size room within the Marriott Hotel for Sunday and Monday of the event.
- ✓ Attendee List Access
- ✓ Photo usage rights





SILVER SPONSORSHIP

\$10,000
(THREE AVAILABLE)

- ✓ Verbal Recognition on stage prior to or during the Extensions Expo by host or celebrity
- ✓ Executive photo with on site celebrities and Extensions Expo executives.
- ✓ Silver Sponsor 200 word acknowledgement on Website
- ✓ One (1) dedicated educational break out session/ Speaking engagement
- ✓ Minimum of one (1) display of company signage and logos branded at the event. Including but not limited to signage or looped video
- ✓ One (1) Branded Competition: Chair Hopper competition presented by your brands name. Logos on props, branded contest throughout all marketing and handouts, opportunity for winning basket to be provided by sponsor full of their products.
- ✓ Branded social media photo items for attendees to take photos with and post i.e. Instagram Photo Square with your brand logo and hashtags at the bottom
- ✓ Event Programs/ Event Seat Cards
- ✓ One (1) booth at event within event expo
- ✓ Product Inclusion in event VIP gift bags
- ✓ Four (4) VIP tickets
- ✓ Four (4) standard tickets for guests or colleague attendance.
- ✓ Clickable Logo recognition as silver sponsor on all E-Flyers mailed prior to the event
- ✓ Clickable Logo with active link to company landing page in addition to recognition on all event-related websites, email blasts, social media invites, and online event calendar listings
- ✓ Silver Sponsorship named and acknowledgement listing on the Extensions Expo Instagram Feed + Facebook page
- ✓ Company name to be mentioned in all press releases, media alerts and media communication
- ✓ Mention within National magazine, newspaper, radio, and television coverage and advertising
- ✓ Name inclusion within press releases
- ✓ Photo usage rights





BRONZE SPONSORSHIP

\$6,000

(FOUR AVAILABLE)

- ✓ Bronze Sponsor 100 word acknowledgement on Website
- ✓ One (1) dedicated educational break out session/ Speaking engagement
- ✓ Minimum of 1 display of company signage and logos branded at the event. In-cluding but not limited to signage or looped video
- ✓ One booth at event within event expo
- ✓ Product sample inclusion in event VIP gift bags (Can not be full sized product within this package- only sample sizes)
- ✓ Two (2) VIP tickets
- ✓ Two (2) standard tickets for guests or colleague attendance.
- ✓ Clickable Logo recognition as silver sponsor on all E-Flyers mailed prior to the event
- ✓ Clickable Logo with active link to company landing page in addition to recognition on all event-related websites, email blasts, social media invites, and online event calendar listings
- ✓ Silver Sponsorship named and acknowledgement listing on the Extensions Expo Instagram Feed
- ✓ Company name to be mentioned in all press releases, media alerts and media communication
- ✓ Mention within National magazine, newspaper, radio, and television coverage and advertising
- ✓ Name inclusion within press releases
- ✓ Photo usage rights



SPONSORSHIP CONTRACT

CONTACT INFORMATION

Company Name:

Contact Name:

Contact Email Address:

Mailing Address:

Suite/MS:

City/State/ZIP/Country:

Phone Number:

PAYMENT INFORMATION

Method of Payment:

Cheque/Visa/MasterCard/
American Express
Credit Card Number:

Expiration Date:

Name on the Card:

SPONSORSHIP CONTRACT ACCEPTANCE SIGNATURE

Signature:

Print Name:

SPONSORSHIP LEVEL

Gold Level Sponsor
\$20,000

Silver Level Sponsor
\$10,000

Bronze Level Sponsor
\$6,000

Sponsorship Total \$

*This agreement is for participation as a Sponsor for 10th Annual Extensions Expo 2019- Sept. 29-30,
2019: Hair Extension Specialist Education
The Marriott Hotel at Newark Airport, 1 Hotel Road, Newark, NJ 07114*

Please submit complete agreements to:

Attn: Monique Tatum

Mail: BPM-PR Firm

325 West 38th Street, Suite 1101

New York, NY 10018 USA; Phone: 877.841.7244

Email: mtatum@bpm-prfirm.com

Credit Card Payment Instructions: If submitting your payment via credit card please include with your fax a copy of both sides of your credit card along, with a copy of a matching state ID.

Terms & Conditions

- ✓ By your submission and our acceptance of your application for sponsorship, both parties agree to the following:
 1. All sponsorships are first-come, first-served.
 2. You will pay the sponsorship amount and you agree to the Cancellation Policy as written below, each in the manner as set forth on the Sponsorship Contract. Full payment is due by July 31st, 2019.
 3. Sponsorship opportunities are further described in the Sponsorship Brochure. We reserve the right to change such opportunities and descriptions and such changes will apply to you even if you have agreed to become a sponsor prior to such changes. If we make significant and material changes, we will provide you the opportunity to change your sponsorship level and/or obtain a refund of the sponsorship amount within ten days of such change.
- ✓ Sponsors paying via credit card will incur an additional 2% transaction fee for Visa and Mastercard, 3% for American Express.
- ✓ The Sponsor is responsible for providing accurate company information, company description, logo and any intellectual property/marketing materials/verbiage to be used by Extensions Expo for event marketing & promotion purposes. Any distributed materials, with errors falling on the part of the Sponsor, will not be recalled.
- ✓ Extensions Expo reserves the right to change out celebrity attendees or replace models/talent/ displayed collection choices any date leading up to the event due to talent schedules or internal activities. Changes in celebrities, if necessary, will be measured and weighed accordingly and in no way effect the Sponsor contract.
- ✓ Extensions Expo reserves the right to change venue location of the event due to guest list size revisions, event times due to talent and other events taking place. Any changes to event schedules, if needed, will be communicated well in advance of event date to all sponsors.
- ✓ Extensions Expo reserves the right to change the date of the event, In Such a situation all dates will be communicated to Sponsors with a one months, 30 days notice. Extensions Expo shall not be held liable for date changes in any way.
- ✓ The Sponsor hereby agrees that Extensions Expo may use the Sponsors logo, name and company likeness within all materials promoting, advertising and marketing the stated event.
- ✓ The Sponsor hereby agrees to release rights for all photography/photographs or Video/ Videography taken at the event for Extensions Expo to use for future promotional purposes, within all media, and throughout the web.

- ✓ The Sponsor agrees to notify Extensions Expo of all guests that will be attending the event with them with an advanced notice of 15 Days. Last minute guest list changes outside of the stated time frame will not be honored.
- ✓ Extensions Expo reserves the right to turn guests away at the door for various reasons within respect to the event i.e. blatant inappropriate attire.

Cancellation Policy

Refund and sponsorship cancellation requests must be submitted in writing to tomekasbeauty@msn.com. Refund requests will be determined on a case-by-case basis. Refund/ Cancellation requests are determined applicable with request being received on or before June 1, 2019, will receive a 50% refund. No refunds will be granted after July 1st, 2019. Refund/ cancellation requests will not be honored once sponsor has benefitted or been included within any advertising materials.

Extensions Expo reserves the right to deny refund/ cancellation request.

Questions

If you have any questions about sponsorship pricing, tickets, or other levels of involvement for this event please call Monique Tatum of the representing PR firm at 877.841.7244 or email: mtatum@bpm-prfirm.com.

