



*Rose colored glasses*

# NEW YORK CITY NETWORKING EVENT

Wednesday, May 1st  
First evening of Suppliers' Day - NYSCC







Alongside the upcoming **NYSCC Suppliers' Day** in May, IBA presents a unique and exclusive opportunity to meet thought leaders and decision-makers in New York City. Guests are invited for cocktails and hors d'oeuvres at the swanky **S Bar x Katsuya** on Wednesday, May 1st from 5:00 - 8:00 PM.

Steps away from the Javits, we invite guests to mix and mingle with award-winning food by the LA transplant, Katsuya.

**Elevate your brand's visibility and impact by becoming a sponsor** of the most anticipated event alongside the NYSCC Suppliers' Day in May! As a sponsor of IBA's exclusive cocktail party, your company will enjoy unparalleled **exposure to a select audience of industry thought leaders and decision-makers.**

By aligning your brand with this prestigious event, you'll have the opportunity to:

1. **Showcase Your Brand:** Put your company in the spotlight and make a lasting impression on key players in the cosmetics industry. From signage to branded materials, your logo will be prominently featured throughout the venue.
2. **Forge Meaningful Connections:** Network with industry leaders in an intimate setting, fostering relationships that could lead to valuable partnerships and business opportunities.
3. **Demonstrate Thought Leadership:** Position your company as an industry leader by sharing your expertise and insights with attendees.
4. **Access Exclusive Benefits:** Enjoy exclusive perks and privileges reserved for sponsors, including VIP access, premium branding opportunities, and personalized support from the IBA team.

Don't miss this chance to elevate your brand and make a splash at one of the most talked-about events in the cosmetics industry. Secure your sponsorship today and join us in shaping the future of beauty! 🍷✨



## Why Sponsor An IBA Event?

**Here's why sponsoring with IBA is the ultimate investment for your brand:**

**Forge Lasting Industry Partnerships:** Our networking events, industry committees, and educational webinars serve as catalysts for building meaningful connections with industry leaders and decision-makers. As a sponsor, you'll have **exclusive access** to these platforms, allowing you to forge partnerships, exchange ideas, and collaborate with fellow members of the independent beauty community.

**Reach:** Gain access to a powerful network of **over 600 industry-leading companies**. With over **120,000 impressions** generated through our events and initiatives, sponsoring with IBA guarantees maximum exposure and visibility for your brand.

**Mingle with a Captive Audience:** Our events are in high demand, with **tickets selling out quickly each time**. By sponsoring with IBA, your brand will be front and center, capturing the attention of industry professionals, decision-makers, and potential partners who are eager to connect and collaborate.

***“IBA’s events are like getting your own event, doing none of the work but getting all the benefits for a fraction of the true cost. But, the relationships you get as a sponsor, is the true value here.”***

*Eber Bodmer, VP Marketing & Communications IBA*





## The Independent Beauty Association by the numbers



**IBA has a database of 1300 valid emails, and growing. The average open rate is 47% with a 10% Click Rate**

\*Average beauty industry open rate is 16.65%; average industry click rate is 1.92%



**IBA does an average of three networking events annually across the USA, they always sell over 200 tickets and have lately averaged closer to 300 guests. Event cities are: NYC, LA, and LV (soon Miami)**



**Our vibrant and diverse community has close to 700 members from all cross-sections of the industry.**



**Founded in 1974 to empower the beauty and personal care industry for the betterment of consumers and our members. Our membership represents the entire beauty supply chain and offers equal benefit access to all our member firms.**





S BAR



KATSUYA

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# SPONSOR PACKAGES



## TITLE SPONSOR 1 AVAILABLE

\$25,000

DEDICATED LOUNGE AREA TO HOST VIP GUESTS

SPECIAL TAKE HOME SKETCH ARTIST ENTERTAINMENT THAT IS BRANDED WITH TITLE SPONSOR

SIGNAGE WITH LOGO THROUGHOUT VENUE AND EXCLUSIVE

DEDICATED PRE- AND POST-EVENT SOCIAL POSTS FOR IG AND/OR LINKEDIN + DEDICATED EBLAST SENT ABOUT YOUR BRAND

STAGE TIME TO ADVERTISE YOUR SERVICES/BRAND

5 COMPLIMENTARY TICKETS



## DIAMOND SPONSOR 2 AVAILABLE

\$10,000

SPONSOR BAR OR CATERING

HOST/EMCEE TO READ A SHORT DESCRIPTION (SUBJECT TO APPROVAL) AT THE EVENT

LOGOS OF CO-SPONSORS ON NAPKINS AND SIGNAGE THROUGHOUT VENUE

DEDICATED PRE- OR POST-EVENT SOCIAL POSTS FOR IG AND/OR LINKEDIN

4 COMPLIMENTARY TICKETS



## PLATINUM SPONSOR 2 AVAILABLE

\$7,500

OPTION ONE

ELEVATE GUESTS' EXPERIENCE BY ENHANCING AMBIENCE WITH FLOWERS AND DECOR

OPTION TWO

SPONSOR DESSERT OR SUSHI STATION

CO-BRANDED SIGNAGE THROUGHOUT VENUE

4 COMPLIMENTARY TICKETS





# SPONSOR PACKAGES



## **GOLD SPONSOR** **4 AVAILABLE**

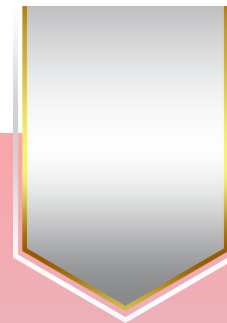
\$5,000

LOGO DISPLAY ON EVENT PROMOTIONAL MATERIALS,  
EVENT WEBPAGE, AND AT THE EVENT.

CO-BRANDED EBLAST TO ENTIRE IBA MEMBERSHIP.

ONE WEEK OF RECOGNITION OF YOUR SPONSORSHIP  
ON THE IBA HOMEPAGE SCROLL POST EVENT

3 COMPLIMENTARY TICKETS TO THE EVENT



## **SILVER SPONSOR** **5 AVAILABLE**

\$2,500

LOGO DISPLAY ON EVENT PROMOTIONAL MATERIALS,  
EVENT WEBPAGE, AND AT THE EVENT.

RECOGNITION IN POST-EVENT SOCIAL MEDIA POSTS  
(IG OR LINKEDIN).

2 COMPLIMENTARY TICKETS TO THE EVENT



## **FRIEND SPONSOR** **10 AVAILABLE**

\$500

CO-BRANDED LOGO DISPLAY ON EVENT  
PROMOTIONAL MATERIALS, EVENT WEBPAGE,  
AND AT THE EVENT.

1 COMPLIMENTARY TICKETS TO THE EVENT





Benefits	TITLE	DIAMOND	PLATINUM	GOLD	SILVER	FRIEND
Logo display on event promotional materials, event webpage, and at the event.	<ul style="list-style-type: none"> <li>✓ Prominent recognition as host of the event along with IBA.</li> <li>✓ Sponsor exclusive experience at event(TBD) with your brand highlighted.</li> <li>✓ Branded area for meet &amp; greets.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Prominent recognition as the Diamond Sponsor of the event.</li> <li>✓ Sponsor either premium open bar or food.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Recognition as the Platinum Sponsor of the event.</li> <li>✓ Sponsor either enhanced decor elements, or custom food stations.</li> </ul>	✓- Logo Only	✓- Logo Only	✓- Logo Only
Recognition in pre- or post-event social media posts (IG or LinkedIn).	✓ Dedicated pre- and post-event social posts for IG and/or LinkedIn	✓ Dedicated pre- or post-event social posts for IG and/or LinkedIn	✓ Co-branded post-event social posts for IG and/or LinkedIn	✓- Logo Only	✓- Logo Only	
Speaking Opportunity / Acknowledgment	Opportunity to speak for 2-3 minutes at event + Recognition by President/Emcee	Host/Emcee to read a short description (subject to approval) at the event	Host/Emcee recognition at the start of the event	Host/Emcee recognition at the start of the event		
One week of recognition of your sponsorship on the IBA Homepage Scroll	✓	✓	✓	✓		
Email blast to event attendees on the sponsor's behalf.	✓ Dedicated email	✓ Shared IBA x sponsor email	✓ Shared IBA x sponsor email			
Special Recognitions	Prominent signage everywhere at event.	Logo displayed on cocktail napkins.	Logo displayed on decor elements.			
"About the Sponsor" blurb on the pre-event webpage	✓					
Complimentary Tickets to the Event	5	4	4	3	2	1
Availability	1	2	2	4	5	10
Price	\$25,000	\$10,000	\$7,500	\$5,000	\$2,500	\$500





## SPONSOR TODAY

[Reserve your sponsorship online here.](#)

Select your event and level from the dropdown and fill out the form.

Are you interested in tailor-made sponsorship packages?  
We'd love to talk, contact us.

For any questions, please email us at  
**[info@independentbeauty.org](mailto:info@independentbeauty.org)**



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# DELIVERABLES TIMELINE

MARCH	APRIL	APRIL WEEK 4
<p>Select your sponsor level.</p> <p>Finalize payment.</p> <p>Supply IBA with current logo and short description of your company.</p>	<p>Review Creative Assets.</p> <p>Look out for Event Sponsor Packette to help promote event.</p> <p>Confirm your comp ticket attendees.</p>	<p>Finalize everything.</p> <p>Please ensure that Don Frey has a current short bio of your company prior to April 22nd.</p>