

AICI GLOBAL CONFERENCE **VIRTUAL** June 2-5, 2021

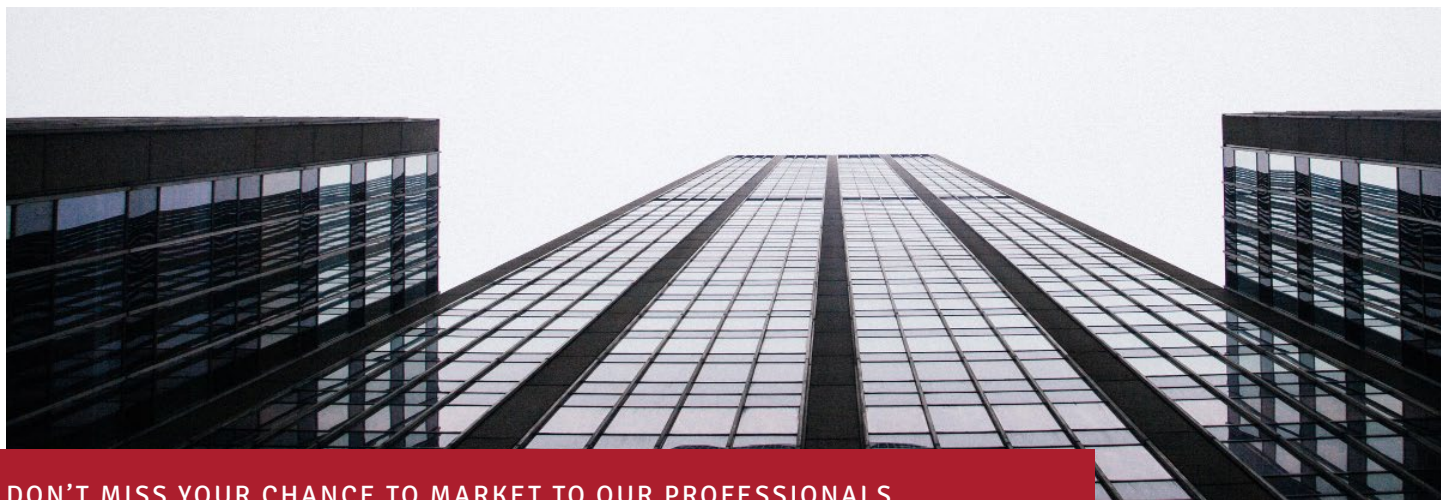
INSPIRE

Bigger Ideas. Bigger Business. Greater Impact.

2021 SPONSOR PROSPECTUS



WHY SPONSOR WITH AICI?

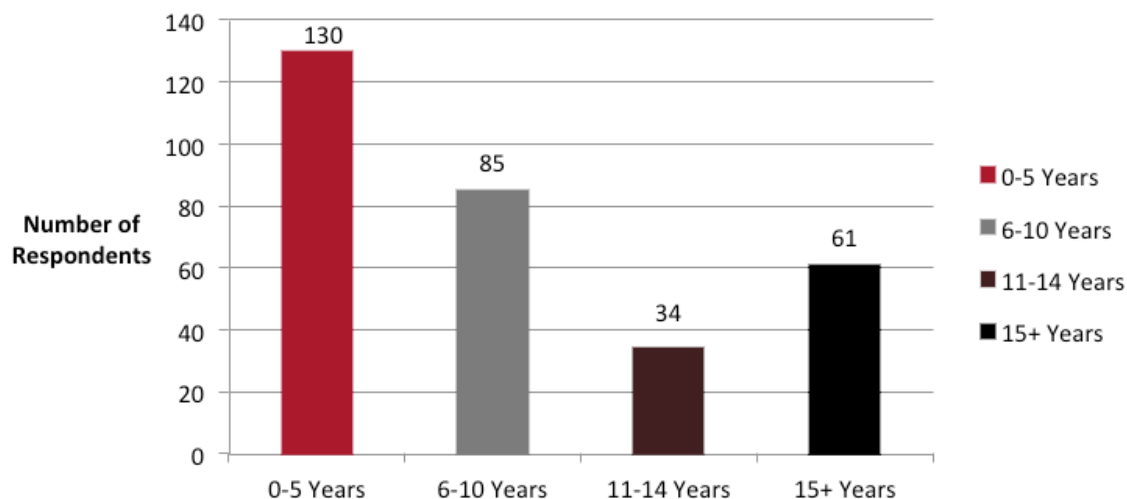


DON'T MISS YOUR CHANCE TO MARKET TO OUR PROFESSIONALS

AICI MEMBERS REPRESENT AND INFLUENCE OVER \$265,000,000 USD ON AN ANNUAL BASIS.

The average client of an AICI member spends \$5,000 USD annually, and on average an AICI member has 50 clients per year. $\$5,000 \text{ USD} \times 50 = \$250,000 \text{ USD}$ — the average annual amount a member of AICI represents / influences. Multiply that by AICI's 1,329 members, and our association influences a minimum of **\$265,000,000 USD annually**.

TOTAL YEARS AS AN IMAGE CONSULTANT



- A fifth of respondents confirmed that they are the final decision makers on behalf of their clients.
- The majority of respondents have a one-to-one influence on decisions that their clients make.

SPONSORSHIP LEVELS & OPTIONS

Extend your brand identity and marketing capabilities with a strong visible presence at the 2021 AICI Global Conference. Maximize your opportunity to tie your brand identity beyond the organizational level and reach our individual members and their communities.

Below is a list of special sponsorship options in addition to the benefits listed on the Sponsorship Level chart on Page 3. Choose an option from your level to generate a stronger marketing impact throughout the conference. One option is included within the sponsorship level price as indicated. All sponsorship opportunities are based on a first-come, first-served basis.

	PREMIER \$6,000 USD	DIAMOND \$3,000 USD	GOLD \$2,000 USD	EXHIBITOR \$750 USD members \$1,000 USD non-members
Virtual Exhibit table	1	1	1	1
Exhibit representatives	4	3	2	1
Recognition on AICI's website and virtual event platform	Logo	Logo	Logo	Logo
Verbal recognition during the conference	Yes	Yes	—	—
Pre and post conference attendee list	Yes	Yes	Yes	Yes
Exclusive sponsorship of one of the related level options	Yes	Yes	Yes	—
Sponsored email to attendees pre-conference	Yes	Yes	—	—
Sponsored email to attendees post-conference	Yes	Yes	—	—

PREMIER — \$6,000 USD

Platform Sponsor- One (1) Available

- Enhanced logo recognition featured throughout the event, such as on the event homepage, sponsor section, and other areas within the platform.
- Exclusive sponsor of AICI's virtual conference platform
- Enhanced logo recognition featured throughout the event
- Opportunity to provide a pre-recorded video (1-2 minutes) to be featured at the start of AICI's virtual conference

DIAMOND

Keynote Speaker Sponsor — \$3,000 USD

- Opportunity to provide a pre-recorded video (1-2 minutes) to be featured at the start of one of AICI's Keynote Speakers

Fashion Show Sponsor — \$3,000 USD

- Exclusive sponsor of AICI's virtual fashion show
- Opportunity to provide a pre-recorded video (1-2 minutes) to be featured at the start of AICI's fashion show

GOLD

Breakout Session Sponsor — \$2,000 USD

- Opportunity to provide a pre-recorded video (1-2 minutes) to be featured at the start of one of AICI's breakout sessions

Virtual Networking Session Sponsor — \$2,000 USD

- Exclusive Sponsor of one of AICI's virtual networking events
- Opportunity to provide a pre-recorded video (1-2 minutes) to be featured at the start of one of AICI's virtual networking events

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Virtual Demo Sponsor — \$1,000 USD

- Opportunity to provide a webinar demo to AICI's attendees, before or after the start of conference

Virtual Commercial Sponsor — \$500 USD

- Opportunity to provide a 1-minute video to be played one time as a commercial during AICI's virtual conference

Virtual E-Bag Sponsorship — \$250 USD

- Opportunity to provide a branded virtual item or discount code to be shared with AICI's attendees

REGISTERING YOUR COMPANY REPRESENTATIVES

AICI will request your company exhibit/sponsor representatives' names in February 2021. A form will be sent to your main exhibit contact to submit your representative names. Each booth includes exhibitor registration for one representative, otherwise the rate is \$350 for additional reps. You may purchase up to three more registrations per sponsorship. Additional representatives may register at the full conference rate. No refunds will be provided for representative registrations.

CONFIRMATION

A registration confirmation will be emailed to your company's contact upon receipt. Your booth assignment will be emailed to your designated company contact. A final confirmation with important onsite information will be sent to all exhibitor representatives.

EVENT MODIFICATION OR CANCELLATION

AICI reserves the right to modify the course's schedule or program as necessary. AICI also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of AICI cancellation.

PROMOTION OF SPONSORSHIP OR EXHIBIT

Use of the AICI logo in any promotions of the conference is subject to approval by AICI. Using the logo without permission can result in a forfeiture of your exhibit booth and/or sponsorship.

Please email any proposed ads that use the AICI logo for approval to Gigi Jaber-Sutton, AICI Executive Director, at gigij@aici.org.

MEDIA CONSENT

As part of the AICI Global Conference, you may be photographed or recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to AICI. Your attendance at this event implies your consent to be photographed and recorded.

CONTACT US

Blake Finger- Director of Sales
Office: (651) 290-7468
Email: blakef@aici.org

CANCELLATION POLICY

Written cancellation notice must be received via mail or email by February 15, 2021, to receive a 50% refund. No refunds will be given after this date. If AICI cannot hold the conference due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impracticable to provide the facilities or to hold the meeting, each prepaid registrant/exhibitor will receive a copy of conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants/exhibitors. AICI is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the conference. Speakers planning to exhibit at AICI's conference forfeit the speaker discount.

PCI COMPLIANCE

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the aasp office will not accept emailed credit card information.

DATA PRIVACY/GDPR

We host events throughout the year, including webinars, and teleclasses and more. If you are a member and register for one of our events, we will access the information in your member account to provide you with information and services associated with the event. If you are not a member and you register for one of our events, we will collect your name and contact information, which we will store in our database and use to provide you with information and services associated with the event. If you are a presenter at one of our events, we will collect information about you including your name, employer and contact information, and photograph, and we may also collect information provided by event attendees who evaluated your performance as a presenter. As an attendee, speaker, or sponsor/exhibitor, we will keep a record of your participation to provide you with post event information including details on upcoming events you may be interested in. Your contact information may be shared via an event mobile app or attendee list as part of your participation in the event.

Olen Juarez-Lim - VP of Business Development
Email: vpbusinessdevelopment@aici.org

SELECT YOUR SPONSORSHIP LEVEL

Level		Price	Level		Price
PREMIER	Platform	☐ \$6,000 USD	ADDITIONAL	Virtual Demo	☐ \$1,000 USD
DIAMOND	Keynote	☐ \$3,000 USD	ADDITIONAL	Virtual Commercial	☐ \$500 USD
DIAMOND	Fashion Show	☐ \$3,500 USD	ADDITIONAL	Virtual E-Bag	☐ \$250 USD
GOLD	Breakout Session	☐ \$2,000 USD	EXHIBITOR	Member	☐ \$750 USD
GOLD	Virtual Networking	☐ \$2,000 USD	EXHIBITOR	Non-Member	☐ \$1000 USD

TOTAL: \$ _____

CONTACT INFO

Name _____

Organization (as you want it listed on promotional materials) _____

Organization Website _____

Address _____

City, State, Zip _____

Country _____

Phone _____ Email _____

☐ Yes ☐ No - As a representative of my organization, I agree to the terms and conditions outlined as an exhibitor and/or sponsor for myself and any onsite representatives from our organization.

PAYMENT OPTIONS

Prepayment is required ☐ Check ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name of Cardholder _____

Card Number _____ Exp Date _____ Security Code _____

Cardholder Phone Number _____

Signature _____

Credit Card Billing Address ☐ Same as address above

Address _____

City, State, Zip _____ Country _____

FAX this completed form and payment to:

AICI, Attention: Blake Finger | FAX: +1 651.290.2266 | PHONE: +1 651.290.7468

MAIL this completed form and payment to:

AICI, 1000 Westgate Drive, Suite. 252 | St. Paul, MN 55114

PLEASE DO NOT EMAIL FORMS WITH CREDIT CARD INFORMATION. To protect your data and to comply with PCI standards, the AICI office will not accept emailed credit card information.

(For office use only)

initials	fin.
date	
CK/CC	
amt. paid	
bal. due	