

AICI

ASSOCIATION OF
IMAGE CONSULTANTS
INTERNATIONAL

20
23



MARKETING KIT

Why Partner with AICI?

AICI was established in 1990 as the first professional association for image consultants internationally. Today, AICI is the largest professional association of personal and corporate image consultants and personal stylists worldwide. A non-profit organization, AICI is dedicated to advancing the level of professionalism and enhancing the recognition of image consultants.

Our members counsel both individual and corporate clients on appearance, behavior, communication skills, etiquette, international protocol, and soft skills. As experts in image consulting, our members guide clients to achieve their specific goals with authenticity, credibility, and confidence. Supporting the development of the Image Consulting Profession, AICI brings together individuals and companies who seek image consulting services with the appropriate expert.

AICI enhances industry standards through a rigorous, three-tiered certification program and holds the world's premier image consulting conference. AICI provides continuing education classes for image consultants. AICI acts as the voice of the image consulting profession and the media's definitive source for experts on current issues and events that may affect the image profession.



YOU WILL HAVE ACCESS TO

- Approximately 1,000 image professionals worldwide.
- An international, biennial conference that attracts image and personal style professionals from around the globe.
- AICI regional and local chapter events that bring together certified image professionals, personal stylists and individuals associated with the image business.
- Exceptional educational opportunities related to the image industry.
- AICI's global publications and multimedia.

2023 MARKETING KIT WHY PARTNER WITH AICI

ABOUT THE ORGANIZATION

Purpose: Connecting, developing, and supporting image professionals to empower others.

Mission: AICI connects image professionals to a diverse global community that inspires creativity, builds knowledge and expertise, and creates sustainable impact on individuals, businesses, and the world.

Vision: To always be the global leader of the image consultant industry in an ever evolving world.

STATS

22

unique Certified Image Masters

—

132

highly qualified Certified Image Professionals

—

259

Certified Image Consultants

—

1,150

members across 59 countries

Annual Sponsorship Benefits*

	Diamond \$10,000 USD	Gold \$5,000 USD	Silver \$2,500 USD	Featured Training Institute \$3,500 USD
Website				
Logo on Sliding Banner on AICI.org	Yes	Yes	Yes	Yes
Video on Annual Sponsor Page	Yes	Yes	—	Yes
Logo and Link on Annual Sponsor Page	Yes	Yes	Yes	Yes
50 Word Company Description on Annual Sponsor Page	Yes	Yes	Yes	Yes
AICI Member Network (AMN, powered by Tradewing)				
Unique log-in to the online AMN	Yes	Yes	Yes	Yes
Unique, customizable sponsor page on AMN	Yes	Yes	Yes	Yes
Publish posts, videos, discussions, questions, and polls on your page	Yes	Yes	Yes	Yes
Capture leads in real time with member chats, messages, and meeting requests	Yes	Yes	Yes	Yes
Social Media				
Facebook/Instagram/LinkedIn**	12	6	2	4
Email				
Global News Banner Ad	4	3	2	3
Special Email to all AICI Members	4	2	1	—
Global Magazine				
Feature Story	4	3	2	—
Full-Page Ad	4	—	—	—
Half-Page Ad	—	4	2	2
Virtual Events				
Logo on Webcast/Teleclass	2	1	1	—
2 Minute Company Presentation	4	2	—	—
Events				
Exhibit and Sponsorship Credit	\$1,000 USD	\$500 USD	\$250 USD	\$500 USD

*All numbers in this table represent annual benefits. All sponsorship levels and included benefits may be customized to suit sponsor needs.

**Includes one (1) graphic, one (1) link, and a two (2) sentence description for each post.

Featured Training Institute

Includes one free year of membership to graduating students (enrolled in image consultant foundational courses and beginning their professions) during the duration of your company's year as Featured Training Institute.

Benefits Included with Annual Partnership

- Ability to promote your company as an official sponsor of AICI
- AICI Official Sponsor logo may be featured on your company's website and will be linked to AICI's website
- Opportunity to promote your organization to AICI members by offering exclusive discounts or promotions to your company on the AICI website and AICI Member Network

Please complete and submit this application form (2 pages) to sponsors@aici.org

Select Your AICI Annual Sponsor Level*

Level	Price
☐ Diamond	\$10,000 USD
☐ Gold	\$5,000 USD
☐ Silver	\$2,500 USD
☐ Featured Training Institute	\$3,500 USD

*Customization Options: All sponsorship levels and included benefits may be customized to suit sponsor needs. Contact AICI National Office to customize.

A la Carte Add-On Options

Diamond, Gold, Silver, and Educator sponsor levels may choose items in addition to listed benefits (page 3). To customize listed benefits, contact AICI National Office.

Add-On	Price
☐ Four (4) Email Header Banners	\$450 USD
☐ Four (4) Email Footer Banners	\$400 USD
☐ Four (4) Social Media Posts**	\$500 USD
☐ Sponsor one (1) Virtual Events	\$1,000 USD
☐ 30-60 Second Video (email + social media)	\$1,500 USD

**Includes one (1) graphic, one (1) link, and a two (2) sentence description for each post.

AICI Global Magazine Ad Add-Ons

Magazine Frequency: Quarterly

Full-Page (8.5 x 11)	Half-Page (8.5 x 5.5)	Quarter -Page (3.5 x 2)
☐ 1 issue: \$220	☐ 1 issue: \$140	☐ 1 issue: \$60
☐ 2 issues: \$420	☐ 2 issues: \$260	☐ 2 issues: \$105
☐ 3 issues: \$570	☐ 3 issues: \$360	☐ 3 issues: \$135
☐ 4 issues: \$780	☐ 4 issues: \$450	☐ 4 issues: \$180

Ad Planning

Submit formatted ad posts (email, website, and social media) with images at least three (3) weeks in advance of the desired posting date. The AICI Marketing Team will communicate about posting dates and reviewing content prior to posting.

Contact Info

Name: _____

Title: _____

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

Organization Website: _____

Address: _____

City, State, Zip: _____

Country: _____

Phone: _____ Email: _____

Authorized Signature: _____

Payment Options

Prepayment is required. Select payment method:

☐ Check

☐ Wire Transfer

Please make checks
payable to Association of
Image Consultants
International and mail to
the address below.

Bank name: Wells Fargo Bank
Bank address: 420 Montgomery Street,
San Francisco CA 94104
SWIFT Code: WFBIUS6S for
international wire in U.S. dollars or
unknown currency

Account No.: 5943139344
Domestic (U.S.) Routing
number/ABA: 121000248
SWIFT Code: WFBIUS6WFFX
for international wire sent in a
foreign currency

Credit Card: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

If paying by credit card, an invoice will be forwarded to the listed contact email address upon receipt of this signed order form to protect your payment information. Payments must be made before any ads/publications are posted.

Terms and Conditions

Term and Termination: This agreement will be valid for the period of one year, beginning on the date payment is received and ending one year later. The parties may terminate this agreement prior to the termination date for any reason by giving sixty (60) days' notice in writing to the other party.

Email this completed form to
sponsors@aici.org, Attn: Monica Bravo

Mail this completed form and payment to
AICI, 7794 Grow Drive | Pensacola, FL 32514

PHONE: +1 (850) 262-8588