



2015

Santa Fe
March 20 – 22

SPRING
April 10 – 12

PHILLY
August 21 – 23

Sponsorship and Marketing Opportunities



Customizable Sponsorship Packages

Want to reach our passionate jewelry-making audience all year long or make a big impact at a particular event? Choose a customizable sponsorship package.

We'll create a perfect package for you. We'll ensure your message is well communicated before, during and after the event; meeting your budget and all your marketing goals. Let us know your idea and we'll help you execute it; or choose from any of these customizable options:

Student & Instructor Lounge: Only one sponsor per event.

Student Lanyards: Only one sponsor per event.

Student Tote Bag: Only one sponsor per event.

Parking Lot Shuttles: Here's your chance to be the hero of the show. Sponsors accepted.

Official Sponsor of Student Comfort:

Perfect for the company that wants to make a big impact with our students. It ensures your message is present in all of our classrooms while you help us provide our students with upgraded comfortable chairs. Multiple sponsors accepted.

Official Sponsor of Shopper Comfort:

This option ensures your message is seen extensively throughout the show floor while you're helping us provide assorted comfortable seating options for shoppers in the expo hall. Multiple sponsors accepted.

Online Opportunities

Banner ad BeadFest.com: The easiest and most cost-effective way to start promoting yourself. We'll place your 728 x 90 banner ad (jpg) on our BeadFest.com event home pages. **\$100/MO.**

Sponsored Company Profile: Promote your company to our extensive list of 29,000 attendees and students. The Bead Fest Events newsletter is the perfect way to reach our growing list of engaged jewelry enthusiasts and buyers. A Sponsored Profile, includes 200 words, logo or photo and web link. **\$150 ea.** Call for info on available newsletter dates. **\$150/EA.**

Dedicated Email Blast: New for 2015. We'll send your web-ready html message to our Bead Fest Event Newsletters 29,000 attendees and students. **\$300/EA.**



Marketing Opportunities



On-Site Marketing Opportunities



Logo on shopping bags: New for 2015. Make sure your logo is seen throughout the show floor all day, every day and at all three Bead Fest events! (approx. 7,500 bags) We'll include your 1-color logo alongside our other sponsors' logos on our free shopping bags to be distributed at all three 2015 events. Only 8 logos can be accepted, availability & time frame is limited.

\$400



Inspiration Playground Session Sponsor: New for 2015 at our Spring and Philadelphia (August) shows only. The best new way to sell your products! Teach a technique, host a product demo, or offer Make-n-Takes. Located adjacent to the show floor, our Playground offers exhibitors the benefits of teaching, combined with the ability to sell directly from the classroom/session space. The best part is all the promotion we'll do to help make your session/s a success. Pricing varies.

See page 3 for details and seminar proposal form.

Student Samples: We will distribute your pre-packaged product samples or special promotional piece to all Best Fest students upon registration.

Santa Fe event **\$150** Spring **\$200** Philadelphia (Aug) **\$250**

Vertical Banner Placement: A seriously great bang for the buck! We will display your provided vertical stand-up banner in our lobby or other pre-approved high traffic area throughout the event. Available locations vary by event.

**\$50/
BANNER**

Literature Table: We'll place your provided flyers/postcards/brochures on our designated literature tables for attendees and students to pick up throughout the show.

\$50.

Bead Fest Show Directory: Maximize your exposure by showcasing your products, services and booth/table location in our Bead Fest Show Program. Ad reservations and camera ready ad materials are due **July 1st**.

1/12 page ad	\$225	Philadelphia Aug. directory 2.25" x 2.25"
1/6 page ad	\$295	Philadelphia Aug. directory 2.25 w x 5.25"h
1/4 page ad	\$395	Philadelphia Aug. directory 4"w x 5.25" h
1/3 page ad	\$395	Philadelphia Aug. directory 4.75"w x 5.25" h
1/2 page ad	\$545	Philadelphia Aug. directory 8"w x 5.25" h
Full page ad	\$1,100	8" w x 10.5"

Acceptable file formats: .ai, .eps or .jpg.

All files need to High Resolution (300 dpi or save as press ready images)

No bleed.

For Details Contact: Dana Groves | Event Sales Manager
(610) 285-8119 Cell: (215) 510-0493 | dana.groves@fwcommunity.com

2015 Sponsorship and Marketing Contract



Online Opportunities

Side ad on Beadfest.com: _____

Month/s requested _____

\$100/mo _____

Total \$ _____

Email Newsletter Promotions: _____

Dedicated Email Blast: _____

Onsite Opportunities

_____ Show Directory Ad: Size _____ Total \$ _____

_____ Literature Table \$50

_____ Logo on Shopping Bags \$400

_____ Student Product Sample Distribution: Specify which show _____

_____ Vertical Banner Placement \$50 _____

_____ Inspiration Playground Session

Name/Company _____

Date: _____

Signature _____

Phone: _____

CC# _____

Exp. _____ **Sec. Code** _____

Please sign and fax to 610-232-5754

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Inspiration Playground Session



Inspiration Playground

Inspiration, Education and Sales, all rolled into one

Your chance to teach a technique using your products, host a product demo or offer simple make-n-takes. Our Playground offers you the benefits of teaching, combined with the ability to sell directly from this unique classroom/session space.

Our Bead Fest Philadelphia Inspiration Playground sessions will be offered during show hours on Friday, Saturday, and Sunday. Each session will start on the quarter hour (10:15AM; 11:15AM; 12:15PM etc.) All Inspiration Playground sessions will last between 30- and 45-minutes. The cost for attendees is only \$2.00.

What our Inspiration Playground Sponsors can expect from Bead Fest:

We'll have a separate registration sign-up page on our website for all of the sponsored Inspiration Playground sessions. Pre-registration will launch on 5/20/2015.

Online pre-registration will be encouraged to reserve seating in each session. The cost is \$2.00/session.

On-site registration will also be available at the event; should space still be available in your session. The price will remain \$2.00/session.

Pre-registered participants will receive an email confirmation reminding them of the date/time of your session, ensuring you have a full session.

You'll receive access to our online registration system so that you may check pre-registered sign-up numbers in advance. You'll also receive a printed roster of participants and email addresses of pre-registered participants.

The Inspiration Playground will be located in a high visibility area on the expo show floor.

The room (tables/chairs) will be set for a max of 30 participants. 2 front tables will be for your use.

Marketing and promotion included in all Inspiration Playground Sponsorships:

Your logo will appear next to each of your sponsored Inspiration Playground session descriptions on the online registration page of our website.

Your logo will be included in (2) two of our monthly Beading Daily Recommended Events newsletters, (2) two monthly Jewelry Making Daily Recommended Events newsletters and (2) two Bead Fest Events newsletters that will be promoting the Inspiration Playground.

We will promote the Inspiration Playground and our Inspiration Sponsors on social media.

A schedule of Inspiration Playground sessions, along with your company logo will be printed in our on-site show guide and on Inspiration Playground signage, located throughout the event.

As a sponsor, you will be encouraged to promote the Inspiration Playground and the registration link to your customers and audience.

What attendees should expect from our Inspiration Playground sponsors:

In return for the \$2.00 cost to attend your session, sponsors must provide all session attendees with a coupon or free product with a retail value of no less than \$5.00.

Sessions must begin and end in the allotted time.

If you are hosting a Make and Take, all projects will be completed in allotted time.

For Details Contact: Dana Groves | Event Sales Manager
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Inspiration Playground Proposal



Please return this page to: dana.groves@fwcommunity.com Proposals must be received by Wednesday, July 1st for our Philadelphia (Aug.) event

Company Name: _____

Sponsorship Rates, Please choose how many slots would you like?

___ Single Inspiration session - \$95

___ 3 sessions – ideally one each of the three days \$200 (sessions may be the same or different)

___ 6 sessions – ideally two sessions each of the three days \$350 (sessions may be the same or different)

___ 9 sessions – ideally three sessions each of the three days \$450 (sessions may be the same or different)

FILL OUT THE INFORMATION BELOW FOR EACH 'SESSION' YOU ARE DOING

Type: Informational Seminar; Product/Technique Demo; Make & Take

Length: 30-Minute; 45-Minute Preferred time of day: Early (before 2PM); Late (after 2PM)

Title of Session: _____

Description (at least 1 paragraph): This will be used to 'sell' your session on our website.

Will a project be completed during the allotted time: YES NO

At least 2 images for each session (JPG/JPEG format, 300 dpi) and Company Logo (High-Resolution image, 300 dpi, EPS format preferred) must accompany proposal form.

Sponsor will be invoiced in full when sessions are posted on our website.

Name on card _____

Credit card # _____ exp. _____ Sec. # _____

Amount authorized _____

Terms: F+W Trade Show & Events, LLC has the sole right to determine the eligibility or termination of any Sponsor. We may reject sponsorship without liability, for any reason or no reason, including those that we deem inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Cancellations from Sponsor will not be accepted after any portion of the package has been delivered.

Sponsors and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish i) all intellectual, private and proprietary property, and ii) all testimonials and other matter contained in any Sponsor- submitted content by or on behalf of Sponsor. Sponsor assumes all responsibility for compliance with all event rules and ordinances, as well as with the rules and regulations of operators and owners of the property and facility in which Bead Fest is held.

As part of the consideration to of this Sponsorship, Sponsor, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless F+W Trade Show & Events, LLC and its employees, agents, officers, parent company, affiliates from and against any and all losses, damages (including consequential, incidentals, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to Sponsor under this Agreement.

Sponsor Signature _____ Date _____

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