



2015



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

Side ad on 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:

Marketing your company on any of our three various Event Newsletters 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. Simply choose the newsletter and the month you choose to be listed in.

Beading Daily Recommended Events Newsletter:

Emailed monthly to our 212,000 subscribers.

\$300/EA.

Jewelry Making Daily Recommended Events Newsletter:

Emailed monthly to 110,000 subscribers.

\$250/EA.

Bead Fest Newsletter:

Target your promotion to our exclusive list of 29,000 attendees and students. Our show specific Bead Fest newsletters are emailed roughly every two weeks/then weekly prior to the show. Call for information on available newsletter dates.

\$150/EA.



Dedicated Email Blast:

New for 2015. We'll send your web-ready html message to our Beading Daily Sponsored newsletter subscriber list. This list consists of 160,000 passionate jewelry makers; all asking for information from exhibitors and advertisers. \$450 / insertion.

**\$450/
INSERTION.**

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/
EACH EVENT**

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 1 month prior to the event.

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/ 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.

2015 Sponsorship and Marketing Contract



Online Opportunities

Side ad on Beadfest.com: _____
 Month/s requested _____
 \$100/mo _____
 Total \$ _____

Email Newsletter Promotions: _____

Newsletter of choice _____
 Dedicated Email Blast: \$450. _____

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

For Details Contact: Dana Groves | Event Sales Manager
 (610) 232-5707 Cell: (215) 510-0493 | dana.groves@fwcommunity.com

Inspiration Playground Session



Inspiration Playground

Inspiration, Education and Sales, all rolled into one

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

Inspiration Playground sessions will be offered at **Bead Fest Spring** (April) and **Bead Fest Philadelphia** (August) during show hours on Friday, Saturday, and Sunday; each presentation 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.

What our Inspiration Playground Sponsors can expect from Bead Fest:

We'll promote your Inspiration sessions on our website well in advance of the show.

We'll have a separate registration sign-up page on our website for all of the sponsored sessions held in our Inspiration Playground. **Session registration will launch on Monday, January 5th (Spring event) and on Monday, April 6th (Philadelphia August) event.**

Online pre-registration for \$2/session will be encouraged to reserve seating in each session. Should space in your session be available, on-site sign-ups at our Class/Workshop Registration desk are welcome at \$2 each.

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, adjacent to 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.

You may sell product during your session times.

For Details Contact: Dana Groves | Event Sales Manager
(610) 232-5707 Cell: (215) 510-0493 | dana.groves@fwcommunity.com

Marketing and promotion included in all Inspiration Playground Sponsorships:

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

Your logo will be included in two (2) of our monthly **Beading Daily Recommended Events** newsletters, two (2) monthly **Jewelry Making Daily Recommended Events** newsletters and two (2) **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 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.

Sessions must begin and end in the allotted time.

If you are hosting a Make and Take, all projects must be completed in the allotted time. To promote sales, a follow-up email and future communications with your attendees is encouraged.

Inspiration Playground Proposal



Sponsorship Rates: Rates are for a single event; Bead Fest Spring or Bead Fest Philadelphia August show.

Single Inspiration session **\$95**

1 Daily Inspiration session each of the three days (3 total) **\$200**

2 Daily Inspiration sessions each day (6 total) **\$350**

3 Daily Inspiration sessions each day (9 total) **\$450**

Please return to:

Jaclyn.eriksen@fwcommunity.com;

dana.groves@fwcommunity.com;

morgan.kralle@fwcommunity.com

Proposals must be received no later than Friday Dec. 12th for our Spring event and Friday, March 20th for our Philadelphia (August) event.

Company Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone Number: _____

Which event(s) would you like to do: Spring (April) or Philadelphia (August)

How many slots would you like? Specify which event for each; prices are per event.

_____ Single (one session during the entire event)

_____ 1 Daily (3 total sessions. They can be the same and repeat or all be different)

_____ 2 Daily (6 total sessions. They can be the same and repeat or all be different)

_____ 3 Daily (9 total sessions. They can be the same and repeat or all be different)

FILL OUT THE INFORMATION BELOW FOR EACH SESSION YOU ARE DOING

Type: Seminar/Lecture; Product 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

You must send us at least 2 images for each session.
JPG/JPEG format, 300 dpi

Company Logo – High-Resolution image, 300 dpi, EPS format preferred