



## **EMBRACING BEAUTY**

*A Celebration of What We Create*

## **SUPPLIERS' DAY 2021**

**NOVEMBER 10-11  
VIRTUAL DAY: NOV. 12**

**JACOB K. JAVITS CONVENTION CENTER  
NEW YORK CITY**

# **2021 Promotional Opportunities**



***Position your brand, ingredients, solutions & services  
front & center!***

**Questions?  
Contact [suppliersday@nyscc.org](mailto:suppliersday@nyscc.org)**

**or 212.786.7468**

**[www.nyscc.org/SuppliersDay](http://www.nyscc.org/SuppliersDay)**

## GET EXPOSURE

Whether your goal is to launch a new product, differentiate yourself from competitors, increase brand awareness or simply attract more qualified prospects and buyers to your booth, NYSCC SD offers a wide range of promotional opportunities that will maximize your investment and experience at Suppliers' Day 2021.



ADDED  
VALUE

### **AGAIN IN 2021...ALL SPONSORS will be included in the show-floor SCAVENGER HUNT!**

To further engagement and ensure that you get optimal ROI on your sponsorship investment, you will automatically be featured as a Scavenger Hunt participant on the OFFICIAL SHOW MOBILE APP. Attendees will need to get a certain number of stamps by visit select locations and sponsors' booths – our aim is to use QR codes displayed prominently in sponsor booths to ensure a safe/contactless environment. Those who have the most "visits" will automatically be entered to WIN REGISTRATION & TRAVEL/HOTEL to the IFSCC Congress in London taking place September 19-22, 2022. One winner will be selected each show day.

### **Future Chemists Workshop - Price: \$10,000**

**RESERVED**

Be listed as the presenting sponsors of the event's main areas of innovation. Showcasing the leaders of tomorrow, the Future Chemists Workshop will feature a results-oriented challenge for up and coming cosmetic chemists from select colleges and universities. The FCW is the anchor of this program – with MENTOR/MENTEE initiatives also a part of this initiative! As the presenting FCW sponsor, you will be featured as an educational leader in cosmetic chemistry/personal care product development in all media/pre-event and on-site promotions, while all participants will sport lab coats branded with presenting sponsor logo. You will have an opportunity to present at the Mentor/Mentee Program.

### **Wake-Up Hour - Price: \$3,500**

Wake-up Hour sponsors will have coffee and light fare in the aisle next to their booth. Don't miss the opportunity to network with attendees the first hour of each day of the show while they charge up for the day. (Maximum of five sponsorships available)



### **Meeting Room - Price: \$5,500**

**8 RESERVED**

Reserve a meeting room for intimate sales presentations, client breakfasts or lunches – or a spot to regroup with your staff daily! Initial room set, signage and listing in the show directory are included with the meeting room. Audio Visual and Catering must be ordered separately. (Limited/10 sponsorships available)



### **Hand Sanitizer Stations – Price: \$12,000 (exclusive); \$5,000 – maximum 3**

As a Hand Sanitizer Station sponsor, your company name and booth number will be represented throughout the exhibit hall. Multiple sanitizer stations will be placed in strategic cross-aisle locations throughout the exhibit hall. This is an extremely effective way to drive attendees to your booth. (Maximum of three sponsorship opportunities – 1 per hall).

# PACKAGES & GIVEAWAYS

## Registration Sponsor - Price: \$8,000

**RESERVED**

Display signage throughout the immediate registration area to increase your visibility during and after the show. Every attendee will see your name, logo and booth number as they pick up their badges and show materials before walking the show floor. In addition, insert a message to all attendees on the badge confirmation – send them to your booth with an incentive – or simply talk about your innovation...the message is yours! In addition, branded pens will be available in the Registration Area. This is an exclusive sponsorship.



## Badge Stock Message – Price \$12,000

Your logo and exclusive messaging will be in every attendee's hand for the duration of the event. Promote a give-away, invite them to your booth, talk about an innovative ingredient or solution. It's up to you! Exclusive.

## Tote Bags (one logo/side) - Price: \$10,000 (Both sides \$15,000)

**RESERVED**

Reach attendees with your logo prominently displayed on each attendee tote bag. Bags will be handed out at registration to all attendees. After the show, most attendees bring their bags home and carry them for their personal use, increasing impressions for your brand off the trade show floor. We produce for sponsor. (Maximum of two sponsorships available)

## Lanyards - Price: \$12,000

**RESERVED**

Reach attendees with your logo prominently displayed on each attendee lanyard. Lanyards will be made available at registration to all attendees. This is an exclusive sponsorship.

## Masks - Price: \$10,000

Reach attendees with your logo prominently displayed on each attendee mask. These will be handed out at registration to all attendees. This is an exclusive sponsorship.



**HOT  
ITEM!**

## Great Idea Messaging – Price: \$3,000

**3 RESERVED**

Grab the attention of potential buyers before they even get in the door...or opt for post-show message to the full registration list. Take the opportunity to promote new products, offer a give-away, or promote any on-site presentations or education you may be offering. There are a total of 6 pre-event blasts available and 6 post-event blasts. These will be reserved first-come, first served.

# SIGNAGE & SPLASH BRANDING

## **Aisle Signs - Price: \$9,500 – Maximum 3 opportunities; discount applied if exclusive**

As an aisle sign sponsor, your company name and booth number will be represented throughout the exhibit hall. This is an extremely effective way to drive attendees to your booth. (Maximum of three sponsorship opportunities, 5-7 aisle signs available; 20% reduction if made exclusive)

**ALL RESERVED**



## **Registration/Mezzanine Banners - Price: \$10,000**

The ultimate in visibility! Brand yourself with a banner hanging in the mezzanine and visible to all! Let attendees know and see your booth number before they enter the show floor. Sponsor provides materials; weight cannot exceed 400 lbs. Exact dimensions and prime registration location areas will be confirmed with agreement. Pricing includes all labor, installation/dismantle. (Six opportunities available, 2 different sizes)

**1 RESERVED**



## **Floor Decals/Directionals - Price: \$10,000**

A trail of sponsor-branded floor graphics directing ONE WAY TRAFFIC will be affixed to the show floor. Your logo/booth number will be prominently placed on the graphic. These will be showcased prominently at the entrances/exits and throughout the halls. This is the perfect way to highlight your brand outside of your booth while literally directing attendee traffic around the show floor. Simple yet powerful, the graphics will help the you stand out amongst hundreds of exhibitors on the show floor. (Maximum of three sponsorship opportunities; number of graphics to be determined based on your selection).

## **Registration Tile Graphics/Social Distancing Reminder! - Price: \$10,000**

Have a captive audience as attendees enter the JKJCC! Floor decals with your artwork will be placed in the registration area to ensure social distancing. This is a great way to familiarize all expo attendees with your brand. (Exclusive).

## **Door Decals - Price: \$5,000 – Maximum 3 opportunities; discount applied if exclusive**

**2 RESERVED**

Greet all attendees with your logo and booth number on the doors that lead to the Javits Center entrances. (\$5,000 each or all 3 for \$12,000).

## **Glass Clings - Price: \$5,000 – Maximum 2 opportunities; discount applied if exclusive**

**2 RESERVED**

Greet all attendees with your logo and booth number on the escalators that lead to the exhibit hall entrances. (\$5,000 each or both for \$8,000).

### **WIFI Sponsorship - Price: \$15,000**

Without question, every attendee will see you! The WIFI password is branded with your company name and users will be brought to a landing page (pre and post-show) designated by you. You may capture the emails of all logging on to the service provided “compliments of you!” (One exclusive sponsorship)

## THOUGHT LEADERSHIP

### **Presentation Theater – Show Floor - Price: \$2,000**

**4 RESERVED**

Without question, if you are seeking thought leadership, a presentation theater slot is your best bet! You draw attendees in with your technical expertise, and then have the opportunity to invite them back to your booth for further discussion. Materials must be presented and reviewed in advance. Speaker bios/photos are required to be published in advance; a timeline confirming and requesting these materials will be made available to all participants. A table will be available in the rear of the theater for presentation materials. All attendees will be scanned when entering the theater and the list of attendees will be provided to you. (8 slots are available)



### **Presentation Theater...Live & Virtual + Includes a Digital Sponsorship Package – Price: \$3,500**

Making a new product announcement? Seeking an opportunity to showcase your thought leadership before, during and after the LIVE SUPPLIERS’ DAY expo? Then, this package is for you! Pre-show presentation will be featured virtually on SHOWCASE DAYS in the weeks leading up to the event. Supporting your thought leadership will be your Digital Sponsorship Package which pushes your company front and center on the EXHIBITOR PLATFORM. A LIVE presentation slot is part of this package – so you can drive attendees to your booth for set appointments and personal engagement. Then, your presentation (your choice either the pre-event or on-site presentation) will be featured on November 12<sup>th</sup> – NYSCC Suppliers’ VIRTUAL DAY. A list of LIVE attendees will be provided to you. (10 slots are available)

**CONTACT: NYSCC Show Management: 212.786.7468**

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For **Digital Sponsorship Opportunities**, please contact Map Your Show directly:

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