

Sponsorship Opportunities **SUPPLIERS' DAY**

MAY 1-2, 2024

**JAVITS CONVENTION CENTER
NEW YORK CITY**

CONTACT INFORMATION

NYSCC Show Management: 212.786.7468
Jane McDermott jmcdermott@nyscc.org or Erin Layton elayton@nyscc.org

For Digital Sponsorship Opportunities, please contact Map Your Show directly.
Michael Cutter, Exhibitor Advertising Manager:
513-338-2202 or MCutter@MapYourShow.com

Contact us today!

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 Suppliers' Day offers a wide range of promotional opportunities that will maximize your investment and experience at Suppliers' Day 2024.

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AGAIN IN 2024!

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 "codes" by visiting locations, charging lounge, and sponsors' booths. Those attendees that have the most "visits" will automatically be entered to WIN! The **GRAND PRIZE** this year will be a \$1,000.00 **AMERICAN EXPRESS** Gift card!

GET EXPOSURE



Future Chemists Workshop - Price: \$25,000.00

Be listed as the presenting sponsor of the event's main area featuring innovation, education and the future of cosmetic chemistry! Showcasing the leaders of tomorrow, the Future Chemists Workshop is a results-oriented challenge for up and coming cosmetic chemists from select colleges and universities around the nation who are attending as part of your overall program sponsorship. The FCW is the anchor of this program – with MENTOR/MENTEE initiatives also a part of the branding opportunity! 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.



VIP Food Court & Seating Area – Price \$6,000.00 – maximum 3

Have a branded/reserved table in the MAIN FOOD COURT within Suppliers' Day. A reserved table will feature your logo and provide seating for 10 of your colleagues/guests to enjoy lunch, have a meeting, or just know you have a table ready for immediate access at any time during the show! In addition, your company is branded as a sponsor of all food courts on signage located throughout the show floor with designation also noted in the Official Show Directory. (Maximum of 3 sponsorships available.)



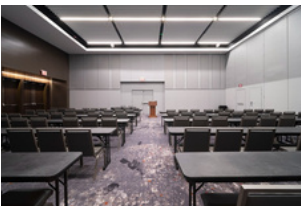
Wake-Up Hour - Price: \$6,000.00

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.)



“Re-Charging Lounge” – Price: \$15,000 (exclusive); \$5,000 each - maximum 4

Have a show floor lounge that's exclusive for you – housing CHARGING stations for attendee's phone or tablet and RE-CHARGING stations for their mind/body. The space will feature a section with a spa-like atmosphere designed for a quick body re-charge that will also allow you to refresh your mind. A lounge area with a HEALTH-FILLED BAR will spark conversation, interaction and engagement. A concierge will greet and scan your guests. Space will be allotted for literature display and distribution. Lounge design/installation with power station furnishings are included; logos/artwork would need to be provided.



Meeting Room - Price: \$7,500.00

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.)



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.)



Headshot Lounge Sponsorship - \$15,000.00

Sponsor our Headshot Lounge – an exclusive opportunity for you! Your brand will be remembered with bold signage leading participants to the Lounge – while the Lounge can also direct potential customers to your booth! All participants will be scanned and leads will be provided to the sponsor. In addition, photos with captions will be posted to a prominent video wall that leads attendees to the Lounge.

PACKAGES & GIVEAWAYS

Registration Sponsor - Price: \$12,000.00

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! (exclusive)



Badge Stock Message – Price \$12,000.00

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)



Lanyards - Price: \$15,000.00

Reach attendees with your logo prominently displayed on each attendee lanyard. Lanyards will be made available at registration to all attendees. We produce for sponsor. (exclusive)



Tote Bags (one logo/side) - Price: \$12,000.00 – one side; \$18,000.00 – both sides

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.)

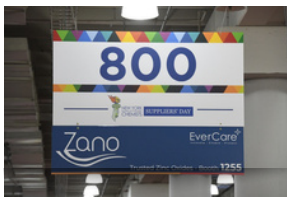


Great Idea Messaging – Price: \$3,500.00 – pre-show; \$4,000.00 – post-show

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. (Reserved first-come, first served.)

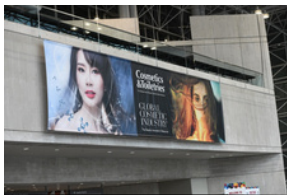


SIGNAGE & SPLASH BRANDING



Aisle Signs - Price: \$22,000.00 (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.



Registration/Mezzanine Banners - Price: \$12,000.00

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. (Four opportunities available, 2 different sizes.)



Floor Decals/Directionals - Price: \$10,000.00

A trail of sponsor-branded floor graphics directing TRAFFIC will be affixed to the show floor. Your logo/booth number will be prominently placed on the graphic. These will be highly visible 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 you stand out amongst hundreds of exhibitors on the show floor. (Maximum of three sponsorship opportunities; six graphics per sponsorship.)



Registration Tile Graphics - Price: \$10,000.00

Have a captive audience as attendees enter the JKC! Floor decals with your artwork will be placed in the registration area. 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

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.)



“Roadway Entrance” Banners Outside the JKC - Price: \$15,000.00

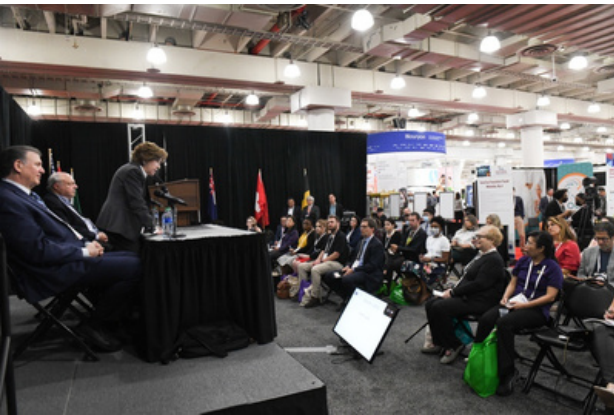
Capture your buyers’/potential buyers’ attention before they even enter the building! Brand yourself with banners welcoming attendees into the Javits Convention Center. Let attendees know you’re there and where they need to go as soon as they arrive. Sponsor provides creative and show management produces, installs, removes. (exclusive)



Escalator Graphics - \$10,000.00 per hall (Halls A/B/C available) – exclusive \$22,000.00

Grab attendees as they enter the expo hall! This is NOT to be missed by the thousands in attendance. You may use as directionals, branding and information on your innovations. This is an unmatched opportunity to educate a captive audience – as they must take the escalators!

THOUGHT LEADERSHIP



Presentation Theater – Show Floor - Price: \$3,500.00

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. (Availability increased: 14 slots are available.)



Poster Technical Presentations: Open to exhibitors! – Price: \$750.00

There are 12 technical presentation opportunities in the newly-launched POSTER SESSIONS at Suppliers' Day. All abstracts/descriptions must be submitted with your reservation. They will be reviewed by the NYSCC Scientific Advisory Committee. Please note: you are not confirmed to participate until the review is complete by the committee. Your slot will be reserved until the process is complete; payment for this presentation must be made at the time of approval. The presentation area includes: free-standing 8'x4' bulletin board; push pins will be provided; board will have an identification sign. You will be notified of your location/assignment.



INDIE 360 Pavilion Sponsorship - Price: \$5,000.00

Sponsor this innovative area featuring 15 participants who are "curated" and invited to participate and feature their recently-launched brands. This sponsorship is contingent on suppliers offering accelerator programs/offer services/innovation lab services to INDIE brands. If you are one of the innovators in this space, you will receive: one-to-one meetings with all INDIE brands who are part of the pavilion; branding/logo on pre-event and on-site promotions/signage; lists of registrants to the INDIE program and pavilion visitors; 2 conference registrations for the INDIE 360 program which will be recorded and available ON DEMAND. The engagement is unparalleled! (Maximum 8 sponsorships available - you will be notified of confirmation.)

AWARDS NIGHT

CEW Beauty Creator Awards – Ingredient/Formulations Category Finalists will be announced at NYSCC's Awards Party which takes place on the first night of Suppliers' Day – May 1, 2024! Just like scientific and technical presentations are made before major film and music awards programs, NYSCC will be the venue to showcase **SCIENTIFIC INNOVATION!** SO...this is something you won't want to miss...and something that will showcase your company name and brand as an innovator! As a supplier, you may also provide a submission in this category. (CEW will be opening the submissions portal shortly!) So...showcase your innovation, celebrate excellence and plan to have a major presence at the 2024 event. There is something for every budget! And, the **PRESENTING SPONSOR** will be NYSCC's guest at the iconic **CEW BEAUTY AWARDS** taking place in November...the Supplier's Category Winner will be announced and showcased along with all categories.

Presenting Sponsor - Price: \$15,000

The Presenting Sponsor will give you the ideal exposure at the Awards Party and on-site at NYSCC Suppliers' Day 2024! This level includes 20 tickets, VIP ADMISSION, SEATING & WAITER SERVICE, a signature cocktail, staff t-shirts branded with your logo plus all that is included in the Gold, Silver, and Bronze Sponsor levels. The presenting sponsor will also be invited on stage for brief welcoming comments to the attendees. The presenting sponsor will receive one ticket to the CEW BEAUTY AWARDS in November as NYSCC Suppliers' Day's guest.

Gold Sponsor - Price: \$10,000

A Gold level sponsorship includes 15 tickets, VIP ADMISSION and SEATING, your logo on an ice sculpture, you'll also be listed as the arrival cocktail sponsor, ticket sponsor, DJ sponsor, on-site activations sponsor plus all that's included in the Silver and Bronze levels. (4 available)

Silver Sponsor - Price: \$7,000

The Silver sponsorship level includes 8 tickets, logo on cocktail napkins, and all that is included in the Bronze level. (6 available)

Bronze Sponsor - Price: \$5,000

Make your mark at our Awards Party on May 1st! The Bronze sponsorship level will include 4 tickets, VIP ADMISSION, your logos on our screens and digital materials, show and on-site signage, verbal acknowledgement of your support throughout the evening, and your logo on our post-event thank you to all the awards party attendees. (Unlimited)



“STAND-ALONE” EXCLUSIVE OPTIONS

Dessert Station: Limit 1 – \$3,000.00

- Company logo branded on the station
- 1 admission included
- SD exhibitor/sponsor benefits

Photo Booth: Limit 1 – \$3,000.00

- Company logo branded on the photo booth
- 1 admission included
- SD exhibitor/sponsor benefits