

Join Us As Cosmetologists Chicago Celebrates 100 Years!

MARKETING OPPORTUNITIES



America's Beauty Show®

MARCH 3 - 5, 2012 | McCormick Place West | CHICAGO

Visit AmericasBeautyShow.com | **312.321.6809 | 800.648.2505**

Photograph: Luis Alvarez of Aquage; Hair: Ann Bray and Joe Paciorek; Makeup: Wanda Alvarez; Fashion: L'Impasse. America's Beauty Show is a registered trademark of Cosmetologists Chicago®.



America's Beauty Show®

Energizes your Sales!

Increase your visibility by taking advantage of
America's Beauty Show and CC100 Beauty Bash Sponsorship Opportunities.

Build Brand Awareness. Promote Your Products. Increase Your Sales.

| | |
|---|--------------------------------|
| Advance Program Ad | Half: \$2,000 Full: \$3,000 |
| Attendee Badge Advertising | \$500 |
| Banner Ads on AmericasBeautyShow.com | \$200 |
| CC100 Beauty Bash Decade Sponsor | \$10,000 |
| Concourse Column Wrap | \$1,000 |
| Concourse Banner | \$1,000 – \$3,500 |
| Dedicated Email Blast | \$600 |
| Electronic Marketing Package | \$400 – \$700 |
| Escalator Decal | \$1,000 |
| Escalator Handrail | \$2,000 |
| Hotel Key Cards | \$2,000 – \$6,000 |
| Lanyards | \$1,000 – \$2,500 |
| Onsite Program Ad | Half: \$1,000 Full: \$2,000 |
| Press Room Sponsor | \$3,500 |
| Printed Floor Plan | \$750 |
| Registration Area/ Registration Personnel | \$2,000 |
| Schedule/Product Tower | \$1,000 |
| Show Floor Column Wrap | \$350 |
| Student Conference Sponsor | \$250 or 2,000 product samples |
| Student Lounge Lunch Sponsor | \$500 |
| Video Commercial on The Runway@ABS | \$3,000 |
| You are Here Stations | \$500 |

You can even *create your own* sponsorship.

America's Beauty Show welcomes new ideas for marketing/sponsorship opportunities,
and we will be happy to work with you to develop a specific concept or activity.

Contact **Blanca Delgado** at **312.673.4961** or
email **bdelgado@americasbeautyshow.com**
to reserve and to create your perfect show opportunity.

PLEASE NOTE: Sponsorships are available on a first-come, first-served basis.

Production of banners, posters, etc. and cost to install and dismantle are NOT included in sponsorship fee. Production costs available upon request.

Listed costs are for placements only. Production, installation
and dismantle charges are not included.



America's Beauty Show®

EXHIBIT *SMART*

Show Management Marketing Recommendations

Reaching your target market has never been so easy!

Need help figuring out the best way to captivate your customers?
Look at our ExhibitSmart marketing tips for ways to stand out from the crowd!

Promote Your Products and Increase Your Sales:

- Onsite Banners
- Program Ads
- Product Knowledge College/
Manufacturer Education Classrooms
- Electronic Marketing Packages
- Student Conference Swag-Bags

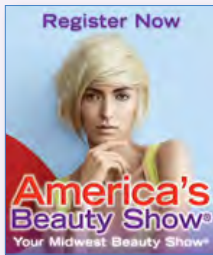
Build Brand Awareness:

- CC100 Beauty Bash Decade Sponsors
- Hotel Key Cards
- Lanyards
- Onsite Program Ads
- Onsite Banners
- Escalator/ ABS Floor Plan /
& "You are Here" Signs
- Concourse Column Wraps
- Concourse Schedule / Product Towers
- Show Badge Ads
- Press Room Sponsor

PLEASE NOTE: Sponsorships are available on a first-come, first-served basis. If main sponsorship is taken secondary sponsorships are not available. Production of banners, posters, etc. and cost to install and dismantle are NOT included in sponsorship fee. Production costs available upon request.



America's Beauty Show®



Advanced Program Ad - Half pg: \$2,000 – Full pg: \$3,000

This much anticipated 60+ page book gives all the details about America's Beauty Show including workshops, conferences and manufacturer classrooms ads are available in half or full-pages. Premium pages also available.



Attendee Badge Advertising - \$500

Your logo printed on the badge stock for all America's Beauty Show attendees. Approximately 40,000 badges will be printed.

SPOT 1

SPOT 2

SPOT 3



Banner Ads on AmericasBeautyShow.com - \$200

Banner ad rotation on AmericasBeautyShow.com and our show registration system for one month. Banner ad must be 120w x 240h in jpg or gif format, not to exceed 25k. Please provide click through link.



CC100 Beauty Bash Decade Sponsor - \$10,000

10 decades of Cosmetologists Chicago. Select decade of choice.

- Official drink and hors d'oeuvres sponsor at bash
- Your 4' x 10' banner on the Runway@ABS
- Your 4' x 10' banner in Concourse walkway
- 10 comp admissions for your guests to the CC100 Beauty Bash
- Listing as official sponsor in ABS programs
- 15% of net donated to CC Scholarship in your name



Concourse Column Wrap - \$1,000 each column

Be the first image attendees see as they enter the show floor!
All locations just outside of entrance gates or registration.



Concourse Banner - \$1,000 - \$3,500

Onsite banners throughout the convention center.



Dedicated Email Blast - \$600

Educate attendees about your exhibit and onsite promotions. We will send a customized, demographically targeted email message on your behalf to pre-registered attendees. A click through report is included. Exhibitor is responsible for html and text message. Design and production services are available at additional cost.



Electronic Marketing Package - \$400 to \$700* per month

Extend your reach for half the price of our regular banner advertisement rates. We've bundled traditional banner advertisement, email messaging and our strong social media presence to create a powerful, inexpensive way to enhance your presence at the show. This offer is exclusive to ABS Exhibitors.

You will receive:

- Banner ad rotation on AmericasBeautyShow.com for one month.
- One promotional insertion in one of our scheduled email blasts
- Wall posting on our Facebook ABS fan page and two product or promotional tweets on our Twitter feed

Specs:

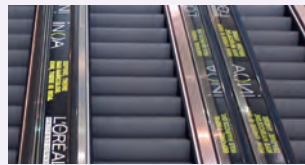
- Banner ad must be 120w x 240h in jpg or gif format, not to exceed 25k. Please provide click through link.
- Email insertion art should be 120w x 120h in jpg or gif format, not to exceed 25k. Please provide click through link and 25 words of text.
- Our marketing department will collaborate with you to craft the best social media message strategy.

***An additional \$300 adds a dedicated Email Blast to the above package!**



Escalator Decal - \$1,000

Everyone has to take an escalator at the show. Your brand and message are visible!



America's Beauty Show®

Escalator Handrail - \$2,000

Put your message and brand on the handrails of an escalator moving continuously. Your logo will be noticed!



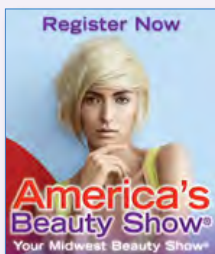
Hotel Key Cards - One Hotel - \$2,000 - All Hotels - \$6,000

Get your branding in every out-of-town attendee's hand by personalizing Hotel Key Cards! Approximately 6600 cards printed with a minimum of four participating hotels. Actual counts will be available closer to show date. The ABS logo must be co-branded into the key card design or you can put it on the back.



Lanyards - One Day: \$1,000 or All Days: \$2,500

Get your logo around the necks of attendees!



Onsite Program Ad - Half pg. - \$1,000 - \$3,000

This much anticipated 60+ page book gives all the details about America's Beauty Show including workshops, conferences and manufacturer classrooms. Ads are available in half or full-pages. Premium pages also available.



America's Beauty Show®

Press Room Sponsor - \$3,500 Two (2) Available!

All our editors/publishers enjoy coffee, beverages and sandwiches and more!



Printed Floor Plans - \$750

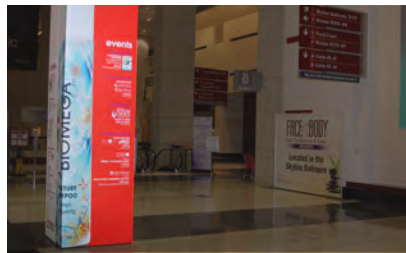
Gain maximum exposure when your logo is printed as the exclusive sponsor on the 22 x 17 floor plans that are distributed at the show, as well as on all the "You are Here" signage throughout the show floor.

Your LOGO & Booth # Here



Registration Area / Registration Personnel - \$2,000

Show off your logo and branding in the registration area—all registration kickboards and registration personnel in your colors and logo!



Schedule / Product Tower - \$1,000

Five (5) available. Envision your product shot blown up to massive sizes on two corners of these beautiful scheduling towers.



Show Floor Column Wrap - \$350

Get completely noticed by attendees walking around the show floor. Show booth number and stage schedule or show a product shot and a model. It's up to you!



Student Conference Sponsor - \$250 or 2,000 product samples

Impact more than 2,000 future professionals at this conference geared toward students.

- Logo recognition
- Onsite signage
- ABS onsite Program
- Student Conference swag bag (product donation of 2,000 required)
- Student Conference Roster



America's Beauty Show®

Student Lounge Lunch Sponsor - \$500 Five (5) Available!

Feed 100 student attendees for \$500! Includes your banner displayed in The ABS Student Lounge and your logo in program.



Video Commercial on The Runway@ABS - \$3,000

Get completely noticed! Your video commercial on three huge screens, for the TheRunway@ABS audience.



You Are Here Stations - \$500 Six (6) Available!

Get completely noticed when people look at the show floor map kiosk. Two sides open for design.

PLEASE NOTE: Sponsorships are available on a first-come, first-served basis. If main sponsorship is taken secondary sponsorships are not available. Production of banners, posters, etc. and cost to install and dismantle are NOT included in sponsorship fee. Production costs available upon request. All conferences, workshops and education subject to change.

Exhibiting Company Name: _____

Contact Name: _____

Title: _____

Street Address: _____

City: _____

State: _____

ZIP/Postal Code: _____

Country: _____

Phone Number: _____

FAX: _____

Email: _____

Web: _____

Marketing Contact: _____

Phone: _____

Fax: _____

Email: _____

ABS 2012 Marketing Opportunitites (please check boxes below) See Marketing Opportunities Brochure for sizing and details.

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Advance Program Ad | <input type="checkbox"/> Half: \$2,000 | <input type="checkbox"/> Onsite Program Ad | <input type="checkbox"/> Half: \$1,000 |
| | <input type="checkbox"/> Full: \$3,000 | | <input type="checkbox"/> Full: \$2,000 |
| <input type="checkbox"/> Attendee Badge Advertising | \$500 | <input type="checkbox"/> Press Room Sponsor | \$3,500 |
| <input type="checkbox"/> Banner Ads on AmericasBeautyShow.com | \$200 | <input type="checkbox"/> Printed Floor Plans | \$750 |
| <input type="checkbox"/> CC100 Beauty Bash Decade Sponsor | \$10,000 | <input type="checkbox"/> Registration Area/Registration Personnel | \$2,000 |
| <input type="checkbox"/> Concourse Column Wrap (each) | \$1,000 | <input type="checkbox"/> Schedule/Product Towers | \$1,000 |
| <input type="checkbox"/> Concourse Banner | \$1,000 - \$3,500 | <input type="checkbox"/> Show Floor Column Wraps | \$350 |
| <input type="checkbox"/> Dedicated Email Blast | \$600 | <input type="checkbox"/> Student Conference Sponsors | \$250 |
| <input type="checkbox"/> Electronic Marketing Package | <input type="checkbox"/> Pkg. Only: \$400 | <input type="checkbox"/> Student Lounge Lunch Sponsor | \$500 |
| | <input type="checkbox"/> Pkg. & Email: \$700 | <input type="checkbox"/> Video Commercials on The Runway@ABS | \$3,000 |
| <input type="checkbox"/> Escalator Decal | \$1,000 | <input type="checkbox"/> You are Here Stations | \$500 |
| <input type="checkbox"/> Escalator Handrail | \$2,000 | <input type="checkbox"/> Create Your Own Please List: _____ | |
| <input type="checkbox"/> Hotel Key Cards | <input type="checkbox"/> One Hotel: \$2,000 | _____ | |
| | <input type="checkbox"/> All Hotels: \$6,000 | _____ | |
| <input type="checkbox"/> Lanyards | <input type="checkbox"/> One Day: \$1,000 | _____ | |
| | <input type="checkbox"/> All Days: \$2,500 | _____ | |

YOUR INITIALS HERE: _____

I acknowledge that the production of banners, posters, as well as installation and dismantle labor are NOT included in sponsorship fee. Prices available upon request or sponsoring party may supply.

PLEASE NOTE: All sponsorships are available on a first-come, first-served basis.

If materials are not received by Monday 2/15/12 we cannot guarantee placement.

Payment Options: Payment via check or credit card required.

Check or Money Order Visa MasterCard AMEX PO# Total Payment _____

Credit Card # _____ Exp. Date _____

Name on Card _____ Signature _____

PO# _____

Enclosed is our check in the amount of \$ _____ **Make checks payable to: America's Beauty Show.**

Sign Here: Authorized Signature _____

Accepted by: (Show Management) _____

ACCEPTANCE - Sponsor has read the Terms & Conditions of this Agreement. Sponsor understands that this Agreement shall be legally binding between America's Beauty Show® (ABS) and the Sponsor. Full payment must accompany this Agreement. Any sponsorship not paid in full by February 1, 2012, will be forfeited along with the payments received at that date. It is understood ABS will undertake efforts to resell any forfeited opportunity.

Total Due:

\$ _____

**NOTE: FINAL PRINTED
MARKETING MATERIALS
DUE WEDNESDAY, 2/15/12**

**Late charges will be
applied to all exhibitor
supplied graphics received
after the deadline.**

PLEASE COMPLETE & FAX TO: 312.245.1080 PAYMENT MUST ACCOMPANY THIS FORM.

**Submit to: Cosmetologists Chicago - Exhibits Marketing, 8274 Solutions Center, Chicago, IL 60677-8002
phone 312.321.6809 or 800.648.2505, fax: 312.245.1080**

America's Beauty Show® America's Beauty Show 2012 Marketing Opportunities Agreement – Basic Terms and Conditions

Definitions

(a) "Sponsor" means the applicant identified on the Marketing Opportunities Agreement; (b) "Show" means the 2011 America's Beauty Show; (c) "Show Management" means the America's Beauty Show, its cosponsors and their respective agents, employees and affiliates; (d) "McCormick Place" means the owner or manager of the facility at which the Show is conducted and its employees and agents; (e) "South Building" means the McCormick Place, the facility in which the Show is conducted.

Agreement

This agreement, when properly executed by Sponsor and upon written acceptance by Show Management, shall constitute a valid and binding Agreement. Show Management reserves the right to interpret this Agreement and to adopt further regulations as may be deemed necessary for the general success of the Show, including the conditions, rules and regulations stated herein, in the Marketing Opportunities packages, America's Beauty Show 2011 Contract for Exhibit Space and in the McCormick Place management contract, to which Show Management is or will be a party, all of which are made a part thereof as though fully incorporated herein, and the Sponsor agrees to be bound thereby.

Compliance

Sponsor agrees to comply with all rules, regulations and policies of McCormick Place and of show management and as may be adopted by show management.

Payment Terms

One Hundred Percent (100%) of the total sponsorship fee is due with Agreement. Fees must be paid in full prior to the set-up of any Marketing Opportunity at the show. In the event Sponsor fails to make any payment as contemplated herein, Sponsor shall be deemed in default, and Show Management shall have the right to retain all monies paid as Sponsor's non-exclusive remedy, hereby reserving any and all rights under law including, without limitation, Show Management's right to collect the full amount set forth on the Marketing Opportunity agreement. Sponsor shall remain liable for the full balance under the terms of the Agreement together with all costs of collection including, but not limited to, all reasonable attorneys' fees, court costs and interest. In the event of default by Sponsor, Show Management shall have the right, but not the obligation, to license the subject Marketing Opportunity to another Sponsor prior to the Show without in any way releasing said Sponsor from any liability hereunder.

Cancellation

In the event Sponsor seeks to cancel this Marketing Opportunities Agreement, Sponsor acknowledges that Show Management would be harmed and suffer loss and that it would be difficult to determine the precise value for or amount of that harm. All cancellations by Sponsor must be in writing, by certified mail, return receipt requested. The date of cancellation shall be the postmark date on the notice. If Sponsor cancels, Sponsor agrees to pay on demand to Show Management the amounts set forth on the Marketing Opportunities Agreement if not previously paid by Sponsor. Such payment shall be liquidated damages and not a penalty, and the parties agree that such amounts constitute a reasonable provision for liquidated damages. Any cancellation or failure by Sponsor hereunder may, in Show Management's sole discretion, result in partial or complete forfeiture of Sponsor's rights under Sponsor's Application for Exhibit Space agreement.

Use of Trademarks

Subject to the terms and conditions hereof, Sponsor hereby represents and warrants that it has the power and authority to grant, and does hereby grant to America's Beauty Show a non-exclusive, non-transferable, royalty-free, worldwide license to reproduce and display all logos, trademarks, trade names and similar identifying material relating to Sponsor (the "Sponsor Marks") solely in connection with the promotion, marketing and distribution of the parties in accordance with the terms hereof, provided, however, that the America's Beauty Show shall, other than as specifically

provided for in this Agreement, not make any specific use of any Sponsor Mark without first submitting a sample of such use to Sponsor and obtaining its prior consent, which consent shall not be unreasonably withheld. The foregoing license shall terminate upon the effective date of expiration of this Agreement.

Entire Agreement

The terms of this agreement may not be modified, except by written Agreement, signed by both parties.

Indemnification

Sponsor shall indemnify and hold harmless Show Management, its affiliates and the McCormick Place and their respective directors, officers, employees, agents and independent contractors, from and against any and all claims, causes of action, damages or costs (including reasonable attorneys' fees) to the extent resulting from the actual or alleged negligence, misconduct or breach of warranty or covenant by Sponsor, or its employees, independent contractors, additional sponsors or agents. The foregoing indemnification obligations will survive any termination of this Agreement. Sponsor releases America's Beauty Show and Show Management from any and all liabilities to Sponsor that may arise or be asserted as a result of submission or performance of this Agreement.

Insurance

Sponsor agrees to maintain adequate insurance to fully protect America's Beauty Show, its affiliates and the Hall from any and all claims, which may arise in connection with 1) Sponsor's breach of any material term of this Agreement or any statutory, regulatory or common law obligation; 2) liabilities or obligations, or any third party claims (including, without limitation, personal injury, death or property damage, including with respect to products and completed operations; and 3) any public relations, promotional or other material furnished by or on behalf of Sponsor unless such material was modified by America's Beauty Show and such modification is direct cause of such claim.

Sponsorship Approval

All Marketing Opportunities and all of Sponsor's Materials and exhibits at the Show are subject to approval by show management. Show management reserves the right to restrict promotion which, because of noise, method of operation, materials or for any other reason becomes objectionable to show management in its sole discretion, and also to prohibit or to remove any promotion which, in its sole opinion, may detract from the general character of the Show. This reservation includes persons, things, conduct, printed matter and anything of character which show management determines is objectionable, determined in its sole discretion. In the event of such restriction or removal, Show Management shall not be liable for any refunds or other promotion expenses. No animals may be offered or displayed as a part of the promotion.

Force Majeure

Show Management is not liable for delays in delivery and/or non-delivery as the result of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition beyond the control of Show Management affecting the production or delivery in any manner.

Damages

Under no circumstances will Show Management be liable for loss of profits or other incidental or consequential damages for any of its acts or omissions whatsoever whether or not appraised with the possibility of such lost profits or damages.

Relationship of Party

The Parties are acting herein as independent contractors. Nothing herein contained will create or be construed as creating a partnership, joint venture or agency relationship between the parties and no party will have the authority to bind the other in any respect.

Taxes

Sponsor shall be solely responsible for the payment of any and all taxes and duties imposed on Sponsor in connection with any and all Shows.

Participation

Participation in any of the Marketing Opportunities is contingent on Sponsor exhibiting at the 2011 America's Beauty Show.

Choice of Company Logo or Name

The choice of using company logo or name (in fulfilling the Marketing Opportunities) is at the complete discretion of Show Management.

Sponsorship Materials Approval

In order to protect the integrity of the show's look and feel, Show Management retains complete control over the design of all materials produced to fulfill the Sponsorship Features. All sponsorships remain the property of the America's Beauty Show and will include the show name/logo and show dates at the complete discretion of Show Management.

Severability

If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heir and successors of the Sponsor.

Entire Agreement

This Agreement constitutes the entire Agreement between sponsor and show management concerning Marketing Opportunities, and is expressly conditioned upon Sponsor's full performance of its Exhibit Space Application Agreement, including, but not limited to actual participation.

Assignment

This Agreement cannot be assigned, in whole or in part, without the written approval of show management. Show management may assign this Agreement without the prior written consent of Sponsor.

Costs, Expenses and Attorneys' Fees

If either party commences any action or proceeding against the other party to enforce or interpret this Agreement, the prevailing party in such action or proceeding shall be entitled to recover from the other party the actual costs, expenses and attorneys' fees (including all related costs and expenses) incurred by such prevailing party in connection with such action or proceeding and in connection with obtaining and enforcing any judgment or order thereby ordained.

Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Illinois. Any action brought against show management must be brought and pursued by Sponsor in a court of proper jurisdiction located in the States of Illinois, and Sponsor hereby expressly and irrevocably consents to the jurisdiction of said Courts.

Exhibitor Agreement

All rules and regulations of all applicable exhibitor agreements and related materials are hereby incorporated into this Agreement.

Errors and Omissions

Sponsor agrees that America's Beauty Show will not be liable in the event of any errors or omissions in the Show's directory, sponsorship materials or related materials.

Notices

Any notice required under this Agreement will be in writing and sent to the appropriate address listed on the first page, or to such other address as may be provided by either party from time to time, and, in the case of America's Beauty Show, with a copy to America's Beauty Show, 401 N. Michigan Avenue, Chicago, IL 60611 Attn: Paul Dykstra, CEO. Notices will be sent by certified mail, registered mail or reputable overnight courier, return receipt requested, and will be effective when received.