

# 2020

## ENVISIONING A MORE SUSTAINABLE WORLD FOR BEAUTY

March 1-3, 2020  
The Breakers, Palm Beach, FL

# ANNUAL MEETING

### SPONSORSHIP & VISIBILITY OPPORTUNITIES

The Annual Meeting offers high value visibility and networking opportunities for companies that want to gain access to cosmetic and personal care product industry executives. By securing private meeting space for strategic appointments, bungalows, or by sponsoring meeting activities, you can build brand awareness and gain important contacts in the industry that will grow your business.

Secure your private meeting space or sponsorship early to receive advanced access to the registration list weekly or upon request. This is a great opportunity to make appointments before schedules fill up!

PCPC welcomes the opportunity to create sponsorship and visibility opportunities that meet your individual needs. We are committed to making this conference a success for each company! We will work with you to provide maximum recognition with all conference attendees and opportunities to meet face-to-face with key decision makers and influencers with whom you want to develop relationships.

### ALL ANNUAL MEETING SPONSORSHIP & VISIBILITY OPPORTUNITIES INCLUDE:

- Acknowledgment on PCPC's website
- Acknowledgment in the official meeting program
- Prominent display of your logo throughout the meeting
- Recognition as a sponsor in promotional mailings, emails and mobile event app
- "Sponsor" ribbons for your attendees' name badges
- Logo acknowledgment at the Opening General Session
- Individual attention & service from PCPC staff to ensure you get the value you are looking for
- An early registration list of meeting attendees

Recognition begins at the moment of your commitment. So, commit early and receive maximum exposure for your organization!

## SPONSORSHIP OPPORTUNITIES

### Board of Directors Reception & Dinner

You and your spouse will join PCPC's Board of Directors and their spouses for an elegant evening. Your sponsorship will be promoted through the initial invitations, in all of the pre-event marketing and in the program. **\$40,000**

### Opening Reception

Provide attendees with one of the most highly anticipated networking receptions at the event. As the reception sponsor, you are helping to bring together friends, business associates and colleagues who eagerly look forward to these gatherings as a chance to reconnect and build relationships. **\$15,000**

### Manufacturer and Supplier Partnership Luncheon

The session will examine the Ingredient Supplier/Finished Goods Manufacturer Interface: Challenges & Opportunities. **\$15,000**

### Badges

Sponsor the badges and communicate your message each time the attendees put on or take off their badge. PCPC will produce the badges printed with your company logo on the back side and distribute them to all registrants when they arrive on site. They are required apparel for all meeting events so this sponsorship gives you a daily touch with each and every attendee. **\$10,000**

### Hotel Key Cards

Sponsoring the Annual Meeting hotel key cards for attendees staying at The Breakers and communicate your company message each time the attendees enter their hotel room. Logo and message is printed on each of the room keys. Sponsor has the option of designing the key with hotel specifications. **\$10,000**

### Board of Directors Networking Session

Start your Annual Meeting off at the top. As the exclusive sponsor of PCPC's Board of Directors networking session, prior to the Board meeting, you will have the opportunity to meet this influential group and briefly introduce yourself and your company. The Board meeting will kick off with a brief "reception" of snacks, sodas and coffee. **\$7,500**

### The Daily Paparazzi

Attendees will wake up each morning to find a special edition Paparazzi in their in-box with photos of attendees and all of the events. This is produced by PCPC

with your Masthead and message. A post event follow up will be sent as well. Everyone wants to see if they made the paparazzi! **\$7,500**

### Refreshment Breaks

Sponsor will receive exclusive recognition by providing coffee and beverages to attendees in each of the business programs. Sponsor receives napkins with logo, signage by the break tables and an opportunity to leave literature at the station. **\$5,000**

### Monday Evening Social Hour

One night is just not enough. Sponsor this second evening social event to give attendees one more chance to catch up, mingle and get better acquainted with one another and your brand. **\$5,000**

### Cell Phone Charging Station

Reach attendees while they charge their cell phones. With a LCD screen for you to display your logo or video and a plethora of charging tips, the charging stations contain two advertising components: an LCD screen capable of slide shows and video with sound, and an exterior vinyl wrap for branding. **\$4,000**

### Program at a Glance

This strategically placed sign is a quick reference to the daily activities taking place at PCPC's Annual Meeting. Sponsors will have their logos prominently placed for maximum brand building and recognition. **\$3,000**

### Mobile Event App (Exclusive)

Due to its popularity, a responsive Mobile Event App will be available giving attendees the opportunity to view agenda information, create a personalized schedule, view conference bungalows/sponsors and view an attendee roster that will provide virtual interaction during the event. Be the first company to put your brand and message right in attendees' hands. Your logo will be displayed prominently on all pages within the app. **\$1,500**

### Bungalow Map (Exclusive)

Get up close with every attendee as they pick up their badge and welcome bag at the registration desk. Your sponsor logo will be clearly visible in the registration area at the top of a large sign spotlighting each company with a bungalow and a map showing their location. We also will include your sponsorship logo on a printed flyer with the bungalow map to be included in every registration welcome bag. **\$1,000**

## MATERIALS DISTRIBUTION

Make a lasting impression at the 2020 Annual Meeting. Below are some additional opportunities to make your brand stand out in front of your targeted audience. Get your magazine, product or product information directly into the hands of attendees.

### In-Room Deliveries

Treat your clients to a sweet surprise! Nothing is more fun than to open your sleeping room door and discover a beautifully wrapped gift, a magazine with cookies and milk, special invitations or a company's message with an electronic gizmo! An in-room delivery allows you to target your key clients in a very classy manner. You provide us with the amenity, gift or literature and the list of clients and we will ensure that the hotel delivers your items on the prearranged evening. **\$2,000**

### Product Giveaway in PCPC Registration Area (NEW!)

Throughout the day, capture the attention of attendees by showcasing your item on a tabletop display near the PCPC

registration desk (total quantity: 250; limited to two companies; one company on Mon and one on Tues) **\$1,500**

### Registration Bag Inserts

Sponsors can place a one-page flyer in the registration bag distributed to all conference attendees. This is ideal to advertise your private meeting space location, invite attendees to your bungalow, or supply all attendees with your product brochure. Inserts must be 8½ x 11 size or smaller or a magazine. **\$1,000 per item**

### Trade Press and Literature Table

Display your materials near the registration desk for all guests to see, browse and take home. **\$500 per item**

"Our private bungalow allowed us to provide information on our new product launches, key initiatives, core programs, etc., for the current, and upcoming, fiscal years. It's a great way to introduce this news to several of our constituents. Very efficient process!" – 2019 Bungalow Owner

## PRIVATE MEETING SPACE

Private meeting space at The Breakers provides a scenic yet convenient private area in order for strategic meetings to be held between magazines, manufacturers, distributors, and other industry leaders. These meetings can facilitate networking alliances with an assortment of fellow industry executives and create a chance for our member companies to promote their products and services. Take advantage of the exclusive opportunity to meet with key industry decision makers by reserving your space today.



### Bungalow

The amenities of a bungalow allow you to meet in an air conditioned unit with your client, watch your corporate video on the flat screen while outside on your private patio. There are 25 bungalows and they will go fast so book yours today!

For exclusive use of a bungalow Sunday to Tuesday: **\$6,000**



### Gold Room

This magnificent room can host up to 175 for reception style networking in its 2,304 square feet of space. The Gold Room with its intricate gilded ceiling provides an ideal setting for group events, product displays, and more and is sure to make your Annual Meeting participation a smashing success.

Use of room for a single event or one day: **\$5,000**

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### Magnolia Room

The Magnolia can accommodate up to 175 guests for networking and receptions with square footage of 2,304. It offers a perfect setting for group events, product displays, mid-sized luncheons, and more.

For exclusive use of the Magnolia Room Sunday to Tuesday: **\$8,000**

Use of room for a single event or one day: **\$5,000**



### Gulf Stream Rooms

The Gulf Stream rooms offer a perfect setting for formal business meetings or can be transformed for small product displays and groups of up to 25. The rooms vary in size from 560 to 740 square feet.

For exclusive use of a Gulf Stream Room Sunday to Tuesday: **\$5,000**

Use of a Gulf Stream Room for a single event or one day: **\$2,500**



### South Mezzanine Rooms

The South Mezzanine rooms are perfectly sized for two to 10 person strategic appointment rooms. The rooms vary in size from 322 to 345 square feet.

4 available for use Sunday to Tuesday: **\$2,500 or \$1,000 per day**



### Mediterranean Courtyard

Framed by classic balustrades and accented with tropical flora, the Mediterranean Courtyard may be

accessed from the Main Lobby, Mediterranean Ballroom and the North and South Loggias. Reflecting the hotel's Renaissance inspiration, and providing convenient access, it is an ideal location for cocktail receptions, breaks and registrations.

Use of Courtyard for a single event or one day: **\$3,000**

Unavailable on Wednesday



### Ocean Lawn

The Ocean Lawn directly overlooks the Atlantic Ocean and is adjacent to the Ponce De Leon Ballroom. Framed by palm trees and lush foliage, this spacious outdoor paradise can host group activities, cocktail receptions, theme parties and other dining options.

Only available on Sunday if in conjunction with the Opening Reception sponsorship



### Front Lawn

Originally used as the hotel's croquet lawn, the Front Lawn offers a garden-like environment with its surrounding tropical foliage. The Front Lawn adjoins the Palm Courtyard and The Shops at The Breakers. This location can host group activities, breaks and cocktail receptions.

For exclusive use of the Front Lawn Sunday to Tuesday: **\$8,000**

Use of space for a single event or one day: **\$5,000**



### The Surf Break

Located just steps from the beach, The Surf Break and adjoining lawn offer ocean breezes in a casual setting. This versatile space is ideal for group activities, cocktail receptions and dining options.

Use of space for a single event or one day: **\$3,000**

HOW DO I RESERVE  
A SPONSORSHIP OR  
PRIVATE MEETING SPACE?

Contact Catherine McDonald  
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