

Embracing the Future of Beauty

WITH A FOCUS ON

Essential Beauty
Sustainable Beauty
Inclusive Beauty

2021 PCPC VIRTUAL SUMMIT | MAY 11-13



Sponsorship Prospectus

The upcoming PCPC Virtual Summit (May 11-13, 2021) will offer a robust digital experience to attendees and exhibitors. Sponsors will be promoted broadly to the PCPC membership and attendees, and will be highly visible before, during and after the conference. Attendee-to-exhibitor engagement will be promoted throughout the Summit. The event app for the Summit includes such features as private meeting scheduler, lead retrieval and a **virtual trade show with in-booth video “exhibit hours.”** Click [here](#) for a short sample demo of the exhibit hall. **Have you experienced other successful sponsorships not listed here?** Contact [Catherine McDonald](#) or call (202) 454-0310 to claim your spot or discuss a custom sponsorship package to meet your business needs.

	BRONZE \$1,000	SILVER \$3,000	GOLD \$5,000
EXHIBITOR RECOGNITION AND MORE			
Pre-Conference attendee list (name, job title, company)			X
Post-Conference attendee list (name, job title, company)		X	X
Complimentary Summit registration		1	2
Ability to post multi-media (i.e., videos) in booth		X	X
Ability to post handouts (i.e., brochures, white papers) in booth		X	X
Ability to live chat (chat text box) with attendees within the booth platform		X	X
Ability to video chat 1:1 with attendees within the attendee platform		X	X
Track booth metrics to see who visited booth and how many times		X	X
Logo, link and description available in virtual exhibit hall		200 Word Description	250 Word Description
PCPC to promote your booth giveaway/drawing		X	X

	BRONZE \$1,000	SILVER \$3,000	GOLD \$5,000
BRANDING RECOGNITION			
Rotating logo on homepage of Summit platform (link to booth or webpage)	X	X	X
Inclusion in general pre/post emails to attendees	X	X	X
Recognition in-between General Sessions via sponsor slide	X	X	X
Featured on Summit landing page on PCPC Website	Name Listed	Logo	Logo + Description
Summit platform will be available for 30 days post Summit	X	X	X
SUSTAINED VISIBILITY - GOLD AND SILVER LEVEL EXCLUSIVES			
Logo in "Summit Platform is Now Live" email to all attendees			X
Logo and description featured in Vendor Spotlight in PCPC e-newsletter		X	X
Logo in PCPC social media campaign		X	X

Other Sponsorship Opportunities

Extend your presence at the PCPC Virtual summit! The following opportunities will help you maximize engagement with attendees, access key member audiences and increase your brand awareness.

Speaker or Program Content Sponsorship (\$5,000 and up; contact us for more details)

Digital Welcome Bag Insert (\$750 per piece)

Include a promotional or creative piece in the attendee Digital Welcome Bag. This piece can highlight your booth, a new product or activity at the Summit.

Flash Session Presentation (\$1,500)

Provide a 15-minute educational presentation for up to 50 attendees. Flash Sessions are purely educational and non-commercial in nature. Each session is introduced as being offered by the sponsoring company. They will be promoted on the attendee schedule both in the virtual platform and on the PCPC website to draw traffic. Presentations will be pre-recorded and will not be offered during PCPC sessions.

Virtual Private Meeting Space (\$2,000)

Meet business objectives by using a virtual breakout room whereby you invite select attendees to engage in small-group sessions.

Sponsored eBlast (\$4,000; available for up to two companies)

This sponsorship includes one e-blast sent prior to the start of the Summit to all PCPC members. The sponsoring company supplies an HTML file (subject to PCPC approval) and PCPC will send it out on the sponsor's behalf. PCPC does not distribute attendee email addresses, making this the only way to reach all members via email prior to the meeting.

Banner Ad (\$1,000)

This rotating banner ad, one sponsor per session is viewable to attendees at the top of the session screen. Sponsors will have an opportunity to select a session based on availability.

Contact Catherine McDonald at mcdonaldc@personalcarecouncil.org or call (202) 454-0310 to claim your sponsorship or discuss a custom sponsorship package to meet your business needs.

