

2024 ANNUAL MEETING

*CREATING A NEW
FUTURE FOR A MORE
BEAUTIFUL WORLD*

FEBRUARY 25-28, 2024
LOEWS CORAL GABLES HOTEL
CORAL GABLES, FLORIDA



VISIBILITY AND SPONSORSHIP OPPORTUNITIES

ENGAGE

Showcase your company and products and/or services by being involved in a meeting attended by key leaders and industry stakeholders.

CONNECT

More than 300 representatives gather from around the world to network and learn from one another while hearing from world-class speakers about topics that impact the personal care industry.

SPONSOR

Sponsorship of this event continues to be one of the best ways to brand your organization as a leader in the industry and highlight your commitment to advancing innovation in the personal care products space. By securing private meeting space for strategic appointments, bungalows or by sponsoring meeting activities, you can increase brand awareness and gain important contacts within the industry.

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ALL ANNUAL MEETING SPONSORSHIP OPPORTUNITIES INCLUDE:

- ◇ Acknowledgment on PCPC's website with a link to your website
- ◇ Sponsor ribbons for your all your attendee's name badges
- ◇ Acknowledgement in the official meeting program
- ◇ Logo acknowledgement at the Opening General Session
- ◇ Prominent display of your logo throughout the meeting
- ◇ An early registration list of meeting attendees.
- ◇ Recognition as a sponsor in promotional mailings, emails and mobile event app.
- ◇ Company logo on banner on event app



SPONSORSHIP OPPORTUNITIES

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 & SUPPLIER PARTNERSHIP LUNCHEON

The session will examine the Ingredient Supplier/Finished Goods Manufacturer Interface: Challenges and 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 Loews Coral Gables 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**

MORNING YOGA

Help attendees begin their day centered by sponsoring an early morning yoga session! A great sponsorship that allows you to provide a yoga workout and create a calming space for attendees. **\$2,500**

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. **\$7,000**

TUESDAY 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. **\$10,000**

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. **\$5,000**

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. **\$2,000**

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. **\$1,500**

MATERIALS DISTRIBUTION

Make a lasting impression at the 2024 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. **\$2,500**

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 Monday and one on Tuesday). **\$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. **\$750 per item**

PRIVATE MEETING SPACE

Private meeting space at the Loews Coral Gables 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.

For private event space and pricing, contact [Carrie Gregory](mailto:gregoryc@personalcarecouncil.org) at gregoryc@personalcarecouncil.org.



BUNGALOW

The amenities of a bungalow allow you to meet in a private unit with your client. Watch your corporate video on the flat screen while outside on your private patio. There are 15 bungalows and they will go fast so book yours today!

For exclusive use of a bungalow Monday to Wednesday: \$6,000





THANK
YOU

