

THE LARGEST BEAUTY, HEALTH AND TRADE SHOW IN NORTH CENTRAL TEXAS



JUNE 22-24-2019 MESQUITE CONVENTION CENTER

MESQUITE, TX
SPONSORSHIP PACKAGES

AVAILABLE FOR THE YEAR 2019

PROVIDING YOUR COMPANY THE PLATFORM AND EXPOSURE TO
THE BILLION DOLLAR HAIR AND BEAUTY INDUSTRY

JUNE 22-24, 2019 **SPONSORSHIP**

Executive Summary

Dear Prospective Sponsor:

With the 2018 show in the books, the Texas International Hair and Trade Show triples in size year after year. The show drew a record turnout attracting over 4500 attendees including stylist, students and the public from throughout the United States. We are projecting this figure to hit 5k to 7k in 2019. With over 125 exhibitors and educators, the Texas International Hair and Trade Show is a promising success story and your firm should be the headliner of our next chapter.

**Sponsorship
Opportunities**

Exhibitor

Opportunities

Competition

Sponsorship

VIP Lounge
Sponsorship

Main Stage
Sponsorship

**TEXAS
INTERNATIONAL HAIR
SHOW**

427 N. Town East Blvd., Ste.
103 Mesquite, Tx 75150

469-751-8820

www.texashairshows.com

SPONSORSHIP 2019

The Texas International Hair and Trade Show is the largest multicultural hair, beauty, cosmetic (HBC) exposition in the South-Central United States. Cutting edge educators, motivational speakers, and fashion icons are a mainstay of our show. It offers the largest direct sales opportunity in the HBC industry in Texas, Louisiana, Arkansas, and Oklahoma. Embarking into its 19th year, a proven winner, with a history of phenomenal attendance the TIHTS offers sponsors and exhibitors a prime venue to market their products to thousands of conscious industry specific consumers in one centralized location.

This is an opportunity to position your brand/company products and services with our target audience, comprised of hair/fashion conscious multi-cultural females and males, ages 18- 65 from all over the United States. This opportunity is like no other of its kind in the area; it will allow for maximum exposure in a proven market that has exhibited proven phenomenal purchasing power.

The Texas International Hair and Trade Show welcome the opportunity to partner with your company in this extraordinary event. If your company/corporation emphasizes quality, values diversity, and recognizes that so often these two go hand in hand with profitability, we look forward to working with you as a sponsor of the Texas International Hair and Trade Show. We guarantee that the experience will be a positive one.



PREMIUM SPONSOR

15 VIP PASSES + Access to TIHTS booth
Titled as "OFFICIAL SPONSOR OF THE TEXAS
INTERNATIONAL HAIR AND TRADE SHOW"
Exclusive marketing page in official show guide
Spotlight placement in all marketing collaterals
Front, centered, and largest booth 20x30 at the
event
10 min. stage presentation at night show
Logo advertised on all show banners **\$30,000**

LUXURY SPONSOR

10 VIP PASSES + Access to TIHTS booth
Full page in official show guide
Placement in all marketing collaterals
20x20 booth
Logo advertised on all show banners **\$20,000**

CHIC SPONSOR

5 VIP PASSES
Interview with headliners
Placement in all marketing collaterals
20x20 booth **\$15,000**

PREMIERE SPONSOR

5 VIP PASSES + Access to TIHTS booth
Placement in all marketing collaterals
20x10 booth **\$10,000**

SPONSORSHIP OPPORTUNITIES

Premium Sponsor

The Premium Sponsor is the most prestigious and visible of all sponsorships available and is reserved for only one organization or company. The value of this sponsorship is **\$30,000**

Luxury Sponsor

The Luxury Sponsor is the second most prestigious and visible of all sponsorships available and is only reserved for a select few organizations and companies. The value of this sponsorship is **\$20,000**

Chic Sponsor

The Chic Sponsor will headline the most visible floor events of the show. This highly visible sponsorship is available for the many competitions throughout the weekend. There are several Chic Sponsorship opportunities available. The value of this sponsorship is **\$15,000**

Premiere Sponsor

The Premiere Sponsor also shares the prestige along with the other sponsors of our event, with significant and valuable benefits to the sponsoring company or organization. Each Premiere Sponsor will have an opportunity to sponsor one of the expo pavilions **\$10,000.**

MARKETING

The Texas International Hair and Trade Show on June 22-24, 2019 shall feature a glamorous weekend of beauty, education, and exposition that includes urban contemporary industry professionals ages 18-65. Proven attendance of 5k to 7k over the 3-day weekend shall bring high brand visibility to our 125 vendors and sponsors.

The Texas International Hair and Trade Show shall execute the following:

- Documented registration of each attendee through Eventbrite (Database available to Title Sponsors)
- Social media campaign reaching 100k -220k industry professional through various media promotions
- Grass roots media campaign through flyer distribution totaling 50k flyers throughout Texas, Louisiana, Arkansas and Oklahoma
- Urban Radio Marketing Campaign through a partnership with K104 and the Service Broadcasting Co. reaching 1.7Million
- Digital branding inside venue through multimedia displays and screens
- 250-500 mentions(drops) throughout weekend from all DJ outlets and at signature competitions “The Ultimate Barber Battle and America's Next Top Stylist”
- Corporate banners and displays of all sponsors through the venue
- Sponsored by “Title on all radio ads and commercials”
- All sponsorships and donations are 501C3 certified and a portion of the proceeds are benefiting “The Vince Shelton Foundation”. This Foundation was established to honor our late founder Vincent Shelton with a vision to provide guidance, comfort and empowerment to families who have lost individuals to sudden unexpected deaths. It is the mission of the Vincent Shelton Foundation to provide health care, education, and mentorship resources to at-risk communities.

Sponsorship Proposal Package:

*(PREMIUM) Sponsorship
Can be Customized!!!*

The *(Premium)* Sponsor is the most prestigious and visible of all sponsorships available and is reserved for only one organization or company. The value of this sponsorship is \$30,000.

The benefits of being the Premium Sponsor are:

- Exclusive marketing package
- Title of Official *(Exclusive)* Sponsor of the Texas International Hair and Trade Show to be read and announced as follows, "_____ " the Official Sponsor of the 2019 Texas International Hair and Trade Show..."
- "_____ " and Logo Headlines Marketing Advertisements
- A 10-minute stage presentation at the competition to showcase products and give away door prizes
- "_____ " on Press Releases, Printed, Social Media and Television Advertisement
- "_____ " headlines all Radio Announcements
- "_____ " and Logo on Official Show Banners
- "_____ " and Logo printed on front cover of Official Show Guide
- Full page ad on Back Cover of Official Show Guide
- Company fliers or brochures distributed at Information Booth
- Exclusive press release sent announcing Company's Sponsorship of Texas International Hair and Trade Show
- 20x20 Exhibitors Space (Near Front Entrance of Exhibitor's Floor)
- Right to use Event Name in Marketing Campaign
- 15 Tickets to the TIHTS
- 15 VIP Passes to Competition "America's Next Top Stylist" and Comedy Show
- Large Banners on All Web Pages of the Entire Website
- "_____ " and logo on one of the Red-Carpet Banner

EXHIBITOR OPTIONS

EARLY BIRD SPECIALS UNTIL MARCH 31, 2019

Electricity is included with all exhibitor booths

Setup A: 10'x10' Space with Back drape
Side drapery
One (1) ID sign
One (1) 6' skirted Table
Two (2) Folding Chairs
Five (5) Armbands

**THIS PACKAGE
Early bird \$700/
Regular \$875**

Setup B: Corner Booth (Limited Availability)
10'x10' Space

**THIS PACKAGE
Early bird \$900/
Regular \$1075**

Setup C: 10'x20' Space
**THIS PACKAGE
Early bird \$1100
Regular \$1275**

**CORNER BOOTH
Early bird \$1275
Regular \$1920**

Setup D: 20x20 Includes all the above.....
**Early bird
\$2800/Regular \$3500**

Setup E: 20x30 Includes all the above.....
**Early bird
\$3500/Regular \$4375**

BARBER ISLAND/ SALON ROW

For professional stylist, barbers, salon and barber shop owners ONLY

This area is specifically set up to allow professional stylist/barbers to showcase their salons, products, etc. without the need to purchase the standard 10x10 exhibition booth. Look at the Floor plan to the left of the exhibit hall for booths 110-128 and to the right of the hall for booths 801-819. These booths are 6x6 feet wide and are priced at \$420. (about the size of a standard salon work area) There are 10 total exhibition spaces for each department and are sold on a first come basis. If you're interested in obtaining one, or have any questions

call 469-751-8820

Other Sponsorship Opportunities:

Floor Competitions and Main Stages

Throughout the event, we shall host various showcase competitions designed as peer-to-peer contests to determine who's the best in a category (i.e. professional styling, fantasy styling, barbering, etc.) Each of these competitions attract industry professionals as they are anxious to see what's new or what their competition might be doing different. Your brand will be directly affiliated with the competition including stage signage, video promotions, and mentions from the stage. The sponsor of these competitions shall have an opportunity to give a 5-minute presentation of its product or brand.

OTHER SPONSORSHIP OPPORTUNITIES

FLOOR COMPETITIONS

Main Exhibit Hall Stage - \$5000+ per Sponsor

Main Night Show Stage - \$5000 per Sponsor

Media Sponsor - \$5000

VIP Room - \$5000

Saturday Meet and Greet Party - \$5000

Barber Competitions - \$2500 per Sponsor

Fashion Department- \$2500 per Sponsor

Nail Competition- \$2000

MUA Competition- \$2000

Individual Competition - \$2000 per Sponsor

School Competition - \$1000 per Sponsor

Swag bags- \$500 per Sponsor (2000 bags)

Email Blast – 100-220k (Customizing available!!!)

Contact Show: 469-751-8820

sponsor@texashairshows.com

