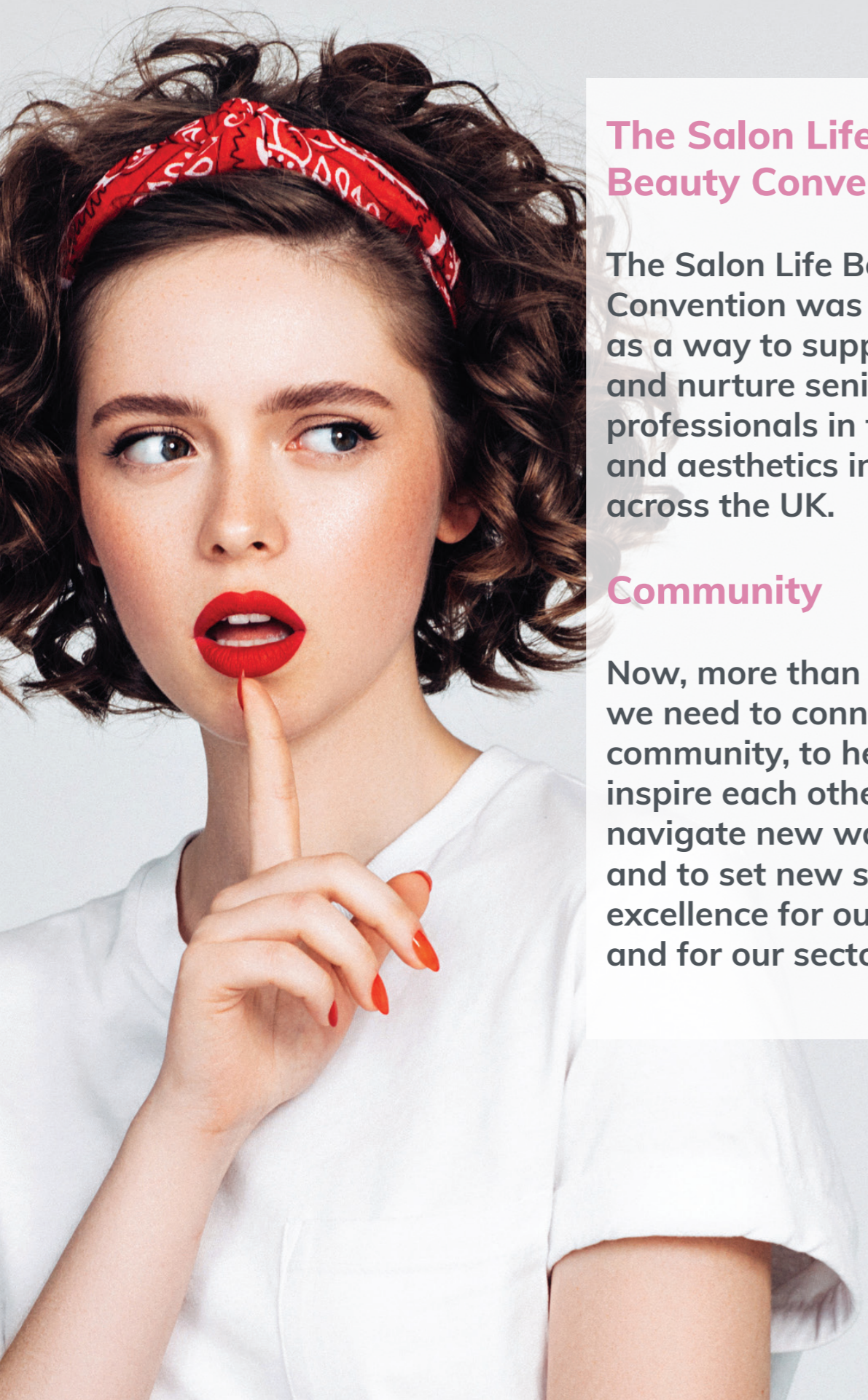


# SPONSORSHIP OPPORTUNITIES



**Monday 15th May 2023**  
**INNSiDE Hotel, Manchester**

# What's it all about?



## The Salon Life Beauty Convention

The Salon Life Beauty Convention was developed as a way to support and nurture senior salon professionals in the beauty and aesthetics industry across the UK.

### Community

Now, more than ever, we need to connect as a community, to help and inspire each other to navigate new ways forward and to set new standards of excellence for our customers and for our sector.

### Get Connected:

Our Networking Lounge provides an exclusive meeting forum where you will meet with senior salon professionals. You will enjoy a series of pre-selected meetings with decision-makers from several salon businesses who are looking to review the supply market and explore new initiatives.

In an ever-changing industry, this is a great new way to do business.

### Relaxed, professional environment:

The EXPO Arena is intimate forum where you can showcase your products and services and enjoy the interest of potential buyers.

This is the social hub of the Convention providing a relaxed, professional environment where attendees will hang out, browse your display stands and catch up on industry gossip.

An extension to your face-to-face meetings, attendees will be keen to touch, taste or smell your products allowing you to develop a more detailed understanding of their needs.

### Product Sampling:

Salon Life provides an exclusive sampling opportunity for sponsors through the distribution of branded delegate goody bags.

We do all the heavy lifting and make sure that your products are placed directly into the hands of the prospects you want to impress.

### Supporting management education

You can invite key clients and prospects to attend the conference programme designed to motivate and inspire them to improve their knowledge and business skills.

Your invitees will learn from some of the best in the business, enjoying a rousing keynote address and a series of breakout seminars with content developed to help them find more customers, improve their services, and drive their profits ... and they'll thank you for it all.



They were right...



It's who you know...



“ In a recent global survey undertaken by the Harvard Business Review, **79%** said that in-person meetings are the most effective way to meet new clients to sell business ...

... and **95%** said that face-to-face meetings are the key factor in successfully building and maintaining long-term relationships. ”

Get Connected. Grow your business.

# What our sponsors say about our events...

“Simply brilliant - a fantastic way to do business. We have already re-booked for our 8th successive year. By far the best event of its type for us!”

Managing Director, MURAD UK

“We believe that this has quickly become the one ‘must-attend’ event & Expo as it is attracting the right audience into an environment which is more beneficial for discerning brands compared with larger, more diverse exhibitions.”

CEO, Totally UK

“The whole Event was excellent - well organised, well promoted and well delivered. Having so many quality operators under one roof at a good quality conference, plus the supplier show-case is a great combination. We picked up numerous new clients as a direct result of the Event and look forward to future Events where we are confident we can do just as well.”

Managing Director, BC Softwear

“The event is great for us and we did very well from it in terms of new business. We would love to be part of this Event again next year.”

Managing Director, Gerrard International

“For us, this event is all about building new business relationships and strengthening existing ones. The event provides a fantastic opportunity for a business like ours; giving us the unique chance to meet with decision makers on a one-to-one basis.”

Director, Red Hot Careers

# Platinum Sponsor Package

£5,750 + VAT Limited to 4 brands only

**This exclusive package provides a double display space in the EXPO Arena and premier billing in all marketing activity.**

- Dedicated double display space (4m x 1.5m) in EXPO Arena
- Guaranteed face-to-face meetings with key buyers
- 4 Staff Passes
- 10 VIP Conference invitations for key prospects
- Access to Salon Life Conference and Keynote address
- Extra banner displays within venue
- Refreshments and lunch for 4 delegates (additional delegates charged at 50% the daily rate)
- Inclusion of company logo in all marketing materials and on-line
- Bespoke page within Salon Life web site with link to brand website
- Product sampling opportunity
- Priority booking for additional Conference Tickets
- Use of Salon Life logo in corporate literature & marketing materials for 12 months
- Priority re-booking at preferential rates

# Gold Sponsor Package

£3,975 + VAT

- Dedicated single display space (2m x 1.5m) in EXPO Arena
- Guaranteed face-to-face meetings with key buyers
- 2 Staff Passes
- 5 VIP Conference invitations for key prospects
- Access to Salon Life Conference and Keynote address
- Refreshments and lunch for 2 delegates (additional delegates charged at 50% the daily rate).
- Inclusion of company logo in all marketing materials and on-line
- Bespoke page within Salon Life web site with link to brand website
- Product sampling opportunity
- Priority booking for additional Conference Tickets
- Use of Salon Life logo in corporate literature & marketing materials for 12 months

## Limited availability

We will be limiting attendance to 20 brands in total including the Platinum packages, and all places will be allocated on a **first come, first served basis**.

**Bespoke packages may be available on request.**

# Sponsorship application form

Please complete and return this application form to the Event Organisers at the address below.

**Platinum Package:**  
£5,750 + VAT (Up to 4 delegates)

**Gold Package:**  
£3,975 + VAT (Up to 2 delegates)

## Additional Requirements;

Supplier Showcase Presentation @ £495 + VAT **Cost: £ .....**

Additional Delegate tickets @ £95 + VAT pp QTY: ..... **Cost: £ .....**

Company Name: .....

Brand name: .....  
(If different)

Company address: .....  
.....  
.....  
Post Code: .....

Applicant Name: .....  
(First Name) (Last Name)

Job Title: .....

Contact Tel: .....

Email: .....

Delegate 2: .....  
(First Name) (Last Name)

Job Title: .....

Contact Tel: .....

Email: .....

VAT Registered: YES/ NO VAT No: .....  
(Non-UK based applicants only)

By submitting this application form you are entering into a formal contract between your company and Salon Life (The Organisers) under the Terms stated overleaf. Your signature below confirms you have read, understood and accept the Terms.

Name: ..... Position: .....

Signature: ..... Date: .....

Please note: If your application is successful your participation must be secured with a deposit of £1,000 + VAT within 14 days of receipt of appropriate invoice.

Return via email: [info@salon-life.co.uk](mailto:info@salon-life.co.uk)

## SUMMARY OF MAIN TERMS & CONDITIONS: EVENT SPONSORSHIP

Submission of this Application Form (on-line, by fax or post) establishes a formal contract between your company and The Convention Company Ltd, T/A Salon Life Beauty Convention (the organisers) under the following terms and conditions. In submitting this form, you confirm that you have the relevant authority, on behalf of the named company, to enter into this agreement.

1. All bookings must be secured with a deposit payment. Deposit will normally be £1,000 or 25% of the total package fee, whichever is the greater. Deposit payments are non-refundable and must be received within 14 days of invoice.
2. Balance payments must be received no later than 30 days prior to the event date. Please note that all bookings are confirmed on a first come, first served basis. The Organisers will treat all bookings as provisional until deposit payments (or payment in full, depending on date of application) have been received.
3. Organisations will not be permitted to attend the event unless the total fee has been paid in accordance with the stated terms.
4. Sponsorship packages and associated benefits vary. Sponsors are encouraged to read the list of inclusions carefully.
5. Any published promotional discounts are valid until the stated payment deadline only. Thereafter full fees will apply for selected options.
6. Cancellation: If the Sponsor cancels a confirmed booking less than 30 days prior to the event date, total fees remain payable. If a booking is cancelled more than 90 days prior to the event a 25% Cancellation Fee will be charged.
7. Change of venue: The Organisers reserve the right to change the venue or other facilities without prior notice and without any alteration in fees. If the Organisers need to make any alteration it will use its reasonable endeavours to provide an alternative of equal or higher standing. No compensation shall be payable by the Organiser in these circumstances.
8. The Parties agree that if, for any reason the Event is postponed or cancelled, all bookings and associated payments, will be carried forward to a future event. If the future event date is not suitable, Sponsors may at their sole discretion, request a 50% refund of Sponsorship Fees (excluding the non-refundable deposit).
9. If the Sponsor requests a refund under the terms of clause 8 above, the Organiser will refund the agreed fee within sixty days of receipt of written notice for the same from the Sponsor. The organisers shall not be held responsible for any consequential loss incurred due to such cancellation.
10. Insurance: Sponsors are advised to ensure they have necessary insurance policies in place to cover all eventualities associated with attendance at the event. The Organiser cannot accept any liability for damage or loss to any equipment or personal belongings whilst at the Event.

# General Information

<b>Dates:</b>	<b>Set-up Day:</b> Sunday 14th May from 2:00 pm. (Set up can take place over-night if preferred, subject to prior agreement).  <b>Convention Day:</b> Monday 15th May 2023 09:15 – 17:30 <b>Includes:</b> Salon Life Meetings Forum, EXPO & Conference.
<b>Location:</b>	INNSiDE Hotel, 1 First Street, Manchester, M15 4RP
<b>Travel:</b>	<b>Closest rail stations:</b> Deansgate – 4 min walk Manchester Piccadilly – 16 min walk <b>Closest Car park:</b> Q-Park, First Street (save 25% on your daily parking fee with voucher from hotel).
<b>How to apply:</b>	Complete and return the Sponsorship Application Form.

## Contact details:

For more information or to reserve your place as an Event Sponsor, contact the SALON LIFE TEAM:

**General Enquiries:** team@salon-life.co.uk

### Event Directors:

**Andrew Hammond** +44 7881 783896

**Paul Hammond** +44 7944 896374

## Correspondence:

The Convention Company Ltd (T/A Salon Life)  
Suite 4, Philpot House,  
Station Road,  
Rayleigh,  
Essex,  
SS6 7HH  
United Kingdom

[www.salon-life.co.uk](http://www.salon-life.co.uk)



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