

# SPONSORSHIP OPPORTUNITIES



MACDONALD BURLINGTON HOTEL | BIRMINGHAM | B2 4JQ | Mon 20th May, 2024

# What's it all about?



## The Salon Life Beauty Convention

was developed to nurture and develop beauty and aesthetics professionals, and the brands that support them, throughout the UK & Ireland.

We offer a unique event where you can network with experienced salon managers and get connected with pre-qualified decision-makers, to help sell more business.

## Join the 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.



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 of meeting new clients and selling business...

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







## When talking business, face-to-face is always best.

The Salon Life Networking Forum is an exclusive meeting forum, operated in a speed-dating style. We will connect you to buyers who are actively reviewing the supply market, have expressed interest in your products and services, and are genuinely and pro-actively looking for solutions for their salons and clinics.

## Key benefits

The event will guarantee:

- An audience of pre-qualified buyers
- Pre-selected and 'matched' meetings
- Targeted business development opportunities
- No time wasters & no hidden costs
- Excellent return on investment





## Relaxed, professional environment

The EXPO Arena is an 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 delegates 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 see, 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 delivered directly into the hands of the prospects you want to impress.







## Promote education & raise standards.

As an official Sponsor of Salon Life Convention, you can invite key clients and prospects to attend the event as your guests, including the education programme, which is designed to motivate and inspire them to improve their knowledge and business skills.

Your invitees will learn from some of the best educators 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 your brand will get the credit and position yourself in their minds as a caring, supportive supplier.



Ask me all  
treatw

## What our sponsors say...

It's been the most amazing event, and great for us in terms of new business; we did very well from it. We would love to be part of this event again next year.  
Managing Director, Gerrard International

Salon Life is a great platform for us as a distributor of multiple beauty brands in the UK, it gives us a chance to showcase all of our brands under one roof.

Sales Director, SKINBRANDS UK

We want to work with high quality salons and we met a lot of these in the two days at Salon Life. This is definitely the right place to meet these prospects.

Sales Director, SOTHYS UK

For us, this event is all about building new business relationships and strengthening existing ones and it's been an amazing success for us in these terms already.

Sales Director, HYPO 21

The matching of the meetings between Buyers & Suppliers has been really spot-on and we've had lots of enquiries at our stand too so all in all, it's been great.

General Manager, HOF Beauty



# Platinum Sponsor Package

£6,275 + 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

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





# Gold Sponsor Package

£4,275 + 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 25 brands in total including the Platinum packages, and all places will be allocated on a first come, first served basis.

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



# Sponsorship Application Form



Please complete and return this form to the Event Organisers at the address below or apply online: [www.salon-life.co.uk/sponsorship/](http://www.salon-life.co.uk/sponsorship/)

I would like to book:

**Platinum Package:** £6,275 + VAT (Up to 4 delegates)     **Gold Package:** £4,275 + VAT (Up to 2 delegates)

Company Name: .....

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

Company address: .....

Post Code: .....

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

Job Title: .....

Email: .....

Contact Tel: .....

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

Job Title: .....

Email: .....

Contact Tel: .....

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 accepted these terms.

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

Please note: if your application is successful, your participation must be secured with non-refundable deposit of £1,000 or 25% of the total fee, whichever is the greater, within 14 days of receipt of invoice. Failure to pay the deposit may void your application and your provisional space may be released and offered to another brand.

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



# Sponsorship Term & Conditions

Get Connected  
Be Inspired



## SUMMARY OF MAIN TERMS & CONDITIONS: EVENT SPONSORSHIP

Submission of this Application Form (on-line or post) establishes a formal contract between your company and The Convention Company Ltd, T/A Salon Life 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 confirmed on a first-come, first-served basis, must be secured with a deposit payment, and will be considered provisional until receipt of said deposit (or payment in full, depending on date of application). 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 6 weeks prior to the event date. If full payment is not received by the due date, bookings may become forfeit, and your place offered to another applicant on the reserve list.
3. Brands or their representatives will not be permitted access to the event unless full payment has been received in accordance with the stated terms.
4. Sponsorship packages and associated benefits may vary. It is the responsibility of applicants to read the list of inclusions carefully and take note of dimensions of display stands, provision of electrical supplies and number of delegates allowed.
5. Any published 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 60 days prior to the event date, total fees remain payable. If a booking is cancelled more than 90 days prior to the event a Cancellation Fee will be charged equivalent to 25% of the balance.
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 appropriate 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



**Dates:** Set-up Day: Sunday 19th May from 3:00 pm.  
(Set up can take place overnight if preferred, subject to prior agreement).

Convention Day: Monday 20th May 2024  
09:15 – 17:30 Includes: Salon Life Meetings  
Forum, EXPO & Conference.

**Location:** Macdonald Burlington Hotel, Burlington Arcade,  
126 New Street, Birmingham. B2 4JQ

**Travel:** Closest rail stations: Birmingham New Street -  
4 min walk

Closest Car park: The Grand Central Car Park  
above Birmingham New Street Station,  
Hill Street.

**How to apply:** 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](mailto: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)

