



Join the celebration! In 2024, the American Association of Cosmetology Schools (AACCS) celebrates its 100th anniversary. Join us as we mark this momentous occasion at CEA and our Annual Conference. We could not have made it this far without our Partner members who help ensure our member schools have the tools, products, and services they need to be successful. Take advantage of the opportunity to connect with decision makers in the beauty, barbering, and wellness school sector by becoming an AACCS Partner member in 2024.

Becoming an AACCS Partner Member in 2024 at the Platinum, Gold, Silver, or Copper partner level will provide you with greater exposure to the decision makers for the goods and services you provide the beauty and wellness school industry. Our partner program provides greater recognition, priority booth assignment, external communication opportunities, and more. You will also have first choice of available sponsorships, opportunities to attend school owner dinners, present at conferences, and most importantly secure space at the coveted Regional Partner Events held in conjunction with NACCAS.

As an annual Platinum, Gold, Silver, or Copper partner, you will lock in the lowest rates for all 2024 AACCS events and some partnership packages include all seven events. You will also receive year-round recognition on the AACCS website, in publications, and through social media. All partnerships include your annual AACCS partnership dues, a \$1,300 value.

For 2024, we made some changes to our Partner Program to meet the needs of our partners and to address the limited space at our Regional Partner Events. This year, the Copper Partners will receive booth space at Annual Conference and the CEA Conference with the opportunity to secure booth space at the Regional Partner Events based on availability. Silver Partners and above will secure booth space at all four Regional Partner events, space permitting. Priority will be based on partner level, the date of your partner reservation, and your prior year's partnership.

Due to the high demand for Regional Partner Events held in conjunction with NACCAS, please complete the form at <https://aacs.events/partner24> to reserve your partnership with AACCS for 2024 and secure your exhibit space for our various events. The reservation form will be open until December 15, 2023. At that time we will review the submissions and prioritize the sponsorship requests based on partner level, date of submission, and prior year's partnership.

Please review the following pages to determine which level of partnership best meets the needs of your company. Since our event space is limited, the best way to secure your exhibit space and lock down the lowest cost of exhibiting for 2024, is to become a Platinum, Gold, Silver, or Copper Partner.

Sponsorship opportunities increase your visibility and help your company stand out from the crowd. There is no better way to build relationships with your current customers and connect with future clients than to become an AACCS Partner member and attend the 2024 AACCS national and regional events.

We look forward to partnering with you for a successful 2024.

Platinum  
Partner  
\$35,000

Gold  
Partner  
\$25,000

Silver  
Partner  
\$15,000

Copper  
Partner  
\$7,500

AACS  
Partner  
\$1,300

	Platinum Partner \$35,000	Gold Partner \$25,000	Silver Partner \$15,000	Copper Partner \$7,500	AACS Partner \$1,300
<b>DUES</b>					
• AACS Annual Partner Dues	✓	✓	✓	✓	✓
<b>EVENTS</b>					
<b>AACS Congressional Summit &amp; Hill Day</b> <i>Support the sector by attending this annual event</i>					
• Individual Registrations	1	1	1	1	\$450
<b>CEA Conference</b>					
• Booth (Includes 2 Exhibitor Registrations)	10x20	10x10	10x10 (\$2,750)	10x10	10x10 (\$3,600)
• Booth Upgrade	N/A	10x20 (+3,000)	N/A	N/A	N/A
• Additional Exhibitor Registrations	2	\$500 ea.	\$500 ea.	\$500 ea.	\$600 ea.
• Breakout Session - Branded <i>(Sponsor an educational breakout session which includes your logo as a sponsor and guarantees a speaking session)</i>	1	\$2,000	\$2,000	\$2,000	N/A
• Demo Stage (20 min session on Exhibit Hall Demo Stage)	1 Session	\$750/session	\$750/session	\$750/session	N/A
• Event Bag Insert	✓	✓	✓ <i>CEA or Annual (+\$2,500 for both)</i>	✓	\$250
<b>Annual Conference</b>					
• Booth (Includes 2 Exhibitor Registrations)	10x20	10x10	10x10	10x10	10x10 (\$3,600)
• Booth Upgrade	N/A	10x20 (+\$3,000 if space is available)	N/A	N/A	N/A
• Additional Exhibitor Registrations	2	\$500 ea.	\$500 ea.	\$500 ea.	\$600 ea.
• Breakout Session - Branded <i>(Sponsor an educational breakout session which includes your logo as a sponsor and guarantees a speaking session)</i>	1	\$2,000	\$2,000	\$2,000	N/A
• Owners Dinner Table Sponsor (Invite your favorite clients or prospects to join you at your sponsored table at the Owners Dinner)	1 Table	1 Table	\$2,500 / Table	\$2,500 / Table	N/A
• Event Bag Insert	✓	✓	✓	✓	\$250
<b>Quarterly Partner Events</b>					
• Exhibit Table including 2 exhibitor registrations at 4 Events	✓	✓	✓		
• Exhibit Table incl. 2 exhibitor registrations (Based on availability)				\$2,200	\$2,750
• Recognition as event reception sponsor	✓	✓	✓	N/A	N/A
<b>RECOGNITION &amp; MARKETING OPPORTUNITIES</b>					
• Sponsor recognition on website, newsletters, and event signage	✓	✓	✓	✓	N/A
• Exclusive upgraded directory listing	✓	✓	✓	✓	N/A
• Priority booth selection (Based on partner level)	✓	✓	✓	✓	N/A
• Email marketing sent to AACS membership (Partner provided marketing email of goods or services sent to AACS distribution list.)	1	1	\$900	\$900	N/A
• Educational webinars (Host a branded webinar and share your knowledge with our members.)	2	2	1	1	\$800
• Wink newsletter article (Submit a branded educational newsletter article in our newsletter Wink.)	2	2	1	\$250	\$250
• Social media posts (Provide AACS a social media post promoting your company's goods or services.)	5	3	2	1	\$100

Email marketing and social media posts are provided by the partner for distribution and posting. These may promote vendor goods and services

Webinars and Wink articles are to be educational and not directly promote vendor goods or services

## AACS Quarterly Partner Expo

These four regional three-day events are held in conjunction with the NACCAS Quarterly Workshops. AACS offers our partners a tabletop exhibit to interact with the attendees. In addition, AACS hosts a lunch for the Pre-Candidate attendees on Saturday and a reception for all attendees Sunday night. Exhibitors can choose to attend Sat-Mon or Sun-Mon. Due to space limitations, all exhibitors will be limited to 6' tabletop displays. AACS will provide vendors with links to make hotel reservations. Please do not book through the NACCAS website.

- March 23 - 25 Orlando, FL - DoubleTree by Hilton Hotel Orlando at SeaWorld
- June 8 - 10 Arlington, VA - DoubleTree by Hilton, Washington DC – Crystal City
- Sept 14 - 16 Las Vegas, NV - Hotel TBD
- Dec 14 - 16 Austin, TX - Hyatt Regency Austin

*Exhibitor registration for the AACS Quarterly Partner Expos is included for Platinum, Gold and Silver partners. Space is limited at these events but may be available to other Partner levels.*

## AACS - Congressional Summit & Hill Day

To protect our highly regulated sector of education, AACS annually hosts a two-day Congressional Summit where attendees are briefed on the top issues affecting the sector, provided talking points, and set-up to meet with key members of the House and Senate to educate them on our issues. Both school members and Partner members of AACS should make this a must-attend event! There are exclusive sponsorship opportunities for our Partners to show support for our advocacy efforts.

- March 12 -13 Washington, DC - The Hilton Capitol Hill

*Registration for the Congressional Summit and Hill Day is included in most partner levels. Additional registrations are \$450 per attendee.*

## AACS - CEA Conference

The Career Educators Alliance (CEA) Conference provides our Partners the opportunity to share their products and services with the top beauty and wellness educators from around the country at this exclusive event. CEA provides continuing education sessions and networking opportunities to beauty and wellness faculty and education leaders to further develop their teaching and leadership skills.

- July 21 - 22 Houston, TX - Royal Sonesta Houston Galleria

*Registration for CEA is included in some partner levels. Otherwise exhibit fees are as follows:*

	Member		Non - Member	
	Early	Reg	Sponsor	Reg
10 x 10 Booth	\$3,000	\$3,600	\$2,750*	\$4,500
10 x 20 Booth			+\$3,000*	

*\*Some partners receive special pricing for events not included in their package. 10x20 booths are included for Platinum partners. Gold partners may upgrade to a 10x20 booth for an additional \$3,000, based on availability.*

## AACS - Annual Conference

The 2024 Annual Conference features two days of high-level education and sessions to enhance the knowledge of school administrators including owners, school directors, financial aid officers, and marketing and admissions personnel.

- October 26 - 27 Houston, TX - Royal Sonesta Houston Galleria

*Registration for Annual Conference is included in some sponsorship levels. Otherwise exhibit fees are as follows:*

	Member		Non - Member	
	Early	Reg	Sponsor	Reg
Tabletop	\$2,200	\$2,800	\$2,000*	\$3,500
10 x 10 Booth	\$3,000	\$3,600	\$2,750*	\$4,500

*\*All partners receive special pricing for events not included in the package. 10x20 booths for the Annual Conference are exclusive for Platinum partners and available as a \$3,000 upgrade to Gold partners based on availability.*