

Sponsorship Opportunities

The Texas International Hair and Trade Show offer several Sponsorship Opportunities for those companies whose desire is to maximize exposure. We can also develop a Sponsorship Package catered towards your company's specific marketing strategy and needs.

Title Sponsor

The title sponsor is the most prestigious and visible of all sponsorships available and is reserved for only one organizations or company. The value of this sponsorship is \$15,000.

The benefits of being the Title Sponsor are:

- ✚ Title of "Official Title Sponsor of the 2008 Texas International Hair and Trade Show" to be read as announced as follows, "The XYZ 2008 Texas International Hair and Trade Show..."
- ✚ Company Name and Logo Headlines Marketing Advertisements
- ✚ A 10 minute stage presentation at the competition to showcase products and give away door prizes
- ✚ Company name on Press Releases, Printed and Television Advertisement
- ✚ Company name headlines all Radio Announcements
- ✚ Company Name and Logo on Official Show Banners
- ✚ Company Name and Logo printed on front cover of Official Show Guide
- ✚ Full page ad on Back Cover of Official Show Guide
- ✚ Company fliers or handbills distributed at Information Booth
- ✚ Exclusive press release sent announcing Company's Sponsorship of TIHTS
- ✚ 20x20 Exhibitors Space (Near Front Entrance of Exhibitor's Floor)
- ✚ Right to use Event Name in Marketing Campaign
- ✚ 25 Tickets to the TIHTS
- ✚ 10 VIP Tickets to Competition "I Got Styles?" and Comedy Show.

Presenting Sponsor

The presenting Sponsor is the second most prestigious and visible of all sponsorships available and is reserved for only one organization or company. The value of this sponsorship is \$10,000.

The benefits of being a presenting sponsor are:

- ✚ Title of presenting sponsor of the Texas International Hair and Trade Show to be read and announced as follows, "XYZ Texas International Hair and Trade Show presented by ABC Company"
- ✚ Company name and logo included on all marketing advertisements
- ✚ Company logo on press releases, printed and television advertisement
- ✚ Company name included on all radio announcements
- ✚ Company name and logo on Official Show Banners
- ✚ Company name and logo printed on the front cover of the Official Show Guide
- ✚ Full-Page Ad on Inside front cover of Official Show Guide
- ✚ Company fliers or handbills distributed at Information Booth
- ✚ Exclusive press release sent announcing Company's Sponsorship of TITHS
- ✚ 20x20 Exhibitors Space (Near Front Entrance of Exhibitor's Floor)
- ✚ Right to use Event Name in Marketing Campaign
- ✚ 15 Tickets to the TITHS
- ✚ 7 VIP Tickets to Competition "I Got Styles?" and Comedy Show.

Corporate Sponsors

Corporate Sponsors is one of the most prestigious sponsors of our event, with significant and valuable benefits to the sponsoring company or organization. Each corporate sponsor will have an opportunity to sponsor one of the expo pavilions. The value of this sponsorship is 5,000.

The benefits of being a corporate sponsor are:

- ✚ Title of “Official Corporate Sponsor of The Texas International Hair and Trade Show”
- ✚ Company name and logo included on all marketing advertisements
- ✚ Company logo on press releases, printed and television advertisement
- ✚ Company name mentioned on all radio announcements
- ✚ Opportunity to present Seminar during the event
- ✚ Company fliers or handbills distributed at Information Booth
- ✚ Exclusive press release sent announcing Company’s Sponsorship of TIHTS
- ✚ Inside back cover Advertisement in Official Show Guide
- ✚ 10x20 Exhibitor Space Prime Location on Floor
- ✚ Right to use event name on all marketing campaigns
- ✚ Company name mentioned on Entertainment stage and Sponsor Give-a-Ways
- ✚ 5 Tickets to TIHTS
- ✚ 5 VIP tickets to Competition “I Got Styles?” and Comedy Show.

Associate Sponsor

Associate sponsorships are perfect for companies that want to reach the masses through our marketing efforts. The value of this sponsorship is \$2,500.

- ✚ Title of “Official Associate Sponsor of The Texas International Hair and Trade Show”
- ✚ Company name printed on advertisements
- ✚ Company logo printed on show banners
- ✚ Company fliers or handbills distributed at Information Booth
- ✚ Exclusive press release sent announcing Company’s Sponsorship of TIHTS
- ✚ Full Page Ad Advertisement in Official Show Guide
- ✚ 10x20 Exhibitor Space on trade floor
- ✚ Right to use event name on all marketing campaigns
- ✚ Company name mentioned on Entertainment stage
- ✚ 5 Tickets to TIHTS
- ✚ 3 VIP tickets to Competition “I Got Styles?” and Comedy Show.

Show directors contact Information:

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