

November 2-5, 2020

What It Is

Beauty Accelerate Virtual Event 2020 has been scheduled in response to the current pandemic and the current demand to connect serious buyers & suppliers together to share the latest in product launches and innovations for the beauty industry. This special 4-day event has been designed to satisfy serious buyers on the latest new products with comprehensive coverage.

- An exclusive opportunity for *Beauty Accelerate* exhibitors and suppliers...like you!
- Your brand will be featured in either a webcast or a 5-minute sponsored pre-roll conference session, providing the same experience as a live event designed to inspire new product innovation and supplier partnerships.

How You Can Engage

**25-minute
Webcast Session**

**5-minute Sponsored
Pre-Roll Session**

**PACKAGE:
25-minute Webcast session +
5-minute Sponsored Session**

**All presentations will be pre-recorded to ensure the highest broadcast quality*

What Is Included - Webcast

- Your pre-recorded webcast with 2-3 SCRIPTED Q&A questions exclusively for registered attendees.
 - Attendees will have the ability to submit Q&A and presenter will be able to respond offline. (Questions are included in lead reports)
- Your webcast will be available ON-DEMAND to any attendee who registered and could not attend the live presentation. On-demand will be available a minimum of 30 days post event.
- Receive leads of anyone who attends your webcast live or on-demand.
 - Leads from all registered attendees will be provided within a week of your webcast.
- A 60-day marketing program that promotes your brand, your new products, your online store and special offers exclusively for registered attendees.

What Is Included - 5-minute Sponsored Session

- Your pre-recorded session exclusively for registered attendees.
- Your webcast will be available ON-DEMAND to any attendee who registered and could not attend the live presentation. On-demand will be available a minimum of 30 days post event.
- Receive leads of anyone who attends your webcast live or on-demand.
 - Leads from all registered attendees will be provided within a week of your webcast.
- A 60-day marketing program that promotes your brand, your new products, your online store and special offers exclusively for registered attendees.

Benefits:

- Features your brand and company as a thought leader.
- Your webcast session & special offers (if applicable) will be marketed to more than 75,000+ Beauty Professionals across multiple channels (social media, attendee e-blasts and daily newsletters) to drive attendee registration.
- We give you a custom registration link to promote your presentation via social media and your own sales and marketing channels with customers and distributors.

Specs

- 300-dpi high res logo (.eps preferred)
- URL for either for your company home page or the specific product landing page
- Webcast slide deck: powerpoint presentation (.ppt or .pptx) in aspect ratio of 16:9
- Video presentation (if including a video with your presentation): horizontal view (NOT vertical), highly recommend the use of a microphone, needs to be HD (720 or 1080)
- See "Mini Webcast Style Guide" or "Webcast Style Guide" for more detailed information

What's Needed to Participate

Once we have a firm commitment that your materials and recording can be completed by the due dates below, we will schedule your session time. Our production engineer will work with you to ensure accuracy and the best broadcasting quality.

Materials	Due Date
Logo & URL	8/28/20
Webcast Title, Outline, Description, Presenter/Speaker Bio(s), Headshot(s), and Contact Information	8/28/20
Final Agenda & Topic Highlights in 3 bullet Points	8/28/20
Final Webcast Slide Deck (PowerPoint) or Video (if a video presentation is preferred)	9/17/20
Will you be doing a special offer or promotion? If so, what is it?	9/17/20

If you would like more information, please contact:

Kim Jednachowski
P: 630-344-6054
kjednachowski@allured.com

Jolly Patel
P: 630-344-6061
jpatel@allured.com

Beauty Accelerate Show Office
336 Gundersen Drive, Suite A
Carol Stream, IL 60188 USA
www.beautyaccelerate.com