

Join us at the **ONLY** event in the nation dedicated to providing nail techs and owners with **foot care solutions to elevate their careers.**



NAILS' **Foot Forward Summit** features a new lineup of professional, foot-focused education and networking opportunities. Nail professionals who are eager to advance their knowledge and increase their earning potential will expand their understanding of various foot conditions and the vital role nail techs can play in safeguarding clients' health. Plus, networking with other foot health-focused nail techs will bring real world knowledge and invaluable support.

Brought to you by  
**NAILS**  
m a g a z i n e

## SPONSORSHIP PROSPECTUS

Contact April Menendez at (310) 533-2434 or [April.Menendez@bobit.com](mailto:April.Menendez@bobit.com).  
Visit [www.FootForwardSummit.com](http://www.FootForwardSummit.com) for more information.

**AUGUST 11-13, 2019**  
**Hilton Atlanta Northeast**  
Atlanta, GA



The **Foot Forward Summit 2019** takes salon pedicure services to the next level. This event offers a unique opportunity to engage with nail technicians and salon owners that are serious about offering their clients advanced foot care for diabetics, elderly clients and other foot conditions.

Sponsors are encouraged to actively participate in program activities, and there will be numerous opportunities for sponsors to connect and share thoughts with attendees throughout the event.

# FOOT FORWARD SUMMIT SPONSORSHIP OPPORTUNITIES

## PLATINUM LEVEL 1

Price: \$15,000 (ONE AVAILABLE)

Includes:

- Host of Sunday welcome reception
- Your logo on the attendee bag
- Attendee bag insert
- Advanced Education (includes a classroom on Tuesday to host a brand specific education/certification class)
- A two-page, spread ad in the show guide
- Listing in the show guide
- Your logo on the event website
- 6 passes for your team
- A table top display
- Your logo on event signage
- One E-promo pre-show to 30,000+ addresses
- Branded "Pedi-Pro Tip" on four Foot Forward e-newsletters
- Sponsor recognition on a pre-show Facebook post and Instagram story
- Two-page spread ad and profile in Foot Forward Summit post event report

## PLATINUM LEVEL 2

Price: \$15,000 (ONE AVAILABLE)

Includes:

- Registration sponsorship
- Your logo on the attendee bag
- Attendee bag insert
- Advanced Education (includes a classroom on Tuesday to host a brand specific education/certification class)
- A two-page, spread ad in the show guide
- Listing in the show guide
- Your logo on the event website
- 6 passes for your team
- A table top display
- Your logo on event signage
- One E-promo pre-show to 30,000+ addresses
- Branded "Pedi-Pro Tip" on four Foot Forward e-newsletters
- Sponsor recognition on a pre-show Facebook post and Instagram story
- Two-page spread ad and profile in Foot Forward Summit post event report

## GOLD LEVEL

Price: \$10,000 (TWO AVAILABLE)

Includes:

- Monday Breakfast or Lunch Sponsorship
- Advanced Education (includes a classroom on Tuesday to host a brand specific education/certification class)
- Attendee bag insert
- Full page ad in the show guide
- Listing in the show guide
- Your logo on the event website
- 6 passes for your team
- A table top display
- Your logo on event signage
- One E-promo pre-show to 30,000+ addresses
- Branded "Pedi-Pro Tip" on three Foot Forward e-newsletters
- Sponsor recognition on a pre-show Facebook post and Instagram story
- Two-page spread ad and profile in Foot Forward Summit post event report

## SILVER LEVEL

Price: \$6,500 (FOUR AVAILABLE)

Includes:

- Your logo on the event website
- 4 passes for your team
- A table top display
- Attendee bag insert
- Your logo on event signage
- Half page ad in the show guide
- Listing in the show guide
- Branded "Pedi-Pro Tip" on two Foot Forward e-newsletters
- Sponsor recognition on a pre-show Facebook post and Instagram story
- Full page ad and profile in Foot Forward Summit post event report

## BRONZE LEVEL

Price: \$4,000

Includes:

- Your logo on the event website
- 2 passes for your team
- A table top display
- Your logo on event signage
- Listing in the show guide
- Attendee Bag Insert
- Profile in Foot Forward Summit post event report



"Everyone was pleasant and eager to learn. There needs to be more of these events. I am certain they will become larger each time."

**Premise Martin**

*PediLicious Footwear LLC, Owner  
Morganville, N.J.  
2018 Exhibitor*



"We were honored to be a part of the first ever Foot Forward Summit! As we talked to many professionals, everyone agreed that it was about time to have a seminar dedicated to the foot care professional. As a sponsor, we couldn't ask for a better place to showcase our product. Every single participant spent their hard-earned money seeking knowledge and wisdom to reinvent their business model. Thank you NAILS Magazine for the opportunity."

**Edson Munekata**

*PodoSafe International, President  
Columbia, S.C.  
2018 Exhibitor*





# A LA CARTE SPONSORSHIPS

## WIFI SPONSOR

Price: \$2,000 (ONE AVAILABLE)

## CHARGING STATION SPONSOR

Price: \$1,000 (ONE AVAILABLE)

Trust us, three popular questions on the attendees' minds while at the event will be "Is there free WiFi?", "What is the password?" and "Where can I charge my device?" Be their hero and sponsor WiFi and/or the Charging Station.

Includes:

- Your logo on the event website and onsite signage under the General Sponsors category
- Attendee bag insert
- Profile in Foot Forward Summit post event report
- **WiFi:** Opportunity to provide a custom WiFi password with your company or product name.
- **Charging station:** Charging stations positioned in the back of the room with your logo on signage

## OFFICIAL NOTEPAD SPONSOR

Price: \$2,800 (ONE AVAILABLE)

## OFFICIAL PEN SPONSOR

Price: \$2,000 (ONE AVAILABLE)

Your brand will be top of mind constantly during the event as attendees take notes on pads with your company's logo on top. And, who doesn't love a good pen? Couple this with the notepad sponsorship for a matched set!

Includes:

- Attendee bag insert
- Your logo on event website and onsite signage under the General Sponsors category
- Profile in Foot Forward Summit post event report
- **Notepad:** Branded notepad for attendees at every seat in the General Session room
- **Pen:** A pen branded with your logo to be set at every seat in the General Session room at the event

## STATS SPONSOR

Price: \$2,500 (ONE AVAILABLE)

NAILS Magazine will be conducting a reader survey to better understand the footcare segment of the market. Your sponsorship will not only afford you exposure at the event, as well as online post-event, but also, you can get involved in the research! Check out what the benefits include below.

Includes:

- Three proprietary questions in the survey regarding footcare and first report on the survey results
- Recognition during the presentation of results at the event
- Recognition as Thought Leader sponsorship on the stats online
- Attendee bag insert
- Your company's logo on the event website and onsite signage under the General Sponsors category
- Profile in Foot Forward Summit post event report

# A LA CARTE SPONSORSHIPS (CONT.)

## SCHOLARSHIP SPONSOR

Price: \$2,500

This is known as the “feel-good” sponsorship! We’ll run a contest on NAILS and offer a prize of five free tickets to nail techs, courtesy of your company. We’ll give you special recognition at the event so the winners will never forget you and the other attendees will know of your generosity.

Includes:

- Opportunity to provide a special gift to these students at registration
- Attendee bag insert
- Recognition verbally and on a slide during the welcome presentation the delivered at the start of the event.
- Your company’s logo on the event website and onsite signage under the General Sponsors category and on a 22”x28” sign.
- Profile in Foot Forward Summit post event report
- Promotion of scholarship on NAILS social media

## CONTRIBUTING SPONSOR

Price: \$1,000

Becoming a Contributing Sponsor is an economic way to get brand exposure in front of our captive audience of pedi-professionals!

Includes:

- Attendee bag insert
- Your company’s logo on the event website and onsite signage under the General Sponsors category
- Profile in Foot Forward Summit post event report



“I would highly recommend this summit for those of you who enjoy doing pedicures. We, as licensed manicurists, need to keep our knowledge up to date to better ourselves. Next year I am going to get my CMP and MNT thanks to this summit.”

**Kathleen Collins**  
ANT  
Nails by Kathleen M,  
La Quinta, CA



Contact April Menendez at  
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Visit [www.FootForwardSummit.com](http://www.FootForwardSummit.com)  
for more information.

