GlamCon

BEAUTY • FASHION • LIFESTYLE • WELLNESS

RENEW, REJUVENATE AND CELEBRATE

SPONSOR DECK



SATURDAY, OCTOBER 12, 2019 THE STUDY

Take the Opportunity to be Glamorous





ESTABLISHED IN AUGUST 2013 BY SHANTAQUILETTE

EVENT DETAILS

WHERE

THE STUDY

801 W. IRVING BLVD

IRVING, TEXAS 75060

WHEN

SATURDAY

OCTOBER 12,2019

9:00 A.M TO 5 P.M

OUR GOALS

- CELEBRATE GARNERED AS ONE OF THE MOST INSPIRING AND EMPOWERING WEEKEND CELEBRATIONS AMONG BREAST CANCER SURVIVORS, CAREGIVERS, AND SUPPORTERS IN TEXAS.
- IDENTIFY THE PROBLEMS SURROUNDING THE LACK OF BEAUTY SOLUTIONS AND PRODUCTS SAFE FOR CANCER PATIENTS TO USE. BRINGING AWARENESS AND EMPOWERING EVERYONE TO HAVE A CONVERSATION REGARDING THEIR FAMILY HISTORY.
- SHOWCASE BEAUTY PROVIDERS, FITNESS AND HEALTH PRODUCTS THAT ARE SAFE FOR CANCER PATIENTS TO USE.
- DONATE TO SUPPORT BREAST CANCER OUTREACH AND SUPPORT PARTNER, THE PINK PEPPERMINT PROJECT.
- STRENGTHEN THE BEAUTIFUL WOMEN WE SERVE, OUR MISSION IS UNIQUE. LIKE ALL WOMEN, BREAST CANCER SURVIVORS LEAD MULTI-FACETED LIVES AS WIVES, PARTNERS, MOTHERS, DAUGHTERS, EMPLOYERS, EMPLOYEES, AND VOLUNTEERS. AND WHILE WOMEN SURVIVORS HAVE ALL THE SAME DREAMS AND NEEDS AS OTHER WOMEN, THEY MUST ALSO BALANCE THE GAME-CHANGING CHALLENGES A CANCER DIAGNOSIS PRESENTS. THEY FACE HEALTH AND SELF-IMAGE ISSUES AS A RESULT OF THEIR TREATMENTS. THEY FACE FINANCIAL, LEGAL AND INSURANCE ISSUES AS A RESULT OF THEIR MEDICAL CARE. THEY WONDER IF THE DISEASE THAT NEARLY TOOK THEIR LIVES MIGHT RETURN.WHILE THEIR DISEASE SETS THEM APART FROM OTHERS, IT ALSO CREATES A SISTERHOOD. IT IS A LOYAL, LITTLE UNDERSTOOD AND UNTAPPED DEMOGRAPHIC. UNTIL NOW.

GLAMCON GUEST PROFILE

- 80% WOMEN AGES 20 TO 60
- RANGING FROM CEO MOMS TO 30 SOMETHING YOUNG PROFESSIONALS
- KEY INFLUENCERS, LOCAL OFFICIALS, TASTE-MAKERS, AND CONNECTORS IN THEIR COMMUNITIES
- OVER THE NEXT DECADE, WOMEN WILL CONTROL TWO-THIRDS OF CONSUMER WEALTH IN THE U.S.
- WOMEN MAKE 95% OF THE PURCHASE DECISIONS FOR THEIR HOUSEHOLD
- 90% OF LAST YEAR ATTENDEES PASSED ON INFORMATION ABOUT GLAMCON
- ON AN AVERAGE, ATTENDEES DONATED /SPENT $200-$400
- LAST YEAR'S EVENT HAD OVER 150 GUEST
- PHENOMENAL REVIEWS FROM OUR GUEST AND PREVIOUS SPONSORS



THE PINK PEPPERMINT PROJECT IS A NONPROFIT ORGANIZATION WHO EMPOWERS WOMEN AFFECTED BY BREAST CANCER DIAGNOSIS WITH A PRACTICAL AND COMPASSIONATE APPROACH TO THEIR INFORMATIONAL, PHYSICAL NEEDS THROUGH BEAUTY, WELLNESS, AND SUPPORT SERVICES

FOUNDED IN 2017, THE PINK PEPPERMINT PROJECT HAS EVOLVED OUT OF A ONE-YEAR COLLABORATION WITH HEALTH AND BEAUTY PROFESSIONALS DRAWING ON THEIR EXPERTISE AND THE INSPIRATIONAL LEARNING THEY HAVE GAINED FACILITATING A WEEKEND EXPERIENCE CATERED TO BREAST CANCER SURVIVORS, CAREGIVERS, HEALTH PROFESSIONALS, SUPPORTERS AND THEIR LOVED ONES. THE ORGANIZATION EQUIPS CANCER PATIENTS AN CAREGIVERS WITH A POWERFUL INTEGRATED APPROACH TO THE CANCER JOURNEY HELPING SURVIVORS HEAL AT THE LEVELS OF BODY, MIND, AND SPIRITS.

IN PARTNERSHIP WITH BREAST CANCER FACILITIES IN UNDERDEVELOPED AND IMPOVERISHED REGIONS. THE PINK PEPPERMINT PROJECT IS ABLE TO PROVIDE OUTREACH RESOURCES AND NECESSARY TOOLS IN ORDER TO PROVIDE ASSISTANCE IN THE POOREST CITIES IN THE NATION. WE PROVIDE SURVIVORS WHERE TO GO, WHAT TO DO NEXT, AND HOW TO KEEP WOMEN INFORMED THROUGH DIAGNOSIS, TREATMENT, AND BEYOND. WE HAVE SERVED OVER 500 WOMEN PROVIDING BEAUTY RESOURCES, FINANCIAL SUPPORT SERVICES, AND EDUCATIONAL PROGRAMS AT NO CHARGE

"WHEN STRENGTH AND BEAUTY GO HAND IN HAND, WE FEEL AND LOOK LIKE CONQUERERS. AT GLAMCON, WE WANT EVERY WOMAN TO LEAVE SAYING OUR MANTRA: TODAY, I LOOK AND FEEL GOOD. TODAY, I AM A GLAMOROUS CONQUEROR!" - GLAMCON & STYLE FOLLOWS HER FOUNDER SHANTAQUILETTE CARTER- WILLIAMS

GLAMCON EMPOWERS BREAST CANCER SURVIVORS AND PATIENTS THROUGH OUR #SURVIVINGINSTYLE INITIATIVE AND BRINGS TOGETHER THE HEALTH INDUSTRY TO HELP PROVIDE BREAST CANCER RESOURCES COMBINED WITH HELP FROM THE BEAUTY INDUSTRY TO SHOWCASE PRODUCTS TAILORED TO THEIR SKIN. GLAMCON ALLOWS BREAST CANCER SURVIVORS TO FELLOWSHIP WITH ONE ANOTHER, NEGATING THE FEELING OF BEING ALONE AND CREATING A SENSE OF SISTERHOOD. THIS MUCH-NEEDED PLATFORM ALLOWS WOMEN SURVIVORS TO NETWORK WITH ONE ANOTHER, REPLACING THE FEELING OF ISOLATION WITH A SENSE OF COMMUNITY. IT PROVIDES EDUCATION, MOTIVATION AND LIFE APPLICATION FOR EVERY STEP OF SURVIVORSHIP, AND IT EQUIPS SURVIVORS WITH THE NECESSARY RESOURCES TO CREATE THEIR OWN SURVIVORSHIP CARE PLAN AND CELEBRATE THE LIFE.

AS A GLAMCON SPONSOR, YOU WILL BE PART OF THE SOLUTION. PART OF THE MOVEMENT TO SHOW BREAST CANCER SURVIVORS AND PATIENTS THAT THEY ARE NOT ALONE - WE ARE IN THIS TOGETHER.

WE ARE #SURVIVINGINSTYLE.

DO YOU HAVE PRODUCTS OR SERVICES TO PROMOTE?

INCREASE YOUR BRAND AND PRODUCT AWARENESS AMONG DIVERSE WOMEN (INFLUENCERS, MEDICAL EXPERTS, MEDIA, EXECUTIVES, CAREGIVERS AND MORE) AGES 20 - 60 YEARS OF AGE ACROSS DALLAS-FORT WORTH. ATTENDEES WILL BE ABLE TO SHOP OUR "BEAUTY & BLESSINGS EXPO" WITH VENDORS FROM NATIONWIDE SHOWCASING CLOTHING, JEWELRY, FASHION, HAIR, MAKEUP, AND MORE. WE WILL ALSO HOST MAKEOVERS AND DEMOS FOR ATTENDEES!

EXPO





WORKSHOPS

WOULD YOU LIKE TO BE A SPEAKER OR WORKSHOP HOST? SOME OF OUR WORKSHOPS WILL FOCUS ON:

- LACK OF BEAUTY PRODUCTS FOR CANCER PATIENTS & SURVIVORS + PRODUCTS THAT ARE AVAILABLE
- ADVICE FOR CAREGIVERS OF BREAST CANCER PATIENTS & SURVIVORS
- RESOURCES FOR PATIENTS, SURVIVORS, FRIENDS & FAMILY
- MAKEUP & BEAUTY TIPS
- HEALTH & FITNESS ACTIVITIES
- “BEAUTIES AGAINST THE BEAST” PANELS

BE PART OF THE HISTORIC AND INSPIRING #SURVIVINGINSTYLE MOVEMENT!

JOIN US AS WE CONTINUE TO MAKE HISTORY! THIS HISTORIC COLLABORATION BETWEEN THE HEALTH AND BEAUTY INDUSTRY IS A MOVEMENT WHERE BEAUTY, SURVIVAL, AND WELLNESS MEET TO ENHANCE THOSE LIVING WITH CANCER AND THOSE LIVING BEYOND THE DISEASE. A PORTION OF OUR PROCEEDS WILL ALSO BENEFITS NON-PROFITS SUPPORTING RESEARCH AND PATIENT AND SURVIVOR NEEDS.

MOVEMENT





AUDIENCE

HAVE ACCESS TO OVER 500,000 WOMEN AND INFLUENCERS IN TEXAS

SINCE 2013, THE STYLE FOLLOWS HER NETWORK HAS GROWN TO MORE THAN 500,000 PEOPLE IN NORTH TEXAS. THEY INCLUDE TOP FASHION/LIFESTYLE BLOGGERS, COUTURE DESIGNERS, FASHION ENTREPRENEURS, CELEBRITY STYLISTS, FASHION INFLUENCERS, DFW INNOVATORS, CEOS, BUSINESSWOMEN, MOMMY BLOGGERS, AND MORE! YOUR BRAND WILL GAIN QUALITY EXPOSURE AMONG THIS INFLUENTIAL AUDIENCE, AS WELL AS EXPOSURE AMONG NORTH TEXAS CONSUMERS AGES 20-70.

SPONSORSHIP OPPORTUNITIES & BENEFITS

DIAMOND LEVEL

$10,000

- REGISTRATION/NOMINATION OF FIVE (5) "BEAUTIES AGAINST THE BEAST"
- TEN (10) ATTEND-ONLY TICKETS
- QUOTE IN PRESS RELEASE
- OPENING AND CLOSING REMARKS AT EVENT
- COMPANY MENTION IN ALL GLAMCON RELATED BLOG POSTS
- HOST ONE (1) WORKSHOP OR PANEL SESSION
- LOGO ON ALL GLAMCON MARKETING MATERIAL
- LOGO ON GLAMCON AND STYLE FOLLOWS HER WEBSITE
- LOGO ON THE WALL OF SPONSORS LOGO IN THE CONFERENCE POCKET GUIDE
- LOGO ON CONFERENCE E-BLASTS PREMIUM COLOR AD ON THE POCKET GUIDE
- SIGNAGE AND/OR BANNERS AT EVENT 60-SEC VIDEO TO BE SHOWN ON WEBSITE AND AT THE EVENT
- INCLUSION IN TEN (10) SOCIAL MEDIA MESSAGES (PRE-, DURING-, AND POST- CONFERENCE)
- GIVEAWAY (PREMIUM ITEM OR SMALL BROCHURE) IN REGISTRATION BAGS
- 10 X 10 BOOTH SPACE

GOLD LEVEL

$5,000

- FIVE (5) ATTEND-ONLY TICKETS
- REMARKS DURING EVENT
- COMPANY MENTION IN TWO (2) GLAMCON RELATED BLOG POSTS
- HOST ONE (1) WORKSHOP OR PANEL SESSION
- LOGO ON GLAMCON AND STYLE FOLLOWS HER WEBSITE
- LOGO ON THE WALL OF SPONSORS
- LOGO IN THE CONFERENCE POCKET GUIDE
- LOGO ON CONFERENCE E-BLASTS PREMIUM COLOR AD ON THE POCKET GUIDE
- SIGNAGE AND/OR BANNERS AT EVENT
- INCLUSION IN FIVE (5) SOCIAL MEDIA MESSAGES (PRE-, DURING-, AND POST- CONFERENCE)
- GIVEAWAY (PREMIUM ITEM OR SMALL BROCHURE) IN REGISTRATION BAGS
- 10 X 10 BOOTH SPACE

SPONSORSHIP OPPORTUNITIES & BENEFITS

SILVER LEVEL

$1,000

- FIVE (5) TICKETS
- REMARKS DURING EVENT HOST ONE (1) WORKSHOP OR PANEL SESSION
- LOGO ON GLAMCON AND STYLE FOLLOWS HER WEBSITE
- LOGO ON THE WALL OF SPONSORS LOGO IN THE CONFERENCE POCKET GUIDE
- LOGO ON CONFERENCE E-BLASTS INCLUSION IN FIVE (5) SOCIAL MEDIA MESSAGES (PRE-, DURING-, AND POST- CONFERENCE)
- GIVEAWAY (PREMIUM ITEM OR SMALL BROCHURE) IN REGISTRATION BAGS
- 10 X 10 BOOTH SPACE

BRONZE LEVEL

$500

- TWO (2) TICKETS
- LOGO ON GLAMCON AND STYLE FOLLOWS HER WEBSITE
- LOGO ON THE WALL OF SPONSORS LOGO IN THE CONFERENCE POCKET GUIDE
- LOGO ON CONFERENCE E-BLASTS INCLUSION IN TWO (2) SOCIAL MEDIA MESSAGES (PRE-, DURING-, AND POST- CONFERENCE)
- 10 X 10 BOOTH SPACE



SPONSORSHIP OPPORTUNITIES & BENEFITS

BOOTH ONLY

$150

- TWO (2) TICKETS
- LOGO ON GLAMCON AND STYLE FOLLOWS HER WEBSITE
- INCLUSION IN TWO (2) SOCIAL MEDIA MESSAGES (PRE-, DURING-, AND POST- CONFERENCE)
- 10 X 10 BOOTH SPACE

FRIENDS OF STYLE FOLLOWS HER SPONSOR

- SUPPORT THROUGH IN-KIND OR MONETARY INVESTMENT OF $500-$1000.
- LOGO ON GLAMCON AND STYLE FOLLOWS HER WEBSITE
- INCLUSION IN TWO (2) SOCIAL MEDIA MESSAGES (PRE-, DURING-, AND POST- CONFERENCE)





"WHEN STRENGTH AND BEAUTY GO HAND IN HAND, WE FEEL AND LOOK LIKE CONQUERERS.

AT GLAMCON, WE WANT EVERY WOMAN TO LEAVE SAYING OUR MANTRA:

TODAY, I LOOK AND FEEL GOOD. TODAY, I AM A GLAMOROUS CONQUEROR!"

SHANTAQUILETTE CARTER- WILLIAMS - FOUNDER OF GLAMCON AND STYLE FOLLOWS HER

THE FOUNDER

GLAMCON, THE PINK PEPPERMINT PROJECT & STYLE FOLLOWS HER FOUNDER SHANTAQUILETTE CARTER-WILLIAMS IS AN MBA ACCOUNTANT, WIFE, MOTHER OF SIX, SISTER, AUNT, DIY ENTHUSIAST, PHILANTHROPIST, DALLAS BEAUTY & STYLE INFLUENCER, AND MORE!

STYLE FOLLOWS HER (SFH) IS A STYLE AND DECOR BRAND THAT BRINGS A TOUCH OF GLAM TO YOU, YOUR HOME, CLOSET, AND EVENT. OUR BLOG AND COMMUNITY AIM TO INSPIRE, EMPOWER AND UNITE WOMEN TO REALIZE THE CONFIDENCE, UNIQUENESS, AND BEAUTY OF OURSELVES AND THE THINGS WE CHERISH MOST. SHE IS FUN, PERSONABLE AND HAS A HEART OF THE PEOPLE, ESPECIALLY THOSE WHO JUST NEED A TOUCH OF INSPIRATION TO CONQUER THEIR FEARS. SHE ENCOURAGES WOMEN TO LIVE UP TO THEIR FULLEST POTENTIAL THROUGH BEAUTY AND LIFESTYLE. LOSING HER AUNT AND TWO FRIENDS IN 2015 FROM BREAST CANCER PROPELLED HER TO CREATE GLAMCON, AN EVENT WHERE SURVIVORS CAN FEEL THE LOVE AND SUPPORT FROM OTHER WOMEN WHO HAVE BEEN DOWN THE SAME ROAD. IT'S IMPORTANT TO KNOW WE DON'T WALK ALONE. IT'S IMPORTANT TO KNOW THAT YOU CAN FEEL AND LOOK GOOD WHILE CONQUERING YOUR DEEPEST DESIRES! WE WOULD BE HONORED TO HAVE YOU AS A SUPPORTER OF GLAMCON. THROUGH OUR EXTENSIVE VETTING PROCESS, WE HAVE IDENTIFIED QUALITY BRANDS AND PRODUCTS THAT ALIGN WITH GLAMCON'S GOALS.



CONTACT GLAMCON

ARE YOU INTERESTED IN BEING A GLAMCON SPONSOR, EXHIBITOR OR SPEAKER?

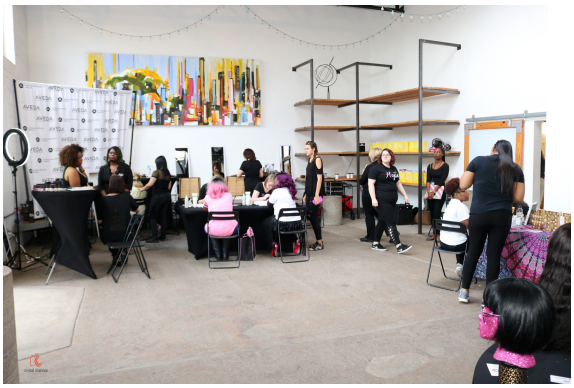
WOULD YOU LIKE TO JOIN THE #SURVIVINGINSTYLE MOVEMENT?

EMAIL: SHANTAQUILETTE@GLAMCONEVENTS.COM

PHONE: 214-513-3013

FOLLOW US ON SOCIAL MEDIA FOR THE LATEST UPDATES AND NEWS!






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