



EXHIBITORS & SPONSORS PACKET

CA·US·E for Feet

"Canada•US•Education for Feet"

September 19-21, 2020

Chicago (Oak Brook), IL

Hosted by



NORTH AMERICAN SCHOOL OF
PODOLOGY

and





Why Participate in CA·US·E for Feet, 2020?

- ✓ Sell your products and services
- ✓ Establish new accounts
- ✓ Network with other industry professionals
- ✓ Support professional development in a niche market
- ✓ Maximize your current marketing
- ✓ Demonstrate your products in paid workshops
- ✓ Build brand awareness

All exhibitors will be exposed to a very targeted niche in the nail industry; the technicians attending are foot-centric in their practices and they seek education and career development. As a rule, this segment of the nail industry is underserved by vendors and educational programs—we hope to change this.

The number of exhibitors is limited and will be accepted on a first-come, first served basis. Sponsors and Exhibitors must submit their registration forms as soon as possible in order to be featured in all the promotional marketing posts and on our website. This event will be marketed to well over 120,000 cosmetology license holders and foot care professionals in the US and Canada.

We are proud to announce a “green” event – no paper brochures or programs will be printed. Our website is fully responsive to all devices and screen sizes and attendees will be invited to interact with us via social media during the event. Be sure to include your social media links so that you may be included!

Please review the materials provided explaining our Sponsorship and Exhibitor programs. We are happy to answer any questions you may have by contacting us via our well-monitored email account at causeforfeet@gmail.com and further contact information is given below.

Looking forward to a very meaningful event with high-quality education and training for our pedicurists and nail technicians who have a passion for foot care.

CANADIAN CONTACT:

Katharin von Gavel, Founder
Toronto, Ontario

NASP Phone: (855) 622-6277

US CONTACT:

Karen Hodges, Co-Founder
Fort Myers, Florida

Nailcare Academy Phone: 305-304-1107



Venue

DoubleTree Hotel Chicago – Oak Brook

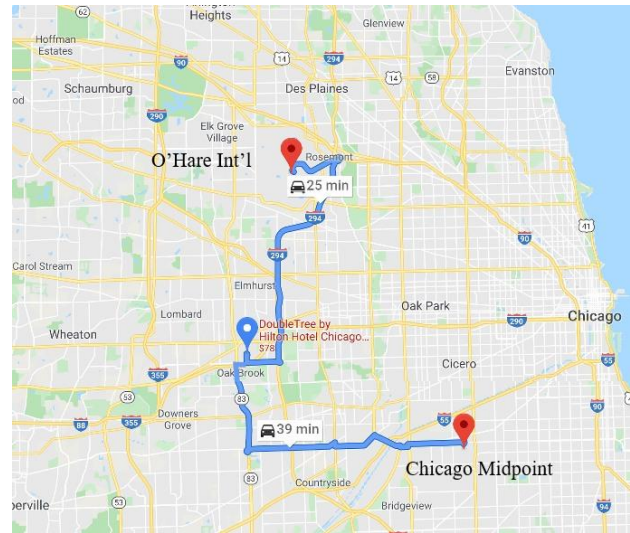
1909 Spring Road

Oak Brook, IL 60523

Phone: 630-472-6000

Fax: 630-573-1909

[Click here to book your room – group rate available for a limited time.](#)





Exhibitor Benefits

Exhibitors all receive the following benefits:

- ✓ Name inclusion in our email marketing – over 120,000 qualified professionals in the US and Canada
- ✓ Space set aside just for your exhibit:
 - Standard 6' table with skirt and 2 chairs in a space that's approximately 120' sq (12'W x 10'D), (additional space or tables may be available on a first-come, first served basis)
 - Electric service if desired (2 plugs per space)
 - WiFi access for the entire event
- ✓ Admission for two persons to the event
- ✓ Complimentary food for you and your booth workers
- ✓ Your logo featured on our "Photo Op" banner
- ✓ Your name included in our Social Media campaigns – Facebook and Instagram
- ✓ Your name, logo and hot link included on the Exhibitor's Page of our website

Registration form to be an exhibitor is available at the link below:

[CLICK HERE TO REGISTER AS AN EXHIBITOR](#)

Please contact Vicki Malo, NASP, with any questions about your Exhibitor's Table at North American School of Podology, Toronto, ON (855) 622-6277

TO REGISTER AS AN EXHIBITOR, COMPLETE THE REGISTRATION FORM

AVAILABLE ON OUR WEBSITE:

<https://causeforfeet.com/exhibitor-registration/>



Workshop Rooms

Workshop rooms are available on a limited basis. If you wish to offer a Workshop, sign up right away. The \$400 fee includes the room, tables and seating, a screen and an extension cord (pre-installed for safety.) You will be asked for the exact table & chair setup for your class. Also included in the fee is a listing in our featured workshops on our website with the ability to hotlink students directly to your website or enrollment link.

No Audio/Visual equipment, set up or support is included – you will need to contract with the Hotel’s A/V provider for your needs.

Workshops can be a demo “look and learn” or can incorporate hands-on learning for the students. You may charge what you like for the Workshops. You will be responsible for all costs associated with your Workshop.

All enrollment, payment processing are your responsibility in working directly with your students. You will be required to submit student contact info if you are offering CEHs.

NOTE: If you want to get your Workshop approved for Continuing Education Hours:

CEHs will be offered to the Illinois technicians and cosmetologists as approved by the International Nail Technician Association (INTA) and Cosmetologists Chicago (license #190-000101), Chicago, IL. Submit your Workshop info directly to INTA for approval of CEHs:

- You must submit your Workshop title and detailed description including “what you will learn” and “how this training will develop your career” in advance for approval by Christie Smadris, Director of Education at christie@americasbeautyshow.com. To be approved for continuing education hours, the class must be technique-based and only 20% of the information be related to a specific product or manufacturer.
- You must also provide handouts for your students with key learning points or an outline with enough white space for them to take notes.
- Once approved, INTA will provide monitors assigned to provide evaluation forms and certificates for Continuing Education Hours at the end of the class. Each session can receive (1) one CE hour per 50 minutes of instruction. Monitors will evaluate the class during the sessions.

For publishing and promotion:

Your Workshop will be promoted on our website and to do so we need several items: your workshop title, a full workshop description, a photo of the educator, what will be provided (if anything), what the students need to bring (if anything), how many CE hours you will provide, whether or not a certificate will be earned, what kind and how it will be presented.

Registration for a Workshop Room is included in the Exhibitor Registration. [Click here to register as an Exhibitor.](#)

Please contact Vicki Malo, NASP, with any questions about booking your space at North American School of Podology, Toronto, ON (855) 622-6277



Sponsorship Opportunities and Benefits

The following opportunities for prominent Sponsor Displays, features, spotlights and other benefits are listed below. All sponsorships are “first come, first choice.”

1. **Keynote Speaker Sponsor:** \$3,500. (1 Available.) Includes all Exhibitor’s benefits plus:

Space on our website to feature your marketing video (submit ASAP)

Professionally written blog post introducing you, a little history, your mission statement, etc. – will be on the event website and shared in social media

Featured name AND logo with hot links on our Sponsor’s page on the website, as well as on the Event page

Spotlight feature in 4 email promotions featuring your logo and products both before and after the event (planned approximately 1 per quarter throughout 2020).

Prominent social media posts with your logo, product images, hashtags

Pop-up signage in the dining room thanking you for your contribution to “the CA·US·E for Feet”

Special announcement from center stage at the event and an exclusive onscreen slide

Strategic logo placement on our “Photo Op” banner

2. **Reception Event Sponsor:** \$3,000. (1 Available.) Includes all Exhibitor’s benefits plus:

Space on our website to feature your marketing video (submit ASAP)

Professionally written blog post introducing you, a little history, your mission statement, etc. – will be on the event website and shared in social media

Featured name AND logo with hot links on our Sponsor’s page on the website, as well as on the Event page

Spotlight feature in 2 email promotions featuring your logo and products before the event

Prominent social media posts with your logo, product images, hashtags

Pop-up signage in the dining room thanking you for your contribution to “the CA·US·E for Feet”

Special announcement at the event

Strategic logo placement on our “Photo Op” banner



3. **Lunch Sponsor:** \$2,500. (2 Available.) Includes all Exhibitor's benefits plus:

Space on our website to feature your marketing video (Submit ASAP)

Featured name AND logo with hot links on our Sponsor's page on the website, as well as on the Event page

Spotlight feature in 1 additional email promotion featuring your logo and products both before and after the event

Prominent social media posts with your logo, product images, hashtags

Pop-up signage in the dining room thanking you for your contribution to "the CA·US·E for Feet"

Special announcement at the event

Strategic logo placement on our "Photo Op" banner

4. **Breakfast Sponsor:** \$1,500. (3 Available.) Includes all Exhibitor's benefits plus

Space on our website to feature your marketing video (Submit ASAP)

Featured name AND logo with hot links on our Sponsor's page on the website, as well as on the Event page

Prominent social media posts with your logo, product images, hashtags

Pop-up signage in the dining room thanking you for your contribution to "the CA·US·E for Feet"

Special announcement at the event

Strategic logo placement on our "Photo Op" banner

To sign up for Sponsorship, please contact:

Katharin von Gavel, North American School of Podology, Toronto, ON (855) 622-6277

Janet McCormick, Nailcare Academy, Florida, 863-273-9134