

The Artist Corner Hair & Makeup Studio Presents....



2nd Annual Makeup & Mammograms Seminar

Location: Deavor

OCTOBER 15, 2016

1:30pm - 5:30pm

2016 Sponsorship & Vendor Packet

What exactly is Makeup & Mammograms?

Makeup & Mammograms is a live demonstrative beauty & health seminar that will equip all women with the skills and techniques to accomplish a flawless makeup application. In honor of Breast Cancer Awareness Month, attendees will also receive comprehensive information, as well as a live demonstration to help them detect signs of breast cancer early.

A generous amount of the proceeds will go to our partners at The American Cancer Society who funds research to help prevent, find, and treat breast cancer.

We've all been affected one way or another by this vicious disease. So let's be informed about our health by understanding the best protection is early detection.



A Little About The Founder

Keniece Burks, Owner/Makeup Artist of The Artist Corner Hair & Makeup Studio in Nashville, TN. She's a visionary, grateful servant and follower of Christ. Her faith has always been strong and her artistry has become her ministry. She stated, "I'm reminded each time a beautiful face sits in my chair that it's my responsibility to brighten up their day. If you truly want to be happy try serving others and you will find a joy that can't be bought."

She's worked prestigious photo shoots, fashion shows, showcases, etc. She's trained with the best in this business. The highlight of her ever-growing career is the people she service. As an artist, her work has been featured in the Pink Bride Magazine, Raw Artist Nashville, & a host of beautiful faces throughout the world.

Keniece is most passionate about helping others reach their highest potential through all aspects of artistry. She continuously inspires to be inspired!



2016 Makeup & Mammograms Speaker

MAKEUP & MAMMOGRAMS GROWING HISTORY

| Ticket Goals/Actuals | Year |
|----------------------|------|
| 20 | 2015 |
| 35 | 2015 |

Chart reflects ticket sales without offering vendor and/or sponsorship options. We'll say that's great success! This year's ticket goal is 50 & we're confident we'll exceed it.

Facts about Breast Cancer:

- Each year it is estimated that over 246,660 women in the United States will be diagnosed with breast cancer and more than 40,000 will die.
- Over 2.8 million breast cancer survivors are alive in the United States today.

Brittany Joseph is a native of Portland, Oregon where she studied nursing at the University of Portland. She recently graduated from Tennessee State University as a Family Nurse Practitioner. She has worked in various nursing fields and will soon begin her Nurse Practitioner career at Centerstone where she will provide mental health services. She has a passion for education and helping others to make healthier lifestyle changes.



Brittany Joseph , Nurse Practitioner

Attendee Profile

- 85% of our attendees range from 25-35
- 97% are females
- They are interested in healthier lifestyles, as well as beauty maintenance.
- They trust Keniece's recommendations and have a strong willingness to buy/try new products/services that will benefit their lifestyles.



Donor Recipient

Makeup & Mammograms was founded on Keniece's love for helping others. This year is no different. Studies show 1 in 8 women in the United States will be diagnosed with breast cancer in her lifetime. It is also the most commonly diagnosed cancer in women. Those are just a couple of reasons why we've partnered with The **American Cancer Society** who funds the research to prevent, find, and treat breast cancer.

For more information on American Cancer Society visit www.Cancer.org

Sponsorship/Vendor Opportunities

301 14th Ave North
Ste. 205
Nashville, Tennessee 37203

Phone: 615.682.2518
Fax: 702.441.3477
E-mail: info@keniecemakeup.com

2ND ANNUAL MAKEUP & MAMMOGRAMS SEMINAR

www.theartistcornerstudio.com

Vendor Opportunities

Vendor Spaces: 3

Vendor Fee: \$75

All vendors will be provided with a 6' table, table cloth, 2 chairs, and a business listing on The Artist Corner Website and ticket site. You may have 1 assistant (no exceptions).

DEADLINE to apply: September 17, 2016

Beauty Gift Bag Sponsor Opportunities

Advertisement Bag Sponsor: \$25

* Place your promotional material in **50-75** gift bags (ex. Flyers, coupons, business cards, brochures, and other business logoed items.) One item per bag.

Product Placement Sponsor: FREE

* Get your product placed in **10** VIP Beauty Deluxe gift bags (must be full-sized products, no samples).

* For even better marketing get your product placed in **50-75** gift bags (sample sized products acceptable). If sponsor would like to offer **50-75** Full sized products instead, please feel free to do so.

DEADLINE to apply for all Sponsorship levels: October 1, 2016

Event Sponsor Opportunities

Platinum Tier: \$350

- ◆ All perks of Gold & Bronze
- ◆ 2 VIP tickets
- ◆ Banner Ad on www.theartistcorner.com linkable to your website.
- ◆ Mention in Press Promotion
- ◆ \$55 gift certificate to The Artist Corner Studio (Makeup)
- ◆ 1 Vendor Table

Gold Tier: \$250

- ◆ All perks of Bronze
- ◆ 2 Advanced tickets
- ◆ Dedicated email blast to The Artist Corner subscriber list
- ◆ \$45 gift certificate to The Artist Corner Studio (Makeup)
- ◆ Business Logo appearance on 2nd Annual Makeup & Mammograms video presentation.

Bronze Tier: \$150

- * 1 Advanced ticket
- * Logo on event staff T-shirts
- * Various mentions on all The Artist Corner social media platforms
- * \$35 gift certificate to The Artist Corner Studio (Makeup)
- * Bag inserts in 50-75 gift bags

Note: Tickets & Gift Certificates can't be carried over to the next level.

Food Sponsor Opportunities


Event Food Sponsor: \$75

- * Logo on event staff T-shirts
- * Advertisement at food station
- * Bag inserts in 50-75 gift bags

If food vendors would like to provide dishes for the event, please email info@keniecemakeup.com

VENDOR GUIDELINES

Location: **DEAVOR** Show Date: **October 15, 2016**

| | | | | |
|--------------------|----------------------------------|----------------------|---|---|
| Event Date / Time | Saturday, October 15, 2016 | 1:30pm – 5:30pm | Includes 1 table (6 feet long), 2 folding Chairs, and 1 Vendor sign. |  |
| Vendor Set Up Time | Saturday, October 15, 2016 | 11:30am – 12:45pm | | |

VENDOR INSTRUCTIONS

| | |
|--|--|
| Upon arrival please check in with an event staff member to lead you to your designated vendor table. | Vendors will need to purchase ticket(s) for any persons exceeding 1 assistant. |
|--|--|

VENDOR PAYMENT GUIDELINES

| | |
|---|-----------------------|
| <p>Vendors: All vendor payments must be received in full by September 17, 2016 or a late charge of 35% of the \$75 (vendor fee) will be assessed. Vendor spaces will be confirmed on the date when the full balance is paid. Vendor advertisement won't take place until space has been confirmed.</p> | |
| <p>Acceptable Forms of Payment: Acceptable forms of payment include PayPal (info@keniecemakeup.com), Visa and MasterCard.</p> | |
| <p>Refund Policy: All vendor deposits are final, non-transferable and non-refundable. Late registration prices goes into effect on September 18, 2016.</p> | |
| <p>Additional Services: The following service company is in no way affiliated with The Makeup and Mammograms Seminar or any of its affiliates: Deavor.</p> | |
| <p>Contact Information: info@keniecemakeup.com</p> | <p>(615) 682-2518</p> |

TERMS AND CONDITIONS

Terms and conditions outlined herein have been established for the mutual benefit and protection of All Vendors, Visitors and Event Organizers and may not be modified unless in writing signed by both parties. The Vendor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstanding.

1. EVENT BOOKING:

To reserve a space at the 2nd Annual Makeup & Mammograms Seminar, a signed agreement and 75% of the vendor fee is required for deposit. Upon receipt of the agreement and deposit, your agreement will be reviewed. Upon approval, your deposit will hold your space until balance is due. We must receive the balance of your fee no later than September 17, 2016 or 3 weeks prior to the event date or reservation and deposit may be forfeited.

2. VENDOR SPACE:

Distribution of vendor space will be assigned and priority given upon receipt of payment and agreement. All vendor space assignment are at the sole discretion of The Artist Corner, however TAC will consider all requests of paid exhibitors. Use of display by unauthorized or third parties is strictly prohibited. All vendor tables must remain assembled and staffed throughout event hours until the official closing time. If a vendor fails to occupy space contracted for or should vendor's display or material fail to arrive, vendor shall not be relieved of the obligation of paying full rental charge for space. If not occupied before set up time concludes, such space may be reassigned.

3. PAYMENTS:

PayPal, MasterCard, and Visa are acceptable forms of payment. Any balance due could be automatically charged to your credit card account 30 days before event date. All costs for collections, including reasonable attorney's fees, accrued interest, and/or credit card charge back fee of \$35, and any other fees due TAC shall be responsibility of vendor. If no written notification is received 30 days prior to the event, vendor will be held financial responsible for vendor space. Payments received are non-refundable and not-transferable except as provided in paragraph 8 of this agreement.

4. LICENSES, INSURANCE, AND PERMITS:

Vendors are fully responsible for obtaining all licenses, insurance or permits required and adhering to all applicable laws, ordinances, and statutes. Permits include, but are not limited to, a sales tax permit, as well as health permits for any vendor selling, displaying or sampling food.

5. LIMITED ON LIABILITY:

Vendor expressly releases The Artist Corner and/or its affiliates from any liability and waives a) any and all demands, claims, and causes of action in law or in equity, related to any defect deficiency, failure or impairment of utilities or other facilities, including water, heating electricity, ventilation, refrigeration, or other mechanical systems failure; b) the conduct, negligence or claims of any exhibitor or attendee; and c) any fire, flood, strike, terrorist attack, weathers or other force majeure beyond control of TAC.

6. PRODUCT/SERVICE EXCLUSIVITY:

Product/Service exclusivity is not guaranteed through this reservation, this also include brand exclusivity.

7. INDEMNIFICATION:

Vendor displays and exhibit property at their own risk. TAC does not assume any responsibility for loss or damage to Vendor property. TAC will not be held accountable for death or injury of any personal attending an event, or for any damages suffered by Vendor or its officers, agents, employees, or invitees as a result of any cause whatsoever. Vendor shall indemnify and hold TAC, its parent, subsidiaries, affiliates, sponsors, and their respective officers, directors, agents and employees harmless from any suit or claim arising out of any action or failure to act by the Vendor. Vendor shall be liable for any and all damages caused by exhibitor to the event building's grounds, landscaping, floors, walls, columns, or any other part of the building, or to the chattels and fixtures of the building or any other Vendor or person or entity having property at the events building's premises. Vendors are advised to obtain insurance coverage for this risk.

8. CANCELLATION:

TAC reserves the right to cancel this event at any time prior to the date of the event with refund of all amounts paid by participants to TAC in connection with this Agreement. Otherwise all payments are non-refundable.

9. NO GUARANTEE OF RESULTS:

TAC does not warrant or guarantee any particular results of the Event, nor does it guarantee a particular number of attendees or Vendors.

10. TAC AUTHORITY:

TAC reserves the right, upon reasonable notice to the Vendor, to substitute alternate dates and/or facilities other than those originally planned for a particular event. Vendor, also hereby grants TAC permission to use Vendors' name and/ or logos for promotional purposes in connection with the Expo and/or other events produced by TAC. This permission shall extend to photographs of the Vendor's space.

11. MISCELLANEOUS:

Vendors may not pin or tape anything to back drape: Loud or offensive exhibits, subject to TAC discretion, are not permitted: Blocking aisles, soliciting customers in the aisles or handling materials out in the aisles is prohibited. Absolutely no helium balloons will be allowed in the facility. Vendors must also comply with all requirements of venue provider.

12. COMPETE AGREEMENT:

This agreement represents the entire agreement between the parties and supersedes all communications, understandings, or agreements, if any expressed or implied, whether written or verbal. TAC has made and makes no representation of any kind except those specifically set forth herein. In the event of any dispute to the terms of this Contract, the parties agree to consult with a professional mediator agreed upon by all parties prior to seeking legal action. The prevailing party shall be entitled to recover costs and attorney fees. This contract shall be interpreted and construed pursuant to the laws of the State of Tennessee. Amendments to this agreement must be in writing and signed by both parties.