

A decorative graphic on the left side of the page features several thick, flowing ribbons in vibrant colors: red, yellow, teal, and green. The ribbons curve and overlap, creating a sense of movement and energy. They originate from the top left and flow downwards towards the bottom left corner.

*Association of Image Consultants  
International (AICI)  
DC Chapter Education Day 2011*

**March 12, 2011**  
The Ritz-Carlton, Pentagon City  
1250 South Hayes Street  
Arlington, VA 22202

**Sponsorship and Advertisement Prospectus**

## AICI Washington, DC Chapter Education Day 2011 Sponsorship & Advertising Opportunities

**About AICI** - The Association of Image Consultants International (AICI) is the leading and largest professional association of personal and corporate image consultants worldwide. A non-profit organization, AICI is dedicated to advancing the level of professionalism and enhancing the recognition of image consultants. Our 1,300 members counsel both individual and corporate clients on appearance, behavior, communication skills, etiquette and international protocol. As experts in image consulting, our members guide clients to achieve their specific goals with authenticity, credibility and confidence. To learn more about AICI, visit <http://www.aici.org>.

### Why should you become an AICI DC Chapter Education Day Sponsor and/or Advertiser?

- The Annual Education Day event provides a unique opportunity to reach image consultants who are eager to build or refine their businesses with your tools, products, and services
- Our attendees have enormous influence on the shopping habits and purchasing decisions of hundreds of their individual and corporate clients in the DC, MD and VA area and nationally
- Our sponsorship and ad packages provide visibility not just the day of the event but throughout the year to our image consultants and to visitors to the AICI DC chapter website:  
<http://www.aiciwdc.org>.

Companies or organizations interested in Education Day Sponsorships or Advertisements must commit by **February 18, 2011**. Complete the Sponsorship Form and return via fax to 877.231.6993. To discuss sponsorship opportunities, **contact Jeanine Rozier at 703.444.8865 or [jeanine@jdrimageconsulting.com](mailto:jeanine@jdrimageconsulting.com)**.

Ad Size	Price Before January 25, 2011	Price After January 25, 2011
Full Page (7.5"W x 9.75"H)	\$350	\$425
Back Cover Full Page	\$500	\$575
Inside Back Cover Full Page	\$450	\$525
Inside Front Cover Full Page	\$500	\$575
1/2 Page Horizontal (7.5W x 4.75'H)	\$275	\$350
1/2 Page Vertical (3.5"W x 10"H)	\$150	\$225
1/4 Page (3.5"W x 4.75"H)	\$125	\$200

**Print ads need to be submitted in 4-color, camera ready, high-resolution PDF, JPEG, TIFF or EPS files. Minimum 300 dpi. For an additional fee, ads can be created on your behalf.**

<b>AICI DC CHAPTER Education Day 2011 Sponsorships</b>	<b>Platinum (One sponsorship available)</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$850</b>
<b>ED DAY LUNCHEON EXPOSURE</b>				
Official Luncheon Sponsor - Introduce keynote speaker; additional option to place corporate or organizational signage at venue	✓			
Admission of two (2) guest to luncheon along with reserved seating	✓			
Full page ad in event program	✓			
Event attendee email list	✓	✓		
Quarter page ad in event program		✓	✓	
YOUR LOGO on sponsor group signage in venue foyer	✓	✓	✓	✓
Corporate logo recognition in the event program	✓	✓	✓	✓
Corporate logo recognition on the event registration website	✓	✓	✓	✓
Inclusion of promotional item and/or corporate literature in attendee gift bags	✓	✓	✓	✓
<b>AICI DC CHAPTER EXPOSURE</b>				
AICI DC Chapter membership/friends contact list access for one (1) eBlast. Pre-approved communication by AICI DC Chapter.	✓			
Registration for two guests to attend one (1) chapter meeting during a calendar year	✓	✓		
PROMOTED in AICI DC Chapter Newsletters for one year	✓	✓	✓	
One-year 'Google-like" ad posted on the AICI DC Chapter website ( <a href="http://www.aicidc.org">www.aicidc.org</a> ) connects to your website	✓	✓	✓	✓



## AICI DC 2011 EDUCATION DAY SPONSORSHIP/ADVERTISING AGREEMENT

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address (\*Billing) \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_

Sponsorship Levels				Next Steps for Sponsors:
<input type="checkbox"/> Platinum	\$3,000			1. Check your sponsorship level 2. Complete payment information below 3. Fax this page to AICI DC Chapter: 877.231.6993 4. Email your advertising artwork and logo to Annette Harris at <a href="mailto:aharris@harrisimageworks.com">aharris@harrisimageworks.com</a>  In order for your contract to be processed, the payment and completed contract must be received by AICI DC Chapter. <b>Your camera-ready artwork must be received by February 18, 2011.</b>
<input type="checkbox"/> Gold	\$2,000			
<input type="checkbox"/> Silver	\$1,000			
<input type="checkbox"/> Bronze	\$850			
Ala Carte Advertising	Before January 25	After January 25	Next Steps for Ala Carte Advertisers:	
<input type="checkbox"/> Full Page (7.5"W x 9.75"H)	\$350	\$425	1. Check your ad size 2. Complete payment information below 3. Fax this page to AICI DC Chapter: 877.231.6993 4. Email your advertising artwork and logo to Annette Harris at <a href="mailto:aharris@harrisimageworks.com">aharris@harrisimageworks.com</a>  In order for your contract to be processed, the payment and completed contract must be received by AICI DC Chapter. <b>Your camera-ready artwork must be received by February 18, 2011.</b>	
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<input type="checkbox"/> 1/4 Page (3.5"W x 4.75"H)	\$125	\$200		

**TOTAL \$** \_\_\_\_\_  
 Credit Card # \_\_\_\_\_  
 Name on Credit Card \_\_\_\_\_

Check  Visa  MC  AMEX  Discover  
 CVV Code \_\_\_\_\_ Expiration Date \_\_\_\_\_  
**Signature** \_\_\_\_\_  
 (Authorizes charge to your card)

*\*Billing address required at top of form for credit card processing*

**Check: Mail contract and payment to: AICI DC Chapter: PO Box 7364 Wilmington, DE 19803-0364 • Fax payment information to: 877.231.6993**