

16TH ANNUAL ROYAL COILS
NATURAL HAIR & BEAUTY EXPO

CROWN & GLORY

JUNE 9TH, 2019



NATURAL
TRENDSETTERS

16th Annual Royal Coils Natural Hair & Beauty Expo

PRESENTED BY NATURAL TRENDSETTERS

Natural Trend Setters in association with **Royal Coils** present the **16th Annual Royal Coils Natural Hair & Beauty Expo** in South FL on Sunday June 9th from 10:00am – 8:00pm. This year's theme is in honor of our community "**Crown & Glory**", celebrating the Kings & Queens of our community as the royalty they are and exalting them up to be crowned for their rightful position on the throne. Ultimately, our goal is to build the community with self-love and awareness through the natural hair movement featuring beauty, elegance and glamour of natural hair and natural living. We will also feature many of the trending beauty brands, haircare products, tools and accessories.

The 2019 Royal Coils Natural Hair & Beauty Expo will consist of stylist showcases, natural hair and holistic workshops, expert panels, live entertainment, fashion shows, giveaways, product samples and live makeovers. Expo participants will meet and shop with local entrepreneurs and national vendors. A variety of products and innovations will be on display, from pomades to jewelry, accessories to antidotes, and many more. There's something for everyone.

The Royal Coils Natural Hair & Beauty Expo is an immersive brand experience based on the platform of health, wellness, beauty and self-empowerment. Attendees are empowered with the knowledge to develop new "brand habits" and beauty regimens. Brands are afforded a unique platform catering to decision makers that are open to new brand/life infusions, This is a unique forum that embraces the "natural beauty business" by uniting the natural hair community under one roof, to share education in beauty, fashion, culture and health to empower our community in celebration of their "**Crown & Glory**".

We are committed to hosting a quality natural hair care event that raises awareness in the community. The unique element of our Expo is the focus on community and knowledge as it pertains to a holistic lifestyle.

2019 ROYAL COILS NATURAL HAIR & BEAUTY EXPO

\$15 in ADVANCE and \$25 at the DOOR.

Children 12 and Under are FREE.

With so many activities under one roof you won't want to miss it.

Sponsorships can be paid on SPONSORS LINK of WWW.MYROALCOILS.COM



Greetings Potential Brand Partner,

The Royal Coils Natural Hair & Beauty Expo invites you to be a sponsor for our 2019 Expo. In its 16th year, the Expo will be held on Sunday, June 9th, 2019 in South Florida. This event will be a renewing experience celebrating our “**Crown & Glory**”. Our continued mission is to encourage the community to reclaim the knowledge of their inner beauty by embracing their Naturalness, as it pertains to beauty and wellness. The time is now to eat right, sleep right, and rise to our position of Royal Beauty.

Natural Trendsetters has successfully promoted hair shows in the South Florida area for the past 20 years in various venues across South Florida. The 2019 **Royal Coils Natural Hair & Beauty Expo** will once again bring together thousands of people, vendors, presenters, beauty and wellness experts, as well as live entertainment.

Sponsoring the **Royal Coils Natural Hair & Beauty Expo** will provide your company with exposure to a demographic with purchasing power looking for natural alternatives in hair care, holistic products, and services. Make sure your company does not miss out on a virtually untapped yet flourishing market that eagerly awaits you. Our 2019 partners will be presented in front of thousands of people from ages 25 – 60 with incomes ranging from \$35,000 to \$150,000 (*source: Demographics.com / South Florida*).

A partnership with the **Royal Coils Natural Hair & Beauty Expo** is an excellent opportunity since we provide high quality and high visibility benefit not only through the expo but within the community as well. We thank you in advance for your consideration and look forward to your participation.



THE ROYAL COILS NATURAL HAIR & BEAUTY EXPO TEAM

954.486.1414 OR 954.625.9777

MYROYALCOILS@GMAIL.COM



TOURISM, BLACK HAIR & BEAUTY STATS

Tourism is the largest component of Greater Miami and the Beaches economy in terms of employment and generation of tax revenues. In 2017, more than 15.8 million overnight visitors spent a record \$25.9 billion dollars during their visit. Greater Miami and the Beaches has the highest mix of international visitors in the U.S. with half of overnight visitors coming from many parts of the world. The diverse culture and heritage of our community is found in vibrant neighborhoods throughout Greater Miami and is one of the key features that attracts visitors.

Ref: <https://www.miamiandbeaches.com/destination-miami>

During 2017, 86% overnight visitors were leisure travelers and almost 7% were here for business and conventions. Many of these conventions will benefit from the newly reimagined Miami Beach Convention Center, which welcomed its first convention in September 2018. Furthermore, during the same period, the number of jobs in hospitality grew to a record level of 145,100.

African Americans have cornered the ethnic hair and beauty market, ringing up \$54 million of the \$63 million total industry spend in 2017. But marketers should find it interesting that Black consumers aren't just spending on products created specifically to appeal to them. In fact, in terms of sheer dollars, African Americans spent considerably more money in the general beauty marketplace last year. Black shoppers spent \$473 million in total hair care (a \$4.2 billion industry) and made other significant investments in personal appearance products, such as grooming aids (\$127 million out of \$889 million) and skin care preparations (\$465 million out of \$3 billion).

African Americans make up 14% of the U.S. population but have outsized influence over spending on essential items such as personal soap and bath needs (\$573 million), feminine hygiene products (\$54 million) and men's toiletries (\$61 million). Nielsen research also shows Black consumers spent \$810 million on bottled water (15% of overall spending) and \$587 million on refrigerated drinks (17% of overall spending). Luxury, non-essential products such as women's fragrances (\$151 million of a \$679 million industry total), watches and timepieces (\$60 million of \$385 million in overall spending) and even children's cologne (\$4 million out of \$27 million) also play well to an audience that's keen on image and self care.

Ref: <https://www.nielsen.com/us/en/insights/news/2018/black-impact-consumer-categories-where-african-americans-move-markets.print.html>

While Blacks outspend on everything from water to cookware, our beauty buying habits continue to top the charts. We spend nearly nine times more than our non-Black counterparts on ethnic hair and beauty products. Add in \$473 million in total hair care, \$127 million grooming aids and \$465 million in skin care preparations and we spend a whopping \$1.1 billion on beauty annually.

With \$1.2 trillion in total spending power, the research also shows that our buying habits also influence how our non-Black counterparts spend their money.

Ref: <https://www.hypehair.com/86642/black-consumers-continue-to-spend-nine-times-more-in-beauty-report/>

SOCIAL MEDIA STATS



21,500+ FOLLOWERS

@royalcoilsexpo @myroyalcoils
@naturaltrendsetters
@simonesetstrends



15,500+ FOLLOWERS

@royalcoilsexpo @myroyalcoils
@naturaltrendsetters
@simonesetstrends

CROWN & GLORY

16TH ANNUAL ROYAL COILS
NATURAL HAIR & BEAUTY EXPO

ELEMENTS INCLUDE:



Swag Bags

Natural Hair Styling

Demonstrations

Vending

Live Entertainment

Hair and Beauty Products Giveaways

The “Royal Coils” Fashion Show



SIMONE HYLTON

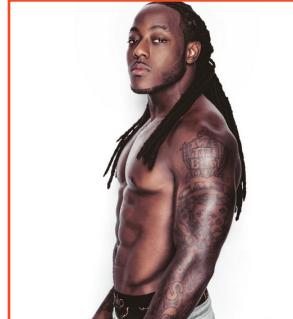
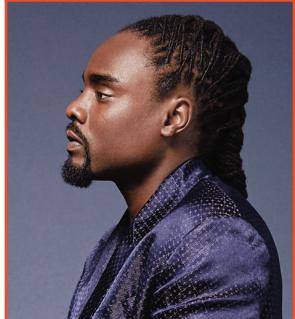


Creative genius and co-owner of Natural Trend Setters, the first natural hair salon in South Florida. Using techniques rooted in Caribbean and African tradition, she cares for and styles natural hair with a healthy holistic approach in an atmosphere that embraces culture and natural beauty.

A licensed cosmetologist that specializes in natural hair, color, cuts, hair integration, and artistic cultural hair design. Hence, she helps clients to connect to their own expression of the divine beauty through the inner and outer beauty they possess.

Pioneering the creative visionary of Natural Trendsetters Simone has created an extensive training curriculum that has produced exceptional and amazing style teams over a period of 25+ years to date. Simone has had an extensive career as a platform artist working for Proctor and Gamble from 2002 to 2006 on a 9 city per year North American Pantene Total You Tour where she provided Hair Demonstrations on stage. As well as live Q&A sessions with attendees interested in going natural and product knowledge about Pantene products.

Simone executed two makeovers per city for relaxed and natural hair; as well as being responsible for hair and makeup for celebrity talent on the tour. As an industry celebrity stylist she has the honor of styling names like Lauryn Hill, Venus Williams, Serena Williams, Busta Rhythms, Guapale, Ace Hood, Wale, and the Marley family just to name a few. One of her accolades is her appearance on VH1 reality shows Beverly Hills Fabulous when she went head to head in a hair battles with Beverly Hills finest Elgin Charles.



Sponsorship PACKAGES



TITANIUM TITLE SPONSOR

\$5,000

(ONLY 2 AVAILABLE)

- Stage time where stylists will showcase your product on the Main Stage.
- Mentioned as Title Sponsor in all Radio Advertising
- Inclusion in rotating header banner ad which will show on all web pages.
- Static banner ad which will show on all web pages.
- Full page web ad with up to 1000-word description of your company.
- A link to your web site.
- Email Link
- Title Sponsorship in all promotional advertising - Your logo included on all media advertising.
- Corporate banner prominently displayed in the exhibit area and on main stage.
- We provide staff to hand out your business cards and/or brochures.
- Your printed ads and/or promotional material included in gift bags
- 1 Pavilion Booth & 12 guest passes.

PLATINUM TITLE SPONSOR

\$3,500

- Mentioned in all Radio Advertising
- Inclusion in rotating header banner ad which will show on all web pages.
- Static Full page web ad with up to 1000 word description of your company.
- A link to your web site.
- Email Link
- Inclusion in promotional advertising - Your logo included on all media advertising.
- Corporate banner prominently displayed in the exhibit area.
- Your printed ads and/or promotional material included in gift bags
- We provide spokesmodels to hand out your business cards and/or brochures.
- A Pavilion Booth & 6 guest passes.

Sponsorship PACKAGES



GOLD SPONSORSHIP

\$2,500

- Website Sidebar Listing
- Link to your website.
- Email Link
- 500 word description about your company on the Sponsors Page.
- Sponsors credit in promotional advertising - Your logo included on all media advertising.
- Your corporate banner displayed in the exhibit area.
- Your printed ads and/or promotional material included in gift bags.
- You can hand out business cards and brochures at event.
- A Prime Booth PLUS & 4 guest passes.

SILVER SPONSORSHIP

\$1,500

- Website Sidebar Listing
- Link to your website.
- Email Link
- 75 Word description about your company on Sponsors Page.
- Your printed ads and/or promotional material included in gift bags.
- You can hand out business cards and/or brochures at event.
- Your company name mentioned on all PRINT advertising.
- A Standard Booth PLUS & 2 guest passes.

BRONZE SPONSORSHIP

\$500

- Website Sidebar Listing
- Link to your website.
- Email Link
- 50 word description about your company on the Sponsors Page.
- You can hand out business cards and brochures at event.



Vendor PACKAGES

This is an opportunity to connect face to face with new and existing customers. Promote your business, share product knowledge, live client demo, network and build audience reach via mailing list subscription, social media followers and much more.

EARLY BIRD BOOTH

\$200

- One 6 ft. table in an 8'x8' area
- 2 Chairs
- Two Passes

**SALE ENDS 04/21/19 OR
WHILE SUPPLIES LAST.**

PAVILLION BOOTH

\$1,400

- Two 6 ft. table in an 10'x20' area
- 2 Chairs
- Five Passes

PRIME BOOTH (INSIDE)

\$750

- One 6 ft. table in an 10'x10' area
- 2 Chairs
- Three Passes

STANDARD BOOTH

\$275

- One 6 ft. table in an 8'x8' area
- 2 Chairs
- Two Passes

SMALL CORNER BOOTH

\$350

- One 6 ft. table in an 8'x8' area
- 2 Chairs
- Two Passes

LARGE BOOTH (PRE-FUNCTION AREA)

\$500

- One 6 ft. table in an 10'x10' area
- 2 Chairs
- Two Passes

Please complete vendor/sponsorship application form after completing payment of selected package. Submit form to myroyalcoils@gmail.com along with an image of your logo. Preferred formats are .PNG or .PDF with no backgrounds but .JPG are also acceptable.

SUNDAY
JUNE 9, 2019
WORKSHOPS 10AM-12PM
EXPO 1PM-8PM

16th Annual Royal Coils Natural Hair & Beauty Expo

PRESENTED BY NATURAL TRENDSETTERS IN ASSOCIATION WITH ROYAL COILS NATURAL HAIR CARE

Name or Point of Contact: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Website/Storefront Link: _____

Instagram Handle: _____ Facebook: _____

Your Company _____ agrees to participate as a sponsor/vendor for The 16th Annual Royal Coils Natural Hair & Beauty Expo. As a vendor/sponsor, I understand that I will receive all applicable sponsorship/vendor opportunities described in this package. In addition, these opportunities will not be valid until this agreement is signed, returned and payment has been issued to Royal Coils/Natural Trendsetters as a sponsor/vendor. All sales are final and non-refundable. I agree to provide high resolution, digital artwork for all promotional advertising. By attending, you consent to interview(s), photography, audio recording, video recording and their release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, advertising, inclusion on websites, social media, or any other purpose by Royal Coils/Natural Trendsetters.

PARTICIPATE AS A SPONSOR:

Titanium Sponsor \$5,000
Platinum Sponsor \$3,500
Gold Sponsor \$2,500
Silver Sponsor \$1,500
Bronze Sponsor \$500

PARTICIPATE AS A VENDOR:

Early Bird Booth \$200
Pavillion Booth \$1,400
Prime Booth \$750
Standard Booth \$275
Small Corner Booth \$350
Large Booth \$500

AUTHORIZED SIGNATURE: _____ DATE: _____

Please complete vendor/sponsorship application form after completing payment of selected package.
Submit form to myroyalcoils@gmail.com along with an image of your logo. Preferred formats are .PNG or .PDF with no backgrounds but .JPG are also acceptable.



16TH ANNUAL ROYAL COILS NATURAL HAIR & BEAUTY EXPO

CROWN & GLORY

CONTACTS:

954.486.1414 OR 954.625.9777

WWW.MYROYALCOILS.COM

GENERAL INFORMATION EMAIL MyRoyalCoils@gmail.com

SPONSORSHIPS EMAIL MyRoyalCoils@gmail.com

Subject Line: Sponsorships

IN-KIND PRODUCT MARKETING EMAIL MyRoyalCoils@gmail.com

PRESS AND MEDIA EMAIL MyRoyalCoils@gmail.com

Subject Line: Press and Media

