

## Exhibitor application form

### Contact information

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Web site: \_\_\_\_\_

### Sponsorship opportunities

- ◇ Platinum\* - \$2,000
- ◇ Luncheon\* - \$1,500
- ◇ Gold\* - \$1,000
- ◇ Silver\* - \$500
- ◇ Bronze\* - \$250
- ◇ Logo placement - \$150
- ◇ Website sponsorship - \$150
- ◇ Table for one day - \$100
- ◇ Exhibitor in a box - \$100
- ◇ Sponsor a class - \$100
- ◇ Add items to event tote - \$100
- ◇ Full page ad\* - \$100
- ◇ 1/2 page ad\* - \$50
- ◇ 1/4 page ad\* - \$25

\* Artwork for advertisements to appear in the event program must be received no later than March 1.  
 Note: Electrical power may be requested and will be provided at no charge.

Special instructions or needs: \_\_\_\_\_

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to the exhibitor's equipment and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the Beauty of Motion Conference and their employees and agents for such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to carry adequate personal property, liability or other insurance protecting against any claims arising from any activities conducted in the hotel during the conference. The Beauty of Motion nor the hotel shall be responsible for security of exhibits, presentation materials or other personal property or exhibitors.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Mail this form along with full payment to:

The Beauty of Motion  
 4083 Drumcliffe Circle  
 Rosemount, MN 55068

\* Make checks payable to the Beauty of Motion

### Exhibitor/sponsorship contacts

Tami Krause: (612) 306-5603 or [thediamondwithin@yahoo.com](mailto:thediamondwithin@yahoo.com)  
 Heather Krause: [krausemn@hotmail.com](mailto:krausemn@hotmail.com)

[www.thebeautyofmotion.com](http://www.thebeautyofmotion.com)

## Benefits of sponsorship

As a participating exhibitor, your company can gain new and exciting visibility through The Beauty of Motion conference by having the opportunity to display your product line and services to our unique demographic.

Participation in the conference will provide high-level and one-on-one interaction with women in all life stages, from different professions, but who have a shared passion for artistic movement and self-improvement. Makeovers, consultations, on-site services, giveaways and classroom instruction allow for a very informative and persuasive interaction with attendees that is not possible in other settings.

Reach an even greater audience this year through our partnership with the Minnesota Association of Dance Team Coaches (MADT).

Many of our attendees are in positions of influence as fitness instructors, dance instructors, dance team coaches, and studio owners and as a contributing sponsor, you will demonstrate a commitment to women's health, fitness and personal development.

Beyond sponsorship, the exhibitor's expo is a common area adjacent to the registration area, every classroom, as well as the luncheon facility.

Another benefit is the VIP party which will allow for continued networking and marketing with advisory board members, class instructors, other sponsors and additional distinguished guests.



## About the directors

Event co-directors, Tami Krause and Kelly Hegarty have been active in Minnesota's dance community for 20+ years. Tami is best known as the coach of the Minnesota Vikings Cheerleaders and Minnesota Swarm (NLL) Performance Team. Tami is also the reigning Mrs. Minnesota International and is an active volunteer for the American Heart Association's Go Red Educational Committee. Kelly is the owner of Advantage Dance, LLC, operating camps and workshops for dance teams and dance studios across Minnesota and throughout the Midwest. Tami and Kelly coached high school dance team (in Bloomington, and Burnsville respectively) for years and are inducted members of the Minnesota Association of Dance Team's Coaches Hall of Fame. Both women, each a mother of three, are proponents of women's health and fitness, and maintain connections to the hundreds of women they have coached over the years.

## Lodging information

Room reservations can be made directly with the Sheraton Bloomington by calling (952) 835-7800 or by visiting [www.starwoodhotels.com](http://www.starwoodhotels.com). The hotel's address is 7800 Normandale, Boulevard, Bloomington, MN 55439.

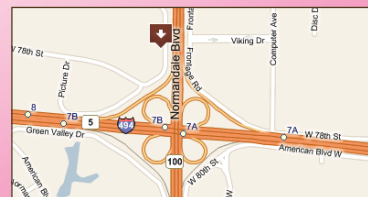


Photo courtesy the Sheraton Hotel, Bloomington

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Designed by Derrick Williams  
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Third annual

# The Beauty of Motion

A Conference  
 for women

The Sheraton, Bloomington

March 13-14, 2010

## Exhibitor and sponsorship guide



Learn. Move. Feel. Dance.

Presented by:



[www.thebeautyofmotion.com](http://www.thebeautyofmotion.com)

## The Mission:

Connecting active women for a health-centered, inspiring and educational workshop.

## The Vision:

An event that challenges women to fully embrace their love of dance, artistic movement, fitness, beauty and personal growth.

## The Experience:

A retreat-like environment providing time to reflect, relax, rejuvenate and most importantly, MOVE!

## The Course:

Participants will have their choice of four course offerings per hour.

The first room will be entirely lecture-based and will include presenters on topics relevant to active women. Lectures include such topics as fashion and beauty makeovers, how to start a small business, skin care, financial planning, nutrition, organization, and motivation for yourself and for your team.

The second room will offer a mix of active fitness classes. Get a workout or just observe and take notes! Offerings will include classes such as yoga, pilates, injury prevention, core conditioning, flexibility development and more! We will even be offering continuing education credits through A.C.E. for fitness instructors! Look online for a listing of approved classes.

The third room will be high-level dance instruction of various styles to include jazz, modern, tap, lyrical, ballet and more, taught by top-notch choreographers and instructors.

The last room will also offer dance instruction, but this room will be geared toward less-than-elite level dancers, former dancers, or those that are dancers at heart but never had the chance to receive formal training. Still top-notch instructors and choreography, but without the high-level skills!

Undoubtedly, there will be something for everyone. Participants can move their body all day or be inspired by lectures, or combine the two to create an ideal retreat. Participants will be encouraged to take an hour off to indulge in spa services and shop the expo while collecting signatures from all exhibitors to enter a door prize drawing. It will be a weekend to remember!

## The Audience:

New this year, our event will be hosted in conjunction with the annual awards banquet and spring membership meeting of the Minnesota Association of Dance Teams (MADT). Hundreds of high school coaches are members of MADT and are likely to attend and pose a new audience and addition to our event.

Our attendees represent a varied demographic of women with a common interest in leading a healthy and active life.

The majority of our participants — 87 percent — were from the Twin Cities metro area. Another 8 percent were from greater Minnesota and the other 5 percent were from outside the state.

Despite the downturn in the economy, the conference's attendance numbers held steady, with more than 100 participants in both 2008 and 2009.

A survey of attendees suggests 95 percent who attended the Beauty of Motion, a conference for women, plan on attending the conference again and most said they would encourage their friends and family to attend in the future.

We are planning for growth in 2010.



Ages of participants in 2008 and 2009	
• 16-22	— 27 percent
• 23-29	— 25 percent
• 30-39	— 36 percent
• 40-49	— 9 percent
• 50+	— 5 percent

# Sponsorship and exhibitor advertising opportunities

## PLATINUM sponsorship - \$2,000

Maximum of three PLATINUM sponsors

- Registration to the conference and VIP party invites for four individuals
- An exhibitor table at a premium location for both convention days in our featured vendors area
- Logo on the printed event program and event signage
- Major logo and sponsor logo placement, as well as a link to your Website at [www.thebeautyofmotion.com](http://www.thebeautyofmotion.com)
- Option to offer two classroom instructors/classes for the conference with marketing possibilities and the ability to advertise during class offerings
- Option to provide a keynote speaker for our free luncheon
- Option to provide product placement or couponing in the event tote bag given to all participants
- Full-page advertisement in the event program
- E-mail blast option three times during 2010 to our contacts and registrants — more than 750 addresses
- Contact list for those in attendance at the conference
- Verbal introduction as a title sponsor — “The Beauty of Motion, brought to you by YOUR COMPANY”
- First right of refusal as the 2011 event platinum sponsor — BONUS!

## LUNCHEON sponsorship - \$1,500

Maximum of two LUNCHEON sponsors

- All GOLD sponsorship elements as listed below
- PLUS the title of the meal presentations by your company
- The opportunity to provide a keynote speaker
- Lunch on Saturday is included; lunch on Sunday is an option

## GOLD sponsorship - \$1,000

Maximum of four GOLD sponsors

- Registration to the conference and VIP party invites for three individuals
- An exhibitor table both convention days in our featured vendor area
- Logo on the printed event program and event signage
- Sponsor logo placement, as well as a link to your Website at [www.thebeautyofmotion.com](http://www.thebeautyofmotion.com)
- Option to offer two classroom instructors/classes for the conference with marketing possibilities and the ability to advertise during class offerings
- Option to provide product placement or couponing in the event tote bag given to all participants
- Half-page advertisement in our event program
- E-mail blast option two times during 2010 to our contacts and registrants — more than 750 addresses

## SILVER sponsorship - \$500

Maximum of six SILVER sponsors

- Registration to the conference and VIP party invites for two individuals
- An exhibitor table both convention days in our featured vendor area
- Logo on the printed event program and event signage
- Sponsor logo placement, as well as a link to your Website at [www.thebeautyofmotion.com](http://www.thebeautyofmotion.com)
- Option to offer one classroom instructor/class for the conference with marketing possibilities and the ability to advertise during class offerings
- Option to provide product placement or couponing in the event tote bag given to all participants
- Quarter-page advertisement in our event program
- E-mail blast option one time during 2010 to our contacts and registrants — more than 750 addresses



## BRONZE sponsorship - \$250

While availability lasts

- Registration to the conference and VIP party invite for one individual
- An exhibitor table both convention days in our featured vendor area
- Logo on the printed event program
- Option to provide product placement or couponing in the event tote bag given to all participants
- Quarter-page advertisement in our event program

## 'A la carte' opportunities

- Logo on the printed event program and event signage — \$150
- Sponsor logo placement, as well as a link to your Website at [www.thebeautyofmotion.com](http://www.thebeautyofmotion.com) — \$150
- An exhibitor table, one day only — \$100
- “Exhibitor in a box:” send us material to be distributed from a vendor/exhibitor open table with no staffing — \$100
- Provide coupons or gift items in the event tote bag given to all event guests — \$100
- Full-page advertisement in the printed event program — \$100
- Sponsor a class or provide an instructor — \$100
- Half-page advertisement in the printed event program — \$50
- Quarter-page advertisement in the printed event program — \$25



## Other sponsorship opportunities

Have another idea for sponsorship?

We can work to develop a sponsorship package tailored to your specific needs.

Contact Tami Krause at [thediamondwithin@yahoo.com](mailto:thediamondwithin@yahoo.com) or (612) 306-5603 for more information.