



ADVERTISING OPPORTUNITIES

Your gateway to premium visibility, powerful brand alignment, and unforgettable presence at the 2026 Nail Excellence Awards.

www.nailexcellenceawards.com





About the Event

The Nail Excellence Awards is more than a beauty event—it is a day of empowerment, inspiration, and connection for everyone.

Event Highlights

1K+
Attendees

18-60+
Years old
Diverse and trendy

Location
Marriott
Owings Mills

500K+
Potential
impressions





Why Partner with Us?

Amplify your brand presence where the energy is.

- 01.** Direct exposure to a highly engaged audience
- 02.** Brand association with creativity, innovation & lifestyle
- 03.** Multi-channel promotion: on-site and digital
- 04.** Custom activation opportunities tailored to your brand



How to Purchase

Visit our website

www.nailexcellenceawards.com/buy-advertisement/

or scan the QR code to the right.





Get an

Exhibitor Table

Early Bird Price: \$199 | Regular Price: \$325 | Electricity : +\$150

Early Bird price ends April 17

- 1 6ft table
- 2 chairs
- Brand listing in program booklet
- 8 x 8 ft space
- 6am-8am Exhibitor Registration & Set Up
- 8:30am MUST be fully set up
- 1pm-1:30pm Exhibitors Breakdown
- 1:30pm MUST be Cleaned up & Fully Broken down

Exhibitor May have 1 assistant per table

Only 1 brand/ business per table set up (this applies even if purchasing more than one table) the other brand would need a separate table set up and application.



Full Page and Half Page

Program Booklet Advertising

Lifetime placement on the website in that year's program booklet

Full Page (vertical)

Early bird price: \$225 *(ends April 17)*

Regular price: \$325

- Size: 8.5" x 11"

Half Page (vertical)

Early bird price: \$175 *(ends April 17)*

Regular price: \$275

- Size: 4.25" x 11"

Resolution: 300 DPI preferred

Color mode: RGB

File types: PDF, PNG, or JPG



Promote your brand with a

Retractable Banner

Placed in common area of the venue

Early bird price: \$315 *(ends April 17)*

Regular price: \$425

Original photo only (no screenshots)

Resolution: 300 DPI (minimum)

File Format: High Resolution JPG, PNG, or TIF



Purchase

Big Screen Advertisement (Gala)

Image advertisement on the big screen during cocktail hour and intermission

Early bird price: \$500 *(ends April 17)*

Regular price: \$665

Original photo only (no screenshots)

Resolution: 300 DPI preferred

Color mode: RGB

File types: PDF, PNG, or JPG



Purchase

Swag Bag Insert

Product samples, flyers, discount cards, or small branded items for placement in attendee swag bags.

Early bird price: \$100 *(ends April 17)*

Regular price: \$225

Product samples, flyers, discount cards, small branded items, etc.

MUST provide 1000-1,500 insert items. Items must be given to NEA team between 6am and 7am at the registration area on October 3rd.



Purchase

Email Advertisement

1200 recipients and growing each day.

Early bird price: \$1200 *(ends April 17)*

Regular price: \$2100

All NEA marketing emails will read "This email is sponsored by (YOUR LOGO)"

1- 4 emails sent out per month to all NEA recipients.



Single Slot or Sponsor

“The Golden Spin” Wheel

An interactive Expo experience where every attendee spins upon arrival for a chance to win a prize from your company.

Single Slot

Early bird price: \$250 *(ends April 17)*

Regular price: \$300

When the wheel lands on your company's slot, you receive the winner's name and email for follow up, and your provided prize will be given to the guest on-site.

ALL Prizes MUST be received by the NEA team at the registration desk between 6am and 7am on October 3rd. Minimum of 50 prizes must be provided per slot. Once your prizes are gone a free spin placer will fill your space.

“The Golden Spin” Sponsor

Regular price: \$1,100

“ Wheel Presented by _____ ”

- Logo on wheel center + signage
- 5 slots
- Will receive contact information (name & Email) to all spinners at the Expo.



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