



**JOIN OUR TEAM OF ADVISORS & PARTNERS AS WE HELP ATTENDEES NAVIGATE THE NEXT STEPS OF GROWTH FOR THEIR THRIVING AESTHETIC PRACTICE!**

# **SELL & SCALE**

**February 7-9, 2025**

**Omni Las Colinas Dallas, TX**



# X ACCELERATOR

POWERED BY Aesthetic RECORD





# SELL & SCALE

From the team that brought Aesthetic Next, Aesthetic Record & LeadAR to the Aesthetic industry, Xccelerator blends our commitment to helping Practices build better businesses and our passion for creating experiences that inspire, educate and excite. This 3-day retreat provides attendees, exhibitors and advisors with ample time to build stronger networks and exchange ideas as they strengthen their partnership through the next phase of growth.

**Xccelerator is a twice-per-year retreat, with one program, *OnRamp*, focused on helping medspas between 6 months and two years to build a strong foundation for business success. The second program, *Scale & Sell*, is designed to advise medspas as they take their next growth step, whether to scale their business in size or scope or to seek an equity partner and make an exit.**

## **What Can You Expect as an Exhibitor at Xccelerator: Sell & Scale?**

- 1** The event is open to 30 Practices who must meet certain revenue and “time in practice” thresholds. This ensures our audience is the right fit for the content, and helps our sponsors plan effective sessions that resonate and convert.
- 2** Our small group format means we are together, a lot! Every meal, every session, every evening event includes everyone! You will have the opportunity to be in the mix with attendees throughout the entire conference giving you greater access to our elite group of attendees.



# SELL & SCALE

3

This is not your typical industry event. We want our exhibitors in sessions and collaborating with attendees, not parked at a booth all day. When you exhibit at Xccelerator, you will be a part of the entire weekend experience. We know business moves are made over casual conversations, a coffee or cocktail, and we ensure you have time to connect throughout the event. As an exhibitor, you can expect:



A kiosk-style booth where you can place QR codes, marketing items or giveaways. There's no need to be there unless we're on a break. Think of your kiosk as a home base where attendees can visit and snap your QR code after they've been chatting with you in a recent session and are eager to learn more.



1 ticket for a member of your team to join Xccelerator and take advantage of the content and the connections. This ticket includes all meals & events. Additional tickets are \$500 per person (well worth it!).



An option to include an item in our Attendee bags. We take our swag very seriously, and our Xccelerator bags are an elevated experience!



Opportunities to do more than just exhibit- partners can speak on mainstage, have dedicated consulting time, lead a workshop, host a meal or evening event, and deliver a keynote.

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**WE KNOW BUSINESS MOVES ARE MADE OVER CASUAL CONVERSATIONS, A COFFEE OR COCKTAIL, AND WE ENSURE YOU HAVE TIME TO CONNECT THROUGHOUT THE EVENT!**

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## What Can You Expect When It Comes to the Xccelerator Agenda?

### THURSDAY

- 3:00 PM Exhibitor Move-In Opens
- All Day - Attendee Arrivals
- 6:00 PM- 8:00 PM Drop-In Welcome Reception\*

### FRIDAY

- 8:30 AM- 9:15 AM Breakfast & Keynote\*
- 9:15 AM -12:00 PM General Session
- 12:00 PM-12:45 PM Lunch\*
- 12:45 PM- 1:30 PM Transport to Offsite Event
- 1:30 PM-3:00 PM Corporate Tour & Industry Insights Session\*
- 3:00 PM-3:45 PM Transport to OMNI & Energy Break\*
- 4:00 PM -6:00 PM Optional Workshops & Consulting Sessions\*
- 7:00 PM-9:00 PM Dinner & Keynote Speaker (Offsite)\*

### SATURDAY

- 8:30 AM- 9:15 AM Breakfast & Keynote\*
- 9:15 AM -12:00 PM General Session
- 12:00 PM-1:00 PM Lunch\*
- 1:00-3:00 PM General Session
- 3:00 PM-3:30 PM Energy Break\*
- 3:30 PM- 5:30 PM Optional Workshops & Consulting Sessions\*
- 6:30 PM- 9:00 PM Happy Hour & Dinner at Flossies\*

### SUNDAY

- 8:15 AM- 9:00 AM Breakfast & Keynote\*
- 9:00 AM - 10:30 PM General Session
- 10:30-11:00 Energy Break & Grab Luggage\*
- 12:15 PM-1:00 PM Lunch\* & Weekend Wrap-up
- 1:00-3:00 PM Optional Workshops & Consulting Sessions\*

# AMPLIFY YOUR IMPACT AT XCELERATOR

JOIN OUR INFLUENTIAL LIST OF SPONSORS!

## SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL	PRICE	GUARANTEED BENEFITS	OPTIONS & PREFERENCES
<b>EXHIBITOR KIOSK</b>	<b>\$1,500</b>	<ul style="list-style-type: none"><li>• Kiosk Booth in the Exhibits Area</li><li>• (1) Ticket to Xccelerator (Includes All Sessions, Meals &amp; Events)</li><li>• Featured on Event Branding on Social, Website &amp; Email Marketing</li></ul>	<ul style="list-style-type: none"><li>• Option to Include a Swag Item in the Attendee Bags</li><li>• Option to Include a 1-Page in the Attendee Bags</li></ul>
<b>ENERGY BREAK SPONSOR (3)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"><li>• Designated Branded Area for Energy Break (Includes Signage &amp; Branded Napkins)</li><li>• Table Tents During Sessions Pre or Post Energy Break</li><li>• 15-Minute Sponsored Session or Panel</li><li>• <i>Exhibitor Kiosk Package Included</i></li></ul>	<ul style="list-style-type: none"><li>• Option to Include a Swag Item in the Attendee Bags</li><li>• Option to Include a 1-Page in the Attendee Bags</li></ul>
<b>BRONZE SPONSOR (3)</b> <i>HIGHLIGHT: BREAKFAST SPONSORSHIP &amp; CHOICE OF OPTIONAL SESSION</i>	<b>\$5,000</b>	<ul style="list-style-type: none"><li>• Designated Branding &amp; Naming Rights for (1) Breakfast</li><li>• Dedicated Social Post With Sponsorship Announcement</li><li>• 25-Min Keynote During Breakfast</li><li>• Table Tents During Breakfast</li><li>• Attendee &amp; Faculty Contact List</li><li>• <i>Exhibitor Kiosk Package + (1) Additional Ticket</i></li></ul>	<ul style="list-style-type: none"><li>• (1) Consulting Suite Setup on Friday - Sunday [2 Hours Each Day- 30 Min or 1 Hour Sessions] <b>OR</b> (1) 50-Minute Workshop / Deep Dive Session</li><li>• Provide (1) Xccelerator Xchange Virtual Community Module</li><li>• Option to Include a Swag Item in the Attendee Bags</li><li>• Option to Include a 1-Page in the Attendee Bags</li></ul>
<b>SILVER SPONSOR (3)</b> <i>HIGHLIGHTS: LUNCH SPONSORSHIP, CONSULTING SUITE &amp; WORKSHOP OR GENERAL SESSION</i>	<b>\$6,750</b>	<ul style="list-style-type: none"><li>• Designated Branding &amp; Naming Rights for (1) Lunch</li><li>• 25-Min Keynote During Lunch</li><li>• Table Tents During Lunch</li><li>• (1) Consulting Suite Setup for Friday -Sunday [2 Hours Each Day- 30 Min or 1 Hour Sessions]</li><li>• Dedicated Social Post With Sponsorship Announcement</li><li>• Attendee &amp; Faculty Contact List</li><li>• <i>Exhibitor Kiosk Package + (1) Additional Ticket</i></li></ul>	<ul style="list-style-type: none"><li>• (1) 50-Minute Workshop / Deep Dive <b>OR</b> (1) 30-Minute General Session</li><li>• Lanyard <b>OR</b> Badge Sponsor</li><li>• Contribute (1) Xccelerator Xchange Virtual Module</li><li>• Option to Include a Swag Item in the Attendee Bags</li><li>• Option to Include a 1-Page in the Attendee Bags</li></ul>
<b>GOLD SPONSOR (1)</b> <i>HIGHLIGHTS: DINNER SPONSORSHIP, CONSULTING SUITE, WORKSHOP &amp; GENERAL SESSION</i>	<b>\$8,500</b>	<ul style="list-style-type: none"><li>• Dedicated Branding &amp; Named Host for Friday Night Offsite Dinner</li><li>• 25-Minute Keynote During Dinner</li><li>• (1) 30 Minute General Session Lecture</li><li>• (1) Consulting Suite Setup for Friday -Sunday [2 Hours Each Day- 30 Min or 1 Hour Sessions]</li><li>• (1) 50-Minute Workshop / Deep Dive</li><li>• Dedicated Social Post with Sponsorship Announcement</li><li>• Dedicated Email to AR Email List (52,000 Industry Professionals)</li><li>• WiFi Sponsorship</li><li>• Attendee &amp; Faculty Contact List</li><li>• <i>Exhibitor Kiosk Package + (1) Additional Ticket</i></li></ul>	<ul style="list-style-type: none"><li>• Contribute (1) Xccelerator Xchange Virtual Module</li><li>• Option to Include a Swag Item in the Attendee Bags</li><li>• Option to Include a 1-Page in the Attendee Bags</li><li>• Lanyard <b>OR</b> Badge Sponsor</li></ul>

# AMPLIFY YOUR IMPACT AT XCELERATOR

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## SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL	PRICE	GUARANTEED BENEFITS	OPTIONS & PREFERENCES
<b>PRESENTING SPONSOR (1)</b>	<b>\$10,500</b>	<ul style="list-style-type: none"><li>Named as Presenting Sponsor on All Marketing, Completion Certificates &amp; Event T-Shirts</li><li>Dedicated Branding &amp; Named Host for Saturday Night Happy Hour &amp; Dinner</li><li>Signature Cocktail Representing Your Company at Happy Hour</li><li>25-Minute Keynote During Dinner</li><li>(1) 45 Minute General Session Lecture</li><li>(1) Consulting Suite Setup for Friday -Sunday [2 Hours Each Day- 30 Min or 1 Hour Sessions]</li><li>(1) 50-Minute Workshop / Deep Dive</li><li>Dedicated Social Post &amp; Press Release with Presenting Sponsorship Announcement</li><li>Dedicated Email to AR Email List (52,000 Industry Professionals)</li><li>Co-Branded Notebook Sponsor</li><li>Attendee &amp; Faculty Contact List</li><li>Exhibitor Kiosk Package + (2) Additional Tickets</li></ul>	<ul style="list-style-type: none"><li>Contribute Up to 3 Xccelerator Xchange Virtual Modules</li><li>Option to Include a Swag Item in the Attendee Bags</li><li>Option to Include a 1-Pager in the Attendee Bags</li></ul>

**HIGHLIGHTS: HAPPY HOUR & DINNER SPONSORSHIP, CONSULTING SUITE, WORKSHOP, GENERAL SESSION & PRESENTING RIGHTS**

## ADD-ON SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	PRICE
<b>30-MINUTE GENERAL SESSION</b>	<b>\$1000</b>
<b>50-MINUTE WORKSHOP</b>	<b>\$1250</b>
<b>2- DAY CONSULTING SUITE</b>	<b>\$2000</b>
<b>3- DAY CONSULTING SUITE</b>	<b>\$2250</b>
<b>CO-BRANDED WATERBOTTLES</b>	<b>\$500</b>
<b>HEADSHOT STATION</b>	<b>\$500</b>
<b>ADDITIONAL ATTENDEE TICKET</b>	<b>\$500</b>

## OPTIONAL SESSION OVERVIEW

**Consulting Suite** Sponsor will have a private room for 1:1 meetings or consultative sessions. We recommend 30 minute or 1 hour increments, and attendees will have an option to attend during the designated 2 hour block following the General Session.

**Workshop** Sponsor will host a 50-minute deep-dive, hands-on experience or how-to session for attendees. Workshops will take place during the 2 hour optional block following the General Session. These sessions are a learning experience, and should not be used as a branded sales presentation but should certainly tie back to the Sponsor's products or services.



# EXHIBITOR & SPONSOR TERMS & CONDITIONS

## CONTRACT

The following rules and regulations become binding upon the signing of this contract between the applicant and their employees and Aesthetic Next, LLC for Xccelerator.

## SPACE ASSIGNMENT

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on sponsorship level, exhibit booth priority status, date of contract and separation of competitive products. However, all booths are in close proximity to one another and stationed within the general session space.

Xccelerator Management reserves the right to relocate exhibitors should it become necessary for causes beyond the control of or advisable in the best judgment of show management. After assignment of space, exhibitor agrees to accept relocation to other comparable exhibit space if management deems such a relocation to be necessary or appropriate. Management reserves the right to change the configuration of the floor plan at its discretion.

## BOOTH PACKAGE DESCRIPTION

Booth packages include a kiosk-style cocktail round. Exhibitors are advised to utilize QR codes for literature and forms or include in the Attendee bag drop. Kiosks can house 1 rollup-style banner. Booths are not required to be manned throughout the length of the conference and serve as an information station for attendees to supplement live conversations between exhibitors and attendees.

## BOOTH CONSTRUCTION

All booth materials must fit within the designated kiosk space. Any additional structures need to be approved through Xccelerator management. Those items can be housed in the designated Consulting space.

## DESIGNATED CONSULTING SPACE

Sponsors opting to participate in the Consulting Sessions will be provided with a private room near the General Session. Xccelerator will provide branded signage at the entrance, and the Sponsor may brand the room as desired. Each room is equipped with a monitor/projector, HDMI connection and slide advancer.

## BRAND LICENSING

Exhibitor hereby grants Aesthetic Next, LLC and its associates permission to copyright and use, re-use and publish and re-publish photographic or videographic images and

or representations in which their logo, branding, or likeness may be included, for marketing purposes only.

## EXHIBITOR / SPONSOR REGISTRATION BADGES

Xccelerator management has a zero tolerance policy for false certification of individuals as exhibitor's representatives to assist unregistered persons to gain discounted admission to Xccelerator. All badges beyond those included in a sponsorship are available for \$500 per badge. These badges are for exhibitors only. Any request for discounted badges for clients should be sent to Tickets@AestheticNext.com Violation of this policy may result in the immediate removal from the meeting or actions as deemed appropriate by show management.

## UNOCCUPIED SPACE

Management reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

## PAYMENTS & REFUNDS

A 50% deposit of the total exhibit fees, including sponsorship packages, booth space and/or add-on sponsorship opportunities, is due upon the signing of the exhibitor agreement contract, payable upon signature.

No exhibit space will be assigned and no add-on sponsorship opportunities will be considered reserved until deposit is received. All exhibit space contracts must be paid in full no later than 30 days prior to the show or space and any benefits may be canceled and/or reassigned without notification or refund of payments. Contracts signed within 30 days of the show must be paid in full upon signing of the exhibitor agreement contract.

## CANCELLATION OR REDUCTION OF EXHIBIT SPACE

Requests for cancellation or reduction of exhibit space must be sent in writing to Aesthetic Next, LLC at Tickets@AestheticNext.com. Cancellation and refund policy is as follows:

- By January 1, 2025: 50% refund of total agreement fees if deposit has been paid.
- After January 1, 2025: NO refund.





# EXHIBITOR & SPONSOR TERMS & CONDITIONS

## SECURITY

Providing security for exhibits, exhibitor property and for exhibitors and their agents beyond limiting access to meeting rooms outside of conference hours, shall be the sole responsibility of the exhibitor only.

## FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.

## LIABILITY AND INSURANCE

The hotel management and Aesthetic Next, LLC will take all reasonable precautions to avoid loss of exhibitors' property by theft or fire, but under no circumstances shall the hotel management or Aesthetic Next, LLC be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulations, the decision of Aesthetic Next, LLC is final.

## DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns or floors.

## PUBLIC POLICY

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

## USE OF BOOTH SPACE & PROFESSIONAL CONDUCT

Exhibitors and sponsors shall reflect their company's highest standards of professionalism while participating in sessions, networking with attendees, maintaining booths during show hours, and attending after hours events.

Any individual identified as a disruption to the attendee or fellow exhibitor experience will be removed from the meeting without refunds. No exhibitor or sponsor shall assign, sublet or share booth space or sponsorship benefits without express permission from Show Management.

## INDEMNIFICATION

Exhibitor agrees to indemnify, defend, save, and hold harmless Aesthetic Next, LLC, Aesthetic Next Productions, Aesthetic Record, Juvly Aesthetics, and its officers, employees and agents from and against any and all third party claims, liabilities, losses, damages, costs, claims, awards, judgments, sanctions, expenses, including but without limitation, reasonable attorney's fees and costs, resulting from or arising from any negligence, acts or omissions, or willful misconduct of the Exhibitor, its directors, members, managers, officers, employees, representatives, agents, servants, contractors, patrons, invitees or guests, in connection with the Exhibitors use of the space.

## RIGHTS OF SHOW MANAGEMENT

Specific actions may be taken by show management for violation of any provision of these guidelines. Violations of any policies, guidelines, rules or regulations may result in the loss of future space assignments or sponsorships at Xccelerator or Aesthetic Next and/or immediate removal from the exhibit space and the meeting. The action taken will be determined on the basis of the particular circumstances of the violations. Aesthetic Next, LLC reserves the right to amend the rules and regulations at its discretion.

## GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Texas without regard to conflicts of law principles. In the event any action is commenced by either party against the other arising out of or connected with the Agreement shall be awarded its costs and expenses incurred in such action, including without limitation reasonable attorney's fees and costs.