



### **Promotions by BABTAC**

As part of our continued support for our Members, we've been working on a campaign to offer incentives and on-pack promotions with big brands such as Proctor & Gamble and HSBC. A similar programme was originally managed for BABTAC by Aztec Marketing, however we believe it will be better serviced by us, so we have greater control over the promotions and can closely monitor the campaigns to make sure they work for you!

**Promotions by BABTAC** has been designed to put you in touch with more potential clients. By running it under the BABTAC brand name, our aim is also to raise awareness of BABTAC and ensure that our accredited Salons and Therapists, like you, are the preferred choice for every client.

### **What we do**

Each individual promotion is created and managed by us, to help you access free advertising for your business. We'll set up the deal and add the promotion to our website, [babtac.com](http://babtac.com), highlighting you as a **Promotions** Participant. Every promotion will be carefully regulated to ensure it is applicable, timely and feasible. Where possible, we will also try and negotiate additional 'kick-back' benefits for you.

### **What do you need to do?**

Participating in **Promotions** couldn't be simpler! Just fill in the contract overleaf, ticking the promotions you will be able to offer and return it to us in the envelope provided. To participate in the first promotions, we will need to receive your application by 29th July 2011. We'll add you to the database and notify you of any upcoming promotions so you can be prepared. Potential clients will be directed to an area of the BABTAC website to locate their local participating salon, so they can call to book their appointment. They'll need to bring their voucher with them to redeem the offer and you'll be free to upsell your services and products to them.

### **How am I protected?**

As part of the initiative, each promotion will be covered by the following Terms and Conditions to protect you and your business:

1. Offers provided are at the discretion of you/the business owner, who reserves the right to change/move any appointments booked
2. Appointments are subject to your availability and excludes Christmas, New Year, Bank Holidays and special event days
3. Certain dates and times are excluded subject to your individual/salon policy
4. The offer must be quoted at time of booking
5. Only one promotional treatment per person is allowed and vouchers are non-transferable and may only be used on the promotion/treatment specified
6. Offer valid until XX.XX.XXXX
7. No cash alternative and cannot be used in conjunction with any other offer.

If you have any queries, please email: [promotions@babtac.com](mailto:promotions@babtac.com) or call us on 01242 279005

**We look forward to welcoming you to Promotions by BABTAC!**

(continued overleaf)

**t 01242 279005**

**e [promotions@babtac.com](mailto:promotions@babtac.com)**

**w [babtac.com/promotions](http://babtac.com/promotions)**

Promotions by BABTAC, Unit 1 Ambrose House  
Meteor Court, Barnett Way, Barnwood, Gloucester GL4 3GG UK

The British Association of Beauty Therapy and Cosmetology Limited. Limited by Guarantee. Registered in England No. 06744285. Your data is securely held by BABTAC and our Marketing Services Provider, apt marketing and pr ltd; we will never sell or share your data with any individual or company and you can unsubscribe at any time. apt marketing and pr limited. The studios, Beechurst House, The Reddings, Cheltenham, Gloucestershire GL51 6RT. Registered in England No. 5673760.

**Please complete the following contract to register for Promotions by BABTAC**

This form applies to individual mobile therapists and salon owners/managers. If you own or operate more than one salon premises, you will need to complete more than one form.

Title \_\_\_\_\_ Full name \_\_\_\_\_ Job title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email\* \_\_\_\_\_

Business name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Business telephone (for booking purposes) \_\_\_\_\_

Website \_\_\_\_\_ Number of employees \_\_\_\_\_

Opening hours (days and times) \_\_\_\_\_

\*Please note: you will be contacted by email to confirm upcoming promotions. Additional correspondence e.g. redemption forms will be sent via post.

**Please indicate the promotions you would be able to participate in**

**A. Free Offers**

Please select the promotions you will be able to offer on for free:

- 1. Mini-Facial (Minimum 20 minutes)
- 2. Express Manicure (Minimum 10 minutes)
- 3. Express Pedicure (Minimum 20 minutes)
- 4. Waxing:  Half Leg  Underarm  Eyebrows
- 5. Tanning: please specify type \_\_\_\_\_

6. Please list any other treatments you would be able to offer for free:  
\_\_\_\_\_  
\_\_\_\_\_

**B. 2 for 1 Offer**

Please tick the promotion box below if you would be able to offer 2 for 1 on any salon treatments. Promotions will be on full treatments only and valid for two people booking at the same time or for two treatments for the same person. Lowest priced treatment free.

**Restrictions**

Please detail any additional restrictions you would like to place on the offer, excluding those listed overleaf:  
\_\_\_\_\_  
\_\_\_\_\_

**Declaration**

I hereby agree to provide the offers specified in this agreement for all **Promotions by BABTAC**, to any valid voucher holder. I will notify BABTAC 45 days in advance of changes to the information detailed, changes to offers or complete withdrawal from the agreement. I will ensure all relevant staff are briefed and aware of this offer throughout the validity period. Any complaints received will be detailed to the **Promotions Team** within 48 hours of receipt and resolved within 72 hours.

- Free Mini Beauty Treatments
- 2 for 1 Beauty Treatments

**BABTAC will**

Notify me of any upcoming promotions. Place my business listing on the website with promotion details and advertise me across any endorsed promotions, as detailed in this agreement. **Full terms and conditions available at: [babtac.com/promotions](http://babtac.com/promotions)**

Data Protection Act - By agreeing to these terms of business:

- 1. We can hold paper and electronic information about you.
- 2. For the purpose of progressing your agreement we can impart your information to third parties.
- 3. That we, or carefully selected third parties, can contact you about other related services and offers that we perceive to be relevant, beneficial and pertinent to your business.

Tick this box to opt out of point 3 (Opting out of point 3 will mean your details will not be displayed on our website).

Signed \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

**Please send the completed form by email to [promotions@babtac.com](mailto:promotions@babtac.com), or by post to Promotions by BABTAC, Unit 1 Ambrose House, Meteor Court, Barnett Way, Barnwood, Gloucester GL4 3GG UK. Any queries, please contact 01242 279005**