

professional beauty association

PBA Beauty Week 2010

North America's Largest, Most Inclusive Beauty Industry Event

July 17 - July 20, 2010

probeauty.org/beautyweek

Branding and Advertising Opportunities

Mandalay Bay Resort | Las Vegas



PBA Symposium

Deacon



City of Hope.



July 17-20

in cooperation with
COSMOPROF
NORTH AMERICA LAS VEGAS

professional beauty association

PBA Beauty Week is North America's largest, most inclusive beauty event, offering unlimited networking, education, and professional growth opportunities to all sections of the beauty industry. This week of beauty features PBA Symposium, Beacon, Best Practice Club, City of Hope, the North American Hairstyling Awards, and is held alongside the nation's biggest business-to-business trade show – Cosmoprof North America. PBA Beauty Week is produced by the Professional Beauty Association in cooperation with Cosmoprof North America.



North American Hairstyling Awards

More than 2,000 salon/spa professionals



PBA Symposium

Professional networking around high-end industry education



Beacon

The best and brightest future salon/spa professionals



Best Practice Club

The nation's highest grossing salon/spa owners come together



Cosmoprof North America

North America's largest business-to-business beauty trade show



Who is PBA?

The Professional Beauty Association is a non-profit trade association made up of salons & spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry leaders and volunteers, PBA offers business tools, education, government advocacy, networking and more. Visit www.probeauty.org or call 800.468.2274, 480.281.0424 to learn more.

Be seen by the leaders of the beauty industry!

PBA Beauty Week **July 17 – 20, 2010**

Mandalay Bay Resort, Las Vegas

Who Attends PBA Beauty Week?

More than 25,000 professionals from all sections come together under one venue during PBA Beauty Week to network, learn and celebrate the strides of the professional beauty industry.

- Salon / Spa Owners and Managers
- Distributors
- Manufacturers
- Retail Beauty Stores / Over the Counters
- Master Stylists
- Beacon Students
- Cosmetologists
- Cosmetology School Owners and Staff

Contents:

3	PBA Beauty Week 2010 Sponsorship Packages
4	PBA Symposium
9	PBA Best Practice Club
10	Beacon
14	PBA 2010 Showcase & Advertising Opportunities
16	North American Hairstyling Awards
20	Cosmoprof North America



manufacturers | distributors | salons & spas

The Professional Beauty Association (PBA) would like to invite you to become a member of your industry trade association! As a PBA member, you will receive special pricing on all sponsorship and advertising opportunities, premium placement on all marketing and communication efforts, VIP tickets and seating to PBA events, access to thousands of industry professionals, and much more!

Join today!

800.468.2274 | probeauty.org

PBA Beauty Week 2010 Sponsorship Packages

MAXIMIZE YOUR EXPOSURE

Registration Branding Package

All PBA Beauty Week attendees must enter the show floor through the registration area. Be the first and only company to capture the attention of beauty industry leaders as they pass through the registration area to pick up their badges.

Package Includes:

- Five (5) complimentary PBA Symposium full-tuition packages. Each includes two days of high-end business education, VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010

Event Branding

- Your company shirts showcasing your logo(s) worn by registration staff.
Shirts must include the PBA Beauty Week logo and final artwork will be approved by PBA.
- Your PBA approved company artwork on two (2) single-sided meter boards in the registration lobby
- Your company logo on the registration counter kick panels.
- Meter boards are approximately 1 meter wide by 2.5 meters high. PBA Beauty Week logo must be present on each sign with your company indicated as the registration sponsor.
- Access to the VIP Sponsors Lounge
- Personalized PowerPoint slide played during PBA Symposium General Sessions
- All PBA Beauty Week on-site signage

Print Branding

- Your company logo receives premium placement on:
 - PBA Beauty Week print advertisements
 - PBA Beauty Week schedules of events*Will appear as "PBA Beauty Week sponsored by (your company name and/or logo)"*

Web Branding

- The PBA Beauty Week website through August 2010

* Cosmoprof signage is sold separate from sponsorships.

Investment: \$17,500

Schedule of Events Pocket Card

These pocket-sized schedule-of-event cards fit right into attendee badges to allow for easy access and viewing. Your four-color advertisement will be exclusively placed on the back of 10,000 cards and will be seen again and again throughout the event.

Investment: \$7,500



PBA Symposium

BEAUTY IS MY BUSINESS

What is PBA Symposium?

PBA Symposium provides three days of higher education, unlimited networking and powerful research about the contemporary beauty consumer. PBA Symposium's new home in Las Vegas, alongside Cosmoprof North America, creates an unprecedented educational event for the entire industry. While salon and spa professionals receive the same high-quality education that PBA Symposium has always offered, the new venue and education schedule allows manufacturers, exhibitors and distributors the opportunity to benefit from industry-specific General Sessions before the expo floor opens and without interrupting their normal schedule at Cosmoprof North America.

Branding & Sponsorship Opportunities

PBA Symposium VIP Branding Package – Top Sponsors - ONLY 3 AVAILABLE

Show your support for PBA education and the beauty industry! As a top sponsor, your company will receive premium promotional placement throughout the PBA Symposium advertising campaign and on site at the event.

Package Includes:

- Five (5) complimentary PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- 50% off up to ten (10) PBA Symposium full-tuition packages to distribute to your top salon customers
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's 60-second commercial (video or DVD) played during General Sessions
- Your company's personalized PowerPoint slide played during General Sessions
- Your company logo on all PBA Symposium on-site signage

Print Branding

- A VIP Exclusive: Two mailings or e-blasts to PBA Symposium attendees
- A VIP Exclusive: One-page, four-color advertisement in the PBA Symposium On-site Attendee Notebook
- Your company logo receives premium placement on:
 - PBA Symposium 2010 Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo receives premium placement on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising, including e-blasts, etc.

Investment: \$15,000





PBA Symposium Speaker Sponsor

Give PBA Symposium attendees something to remember by supporting the show with a fantastic speaker! Your company will receive premium branding with this package. *Speakers are based on PBA Symposium's education criteria.

Package Includes:

- Four (4) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's representative will introduce the speaker
- Your company's personalized PowerPoint slide will play during segment introduction
- Your company tag line/message read by the narrator during introduction
- Your company logo on PBA Symposium on-site sponsor signage

Print Branding

- Your company's sponsorship promoted on all PBA Symposium schedules of events
- Your company logo receives premium placement on:
 - PBA Symposium 2010 Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo receives premium placement on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: TBD per speaker costs

*Speaker proposals are due by November 15, 2009. Speakers from in or outside the industry are welcome. Please send speaker proposals to wendy@probeauty.org.



PBA Symposium Attendee Flash Drive - ONLY 1 AVAILABLE

Your company's advertisement or logo will be seen over and over! Every PBA Symposium full-tuition attendee receives PBA Symposium's speaker hand-outs and reports on this flash drive, which includes a link to your company website. *1,000 units produced*

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company logo on:
 - The flash drive and displayed in user interface on the drive
 - All PBA Symposium on-site signage

Print Branding

- Your company logo receives premium placement on:
 - PBA Symposium 2010 Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: \$7,500 -- Due by May 1, 2010

PBA Symposium Badge Holder

Your company's logo will be prominently placed on the hanging badge holders worn by PBA Symposium attendees at all PBA Beauty Week events.

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010

Event Branding

- Your company logo on:
 - All PBA Symposium lanyards
 - All PBA Symposium on-site signage

Print Branding

- Your company logo on:
 - PBA Symposium 2010 Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: \$8,000

PBA Symposium On-site Attendee Notebook

Each PBA Symposium attendee (~1,000) receives the On-site Attendee Notebook to take notes. The Notebook includes a full schedule, reference materials for attendees while at PBA Beauty Week and sponsor logos and contact information.

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010

Event Branding

- Your company's four-color, full-page advertisement inside the front and back covers of the PBA Symposium On-site Attendee Notebook
- Your company logo on all PBA Symposium on-site signage

Print Branding

- Your company logo on:
 - PBA Symposium Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: \$7,500

PBA Symposium Breakout Tracks and Workshops - ONLY 4 AVAILABLE

Promote your company as an education leader and supporter of the beauty industry. Select the Breakout Track(s) or Workshop(s) you would like to support. Check www.probeauty.org/symposium for 2010 Breakout Track and Workshop information and schedules.

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's representative will welcome the group and introduce the segment and speaker (3-5 minutes)
- Your personalized PowerPoint slide will be played during your introduction
- Your company logo on all PBA Symposium on-site signage

Print Branding

- Your company promoted as PBA Symposium Sponsor in all schedules of events *displayed* as "Breakout Track sponsored by 'your company name/logo'"
- Your company logo on:
 - PBA Symposium Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: \$5,000

PBA Symposium Attendee Break - ONLY 4 AVAILABLE

Indulge PBA Symposium attendees and your clients with a morning or afternoon coffee, tea, and/or treat. All food and beverage will be ordered by PBA. Distribution of PBA approved gifts to attendees is permitted during the break.

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's sponsorship will be announced from the stage prior to the break
- Your company's 60-second commercial played during the break
- Your company's exclusive signage at the break buffet
- Your company promoted as a PBA Symposium sponsor in all schedules of events *displayed* as "Break sponsored by 'your company name/logo'"
- Your company logo on all PBA Symposium on-site signage

Print Branding

- Your company logo on:
 - PBA Symposium Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: \$5,000



Beauty Industry Supporter

This branding package helps support PBA and higher education for the beauty industry and showcases your company's support.

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010

Event Branding

- Your company logo on:
 - All PBA Symposium on-site signage
 - A PowerPoint slide played during General Sessions

Print Branding

- Your company logo on:
 - PBA Symposium Invitation
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - PBA Symposium advertising campaign

Web Branding

- Your company logo on:
 - The PBA Symposium website through August 2010
 - PBA Symposium e-advertising; including e-blasts, etc.

Investment: \$5,000

PBA Beauty Week Attendee Bag

All PBA Symposium attendees will receive and carry your sponsor bag!

Option #1 – One-Side Exclusive

Package Includes:

- Exclusive bag sponsor will receive PBA Symposium premium sponsorship branding
- Five (5) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge
- Your company logo receives premium placement on:
 - All PBA Symposium on-site signage
 - The PBA Symposium website through August 2010
 - PBA Symposium print and email advertising campaign

Investment: \$10,000

Option #2 – One-Side Two Sponsors

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge
- Your company logo on:
 - All PBA Symposium on-site signage
 - The PBA Symposium website through August 2010
 - PBA Symposium print and email advertising campaign

Investment: \$6,000 each





Industry Leaders
Best Practice Club
Come Together



at PBA Symposium 2010

What is the BPC?

The PBA Best Practice Club (BPC) is comprised of Salon/Spa owners with annual revenue exceeding \$2.5 million and was formed to provide a creative space for leading salon/spa professionals to share best practices among peers. Members of this elite club are instrumental in designing PBA Symposium Breakout Tracks and serve as educators at PBA Beauty Week and in PBA educational events throughout the year.

BPC 2010 Branding & Sponsorship Opportunities

*BPC Branding and Advertising

More than 100 Best Practice Club members are expected to attend the BPC exclusive meetings, luncheon and reception at PBA Symposium. Meet and network with members of this elite group while branding your company. Distribution of gifts is permitted. Gifts must be approved by PBA.

Package Includes:

- Four (4) invitations to the BPC luncheon and reception at PBA Symposium
- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company logo on the badge holders/lanyards worn by BPC attendees throughout PBA Beauty Week
- Your company's personalized PowerPoint slide played during BPC programs
- Your company's 60-second commercial played during the BPC luncheon

Print Branding

- Your company logo exclusively displayed on the BPC Invitation
- Your company promoted as the BPC sponsor in all BPC schedules of events displayed as *"BPC Reception sponsored by 'your company name/logo'"*
- PBA Symposium On-site Attendee Notebook, including your company listing
- PBA Symposium advertising campaign

Web Branding

- Your company's vertical web banner displayed on the PBA Symposium 'Event Details' web page
- Your company logo on the BPC monthly e-Newsletter through August 2010
- Your company logo on BPC Webinar e-blasts through August 2010

Investment: \$17,500 – A \$20,000 value!

**Available to PBA members only*



at PBA Symposium 2010

What is Beacon?

Each year, hundreds of cosmetology students compete for a coveted spot in PBA's Beacon program. Only 100 students who have shown exceptional skill and dedication to the beauty industry are chosen to participate in the program. Beacon students get the chance to meet with and learn from top industry professionals and are obligated to attend all PBA Symposium General Sessions as well as specially designed Beacon Breakout Tracks.

Beacon 2010 Branding & Sponsorship Opportunities

Beacon Top Branding Package

Support the future of the beauty industry and brand your company with this top sponsorship and receive premium placement on all Beacon promotions and advertisements. PBA approved gifts/product samples may be handed out to students.

Package Includes:

- Four (4) Beacon luncheon invitations – two (2) Sunday and two (2) Monday
- A complete Beacon student contact list
- Five (5) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Five minutes in front of the Beacon students during the Beacon program at PBA Symposium
- Your company's 90-second DVD/video presentation displayed to Beacon students
- Your company logo receives premium placement on:
 - A PowerPoint slide played during PBA Symposium General Sessions
 - Beacon t-shirts worn by all Beacon students during PBA Symposium
 - All Beacon on-site signage

Print Branding

- Your company logo receives premium placement on:
 - Both the PBA Symposium and Beacon Invitations
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - Beacon advertising
 - Beacon entry form

Web Branding

- Your company logo receives premium placement on:
 - The Beacon website throughout 2010
 - The Beacon monthly e-Newsletter throughout 2010

Investment: \$12,000



Beacon Sunday or Monday Luncheon - ONLY 2 AVAILABLE

Make a splash with the Beacon students with this exclusive luncheon sponsorship. PBA approved gifts/product samples may be handed out to students. PBA is responsible for ordering food and beverage.

Package Includes:

- Six (6) Beacon Luncheon Invitations to your company sponsored lunch (Sunday or Monday)
- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Five minutes in front of the Beacon students in the Beacon education room
- Your company's 90-second video/DVD presentation played during the Beacon luncheon
- Your company logo on the Beacon t-shirts worn by the Beacon students
- PowerPoint slide played during Beacon sessions

Print Branding

- Your company logo receives premium placement on:
 - Both the Beacon and PBA Symposium Invitations
 - Beacon advertising
 - PBA Symposium On-site Attendee Notebook, including your company listing

Web Branding

- Your company logo receives premium placement on:
 - The Beacon website through August 2010
 - Beacon e-advertising; including e-blasts, etc.

Investment: \$7,500, Sunday or Monday - Exclusive two-day package, \$13,000

Beacon Bash

The Beacon Bash is a non-alcoholic, get-together party for all Beacon students, happening Saturday from 7:00pm – 8:00pm. This is your opportunity to hang out and network with the coolest future beauty professionals in North America!

Package Includes:

- Ten (10) Beacon Bash Invitations
- A complete contact list of Beacon students
- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's 90-second presentation or DVD played during the Beacon Bash
- Your company logo on the Beacon food and beverage bar *food and beverages ordered by PBA*
- Your company logo on all Beacon on-site signage
- Two (2) of your company provided pop-up signs in the party room
- Your company listed as the exclusive Beacon sponsor in the PBA Symposium On-site Attendee Notebook
- Premium placement of your company logo on the Beacon t-shirts *worn by all Beacon students*

Print Branding

- Your company logo receives premium placement on:
 - Both the Beacon and PBA Symposium Invitations
 - Beacon advertising

Web Branding

- Your company logo receives premium placement on:
 - The Beacon website through August 2010
 - Beacon e-advertising; including e-blasts, etc.

Investment: \$7,000

Gifts for Beacon

A fun way to get your product and/or knowledge into the hands of the future!

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your sponsored gift announced to Beacon students by the Beacon ambassador
- Your company's PBA approved literature and/or product handed out in the Beacon room
- Premium placement of your company logo on the Beacon t-shirts *worn by all Beacon students*
- Your company logo on all Beacon on-site signage

Print Branding

- Your company logo on:
 - Both the PBA Symposium and Beacon Invitations
 - Beacon advertising

Web Branding

- Your company logo on:
 - The Beacon website through August 2010
 - Beacon e-advertising; including e-blasts, etc.

Investment: \$3,500

Beacon Education Supporter

Support the education driving the future of the beauty industry.

Package Includes:

- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Access to the VIP Sponsors Lounge

Event Branding

- Your company logo on:
 - Beacon t-shirts *worn by Beacon students*
 - All Beacon on-site signage

Print Branding

- Your company logo on:
 - Both the PBA Symposium and Beacon Invitations
 - Beacon advertising

Web Branding

- Your company logo on:
 - The Beacon website through August 2010
 - Beacon e-advertising; including e-blasts, etc.

Investment: \$2,000

Host the Beacon students at NAHA 2010

Treat your company representatives and the Beacon students to a night out at the North American Hairstyling Awards 2010!



Package Includes:

- Six (6) NAHA 2010 tickets with VIP seating
- Two (2) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party and three-day access to Cosmoprof North America expo floor
- Access to the VIP Sponsors Lounge
- A complete contact list of Beacon students

Event Branding

- Beacon students will sit with your company representatives in the VIP section at the NAHA 2010 Awards Ceremony
- You may supply your company shirts for the Beacon students to wear to the NAHA 2010 Awards Ceremony. *Shirts must contain the Beacon logo and be approved by PBA*
- Five-minute presentation to announce your sponsorship to the Beacon students during the Beacon session. *PBA approved gifts may be handed out during the presentation*
- Your company logo on all Beacon on-site signage

Print Branding

- Your company logo on:
 - Both the Beacon and NAHA 2010 Invitations
 - Beacon advertising

Web Branding

- Your company logo on:
 - The Beacon and NAHA 2010 websites through August 2010
 - Beacon and NAHA 2010 e-advertising, including; e-blasts, etc.

Investment: \$7,500 for new sponsors,
\$5,000 for current PBA Symposium sponsors



PBA 2010 Showcase & Advertising Opportunities

PBA Symposium Lounge and North American Hairstyling Awards Red Carpet Reception

Showcase your retail-salon furniture and/or product to all PBA Symposium attendees in the lounge used for breaks, networking and as an entrance to events. NAHA 2010 will house its Red Carpet Reception in the Attendee Lounge, Sunday, July 18, from 6:30pm – 8:00pm, prior to the Awards Ceremony. The “who’s who” of the industry will be there, so should you!

Package Includes:

- Five (5) PBA Symposium full-tuition packages. Each includes VIP seating, one ticket to the Get Together Party, three-day access to the Cosmoprof North America expo floor and one discounted ticket to NAHA 2010
- Five (5) NAHA 2010 tickets with VIP seating
- Access to the VIP Sponsors Lounge

Event Branding

- Your 30-, 45- or 60-second commercial (video or DVD) played during PBA Symposium General Sessions
- Your personalized PowerPoint slide played during the NAHA 2010 Awards Ceremony
- Your company tag line/message announced during the NAHA 2010 Awards Ceremony

Print Branding

- Your company logo receives top sponsor/premium placement for both events:
 - Both the PBA Symposium and NAHA 2010 Invitations
 - PBA Symposium On-site Attendee Notebook, including your company listing
 - Two-page spread in the NAHA 2010 Tribute Journal Keepsake
 - PBA Symposium and NAHA 2010 advertising campaigns
 - PBA Symposium and NAHA 2010 on-site signage

Web Branding

- Your company logo receives premium placement on:
 - Both the PBA Symposium and NAHA 2010 websites through August 2010
 - PBA Symposium and NAHA 2010 e-advertising, including e-blasts, etc.

Investment: \$25,000: A \$40,000 value!

Sponsorship may be shared between two companies (PBA members only)

DVD Commercial

Your company’s 30-, 45- or 60-second DVD commercial played at least once during each PBA Symposium General Session. *Commercials must be approved by PBA.*

Investment: 30-second \$2,500
45-second \$3,000
60-second \$4,000

PowerPoint Slide

Your personalized PowerPoint slide will be shown at least four (4) times during PBA Symposium General Sessions. *PowerPoint slides must be approved by PBA.*

Investment: \$1,500

PBA Symposium Website Advertising

Ads must be submitted in JPG, GIF, PNG-8 or Flash File. Artwork is due three weeks prior to running. Ads will rotate with each new page visit. For example, if three main banner ads are sold for the month, each ad will be viewed one of every three times that page is visited.

Vertical Website Banner

- Your company's vertical website banner displayed on the PBA Symposium home page and down-stream pages, such as; Registration, Event Details, Hotel & Travel, etc.
 - Height: 600 pixels; Width: 120 pixels. Max file 30kb

Investment: \$500 per month

Horizontal Website Banner

- Your company's horizontal website banner displayed on the PBA Symposium home page
 - Height: 100 pixels; Width 150 pixels. Max file 20kb

Investment: \$300 per month

PBA Symposium e-Blasts

Your company's PBA approved e-blasts will be sent out to all PBA Symposium attendees and PBA's full database of salon/spa members.

- Format: size – 600 x 400 pixels; file type – JPEG; resolution – more than 72 dpi; link - URL where e-blast should link to

Investment: \$1,200



- Create a customized PBA Symposium advertising package to fit your budget! Contact Wendy Forakis, PBA Business Relations Manager, at wendy@probeauty.org. Or call 800.468.2274 x3444 or 480.455.3444.

The 2010 North American Hairstyling Awards and Red Carpet Reception



What is  ?

The North American Hairstyling Awards (NAHA) is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the professional salon industry. Each year, individuals are recognized in 12 categories of excellence, with a new category "Salon MBA (Master of Business Award)" being added in 2010, during a star-studded awards ceremony. NAHA allows you – the supporter – to connect and network with the industry's most talented artists.

Promotional Marketing Campaign and Media Sponsors

Each year, NAHA embarks on an ambitious marketing campaign in preparation for the Awards Ceremony and PBA Beauty Week.

- In the months nearing the Awards Ceremony, the NAHA 2010 website receives more than 100,000 page views monthly
- Promotional e-blasts are sent to PBA's entire database of salon/spa professionals, both members and non-members, reaching more than 3,000 salon/spa owners
- PBA advertises with more than two dozen industry and consumer publications, generating more than a million media impressions

When and where is NAHA 2010? Sunday, July 18, 2010
Mandalay Bay Resort, Las Vegas

6:30pm – 8:00pm NAHA 2010 Red Carpet Reception
8:00pm – 10:00pm NAHA 2010 Awards Ceremony



NAHA 2010 Branding & Sponsorship Opportunities

NAHA 2010 Tribute Journal Keepsake

The NAHA Tribute Journal is a full-color keepsake book featuring the work of NAHA 2010 finalists and sponsor and colleague advertisements congratulating finalists, winners and NAHA honorees. Promote your company and honor the work of the stylists and leaders in the beauty industry with a full-page, four-color advertisement in a book handed out to every NAHA and PBA Symposium attendee.

*Investment: \$1,500 for a four-color, one-page advertisement; \$2,400 for a four-color, two-page spread

First Place Branding - ONLY 9 AVAILABLE

Stand behind the leaders of the industry and support beauty's most talented artists at the "Academy Awards" of the beauty industry! Handing out PBA approved gifts/product samples to finalists is permitted.

Package Includes:

- Eight (8) NAHA 2010 tickets with VIP seating
- Access to the VIP Sponsors Lounge
- A complete list of NAHA 2010 finalists

Event Branding

- Your company's representative will present a NAHA 2010 category winner with their award on stage
- Your company's personalized PowerPoint slide played during the opening of the NAHA 2010 Awards Ceremony
- Your company tagline/message read as a voice over during your PowerPoint slide
- Your company logo on the NAHA Press Wall *top sponsors only*
- Your company logo on all NAHA on-site signage

Print Branding

- Your company's four-color, one-page advertisement in the NAHA 2010 Tribute Journal Keepsake
- Your company logo receives premium placement on:
 - NAHA 2010 Invitation inserted into 30,000 copies of Launchpad Magazine and mailed to 30,000 salon owners and stylists
 - NAHA 2010 advertising and marketing campaign

Web Branding

- Your company logo on the NAHA 2010 website throughout 2010, including the online entry process *top sponsors only*

Investment: \$15,000 This package sells out quickly. Reserve early!

The Red Carpet Reception

Host the prestigious pre-ceremony Red Carpet Reception and be there to welcome the "who's who" of the industry. Distribution of PBA approved gifts/samples/literature is permitted at your company display area.

Package Includes:

- Eight (8) NAHA 2010 tickets with VIP seating
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's presentation/display (max 200 sq ft) at the Red Carpet Reception
- Your company promoted as the host at the entrance to the Red Carpet Reception area as well as your company's logo on the Red Carpet Reception Step-and-Repeat banner
- Your company's personalized PowerPoint slide played during the NAHA 2010 Awards Ceremony
- Your company logo on all NAHA 2010 on-site signage
- Voice over corporate message, containing 50 words or less

Print Branding

- Your company's four-color, two-page advertisement spread in the NAHA 2010 Tribute Journal Keepsake
- Your company logo receives premium placement on:
 - The NAHA 2010 Press Wall *top sponsors only*
 - NAHA 2010 Invitation inserted into 30,000 copies of Launchpad Magazine and mailed to 30,000 salon owners and stylists
 - NAHA 2010 advertising and marketing campaign

Web Branding

- Your company logo receives premium placement on:
 - The NAHA 2010 website throughout 2010
 - NAHA 2010 e-advertising; including e-blasts, etc.

Investment: \$15,000



The Red Carpet Cocktail or Champagne Fountain – ONE EACH AVAILABLE

Treat the first 500 attendees at the Red Carpet Reception with a cocktail or sponsor the Champagne Fountain at the NAHA 2010 Red Carpet Reception and brand your company at this innovative, exciting event!

Package Includes:

- Two (2) NAHA 2010 tickets with VIP seating
- Access to the VIP Sponsors Lounge

Event Branding

- Your company logo on:
 - All NAHA 2010 on-site signage
 - The champagne or sponsored drink bar
 - Sponsored cocktail tickets distributed to the first 500 NAHA 2010 attendees. PBA will distribute cocktail tickets.
 - Champagne fountain and/or drink napkins with your logo may be provided (quantity 1,500). Artwork must be approved by PBA and must contain the NAHA logo.

Print Branding

- Your company's four-color, one-page advertisement in the NAHA 2010 Tribute Journal Keepsake
- Your company logo on:
 - NAHA 2010 Invitation inserted into 30,000 copies of Launchpad Magazine and mailed to 30,000 salon owners and stylists
 - NAHA 2010 advertising and marketing campaign

Web Branding

- Your company logo on:
 - The NAHA 2010 website throughout 2010
 - NAHA 2010 e-advertising; including e-blasts, etc.

Investment: \$5,000 each

"It's In The Bag" ONLY 5 AVAILABLE

Get your product samples, travel kit and/or literature into the hands of the elite! All NAHA 2010 attendees receive the NAHA 2010 Attendee Bag filled with gifts from their favorite sponsors.

Package Includes:

- Two (2) NAHA 2010 Tickets with VIP seating
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's product/literature distributed to all NAHA 2010 attendees. *Your company to provide 2,000 sample or full-sized products/gifts and/or literature for distribution. All gifts and/or literature must be approved by PBA and prepackaged for insertion*
- Your company logo on all NAHA 2010 on-site signage

Print Branding

- Your company's four-color, one-page advertisement in the NAHA 2010 Tribute Journal Keepsake
- Your company logo on:
 - NAHA 2010 Invitation inserted into 30,000 copies of Launchpad Magazine and mailed to 30,000 salon owners and stylists
 - NAHA 2010 advertising and marketing campaign

Web Branding

- Your company logo on the NAHA 2010 website throughout 2010

Investment: \$6,000 each



Custom Creations Branding and Advertising

We can create an exclusive custom branding package to fit your company's creative ideas and budget. Contact Wendy Forakis, Business Relations Manager at wendy@probeauty.org. Or call 800.468.2274 x3444 or 480.455.3444.

Beauty Industry Leaders

Be a NAHA 2010 supporter and be part of the premier beauty awards ceremony in North America!

Package Includes:

- Two (2) NAHA 2010 Tickets with VIP seating
- Access to the VIP Sponsors Lounge

Event Branding

- Your company logo on:
 - A PowerPoint slide played during the NAHA 2010 Awards Ceremony
 - All NAHA 2010 on-site signage

Print Branding

- Your company logo on:
 - NAHA 2010 Invitation inserted into 30,000 copies of Launchpad Magazine and mailed to 30,000 salon owners and stylists
 - NAHA 2010 advertising and marketing campaign

Web Branding

- Your company logo on:
 - The NAHA 2010 website throughout 2010
 - NAHA 2010 e-advertising; including e-blasts, etc.

Investment: \$5,000 each

"Gifting the Elite" ONLY 5 AVAILABLE

Gift the NAHA 2010 finalists and/or winners and support the efforts of our industry professionals and masters. All gifts/product/literature must be approved by PBA. PBA will supply your company with the full contact list of finalists and winners for you to ship directly.

Package Includes:

- Two (2) NAHA 2010 tickets with VIP seating
- Access to the VIP Sponsors Lounge

Event Branding

- Your company's high-end gift/product/literature and congratulatory message to the NAHA 2010 winners and/or finalists
- Your company logo on:
 - A PowerPoint slide played during the NAHA 2010 Awards Ceremony
 - All NAHA 2010 on-site signage

Print Branding

- Your company logo on:
 - NAHA 2010 Invitation inserted into more than 30,000 copies of Launchpad Magazine and mailed to more than 10,000 salon owners and stylists
 - NAHA 2010 advertising and marketing campaign

Web Branding

- Your company logo on:
 - The NAHA 2010 website throughout 2010
 - NAHA 2010 e-advertising; including e-blasts, etc.

Investment: \$3,500 each

NAHA 2010 e-Blasts

Your company e-blasts will be sent to all NAHA 2010 attendees and PBA's full database of salon and spa members. Inquire about including PBA's manufacturer and distributor databases. *E-Blasts produced by PBA.*

- Format: Size – 600 x 400 pixels, File Type – JPEG, Resolution – More than 72 dpi,
Link - URL that the e-mail should link to

Investment: \$1,200

COSMOPROF

NORTH AMERICA LAS VEGAS

2010 Branding & Sponsorship Opportunities



SEE YOU IN 2010!

You must be a current Cosmoprof North America exhibitor to advertise.

Official CPNA Show Directory

The CPNA Show Directory includes a complete informational list of all exhibiting companies and is complimentary to more than 700 exhibitors and more than 25,000 expected show attendees. The Directory is used as a year-round reference and buyer's guide for the industry. All advertisements are four-color. Space is limited. Please indicate a first, second and third choice.

STANDARD POSITION *four color only*

- Full page: \$2,300
- Two-page spread: \$3,650

PREMIUM POSITIONS *four color only*

- Inside front cover: \$4,100
- Inside back cover: \$3,350
- Back cover: \$3,550
- Facing general floor plan divider: \$2,650
- Facing contents page: \$2,550
- Facing cosmetics and personal care divider: \$2,550
- Facing packaging, contract manufacturing, private label divider: \$2,550
- Facing wellness and spa divider: \$2,550
- Facing professional hair, nail and equipment divider: \$2,550

Cosmoprof North America Attendee e-Blasts

Send your company's message to Cosmoprof North America attendees via your company e-blast. Use the e-blast to notify attendees of your booth location or meeting space at the show or to just promote your products or services. E-Blasts must be HTML coded and text version and are subject to CPNA approval.

- Your company's e-blast will be sent to all registered CPNA attendees for 2009 and 2010 (~10,000)
- A full exhibitor database is available and included in price

Investment: \$1,200

Cosmoprof North America Exhibitor Coupons for PBA Symposium Attendees **NEW**

One thousand PBA Symposium attendees will receive your company's coupon to redeem for a PBA approved gift at your booth on the Cosmoprof North America show floor. *Gifts may be small, e.g. a key chain, candy bar, etc.*

Investment: \$1,200

CPNA Attendee Show Floor Map Advertising **NEW**

Put your company ahead of the game with this direct marketing approach. Advertise your company and booth space location in the CPNA Show Floor Map, given out to attendees Sunday, Monday and Tuesday. Your full color advertisement will have a matching color dotted line leading to your booth location. Your booth on the map will be blocked in the same coordinated color as the dotted line leading to your booth. LIMITED SPACE, PURCHASE NOW. 1"x2" Full color Advertisement: \$750.00 each.

Investment: \$2,000

Situation Maps

Cosmoprof North America offers you a simple and efficient way to drive visitors to your booth and an opportunity to place your company's logo and a directional pointing toward your booth on the four situation maps located throughout the show floor. Availability is limited.

Investment: \$2,000

Free Standing Signs

An easy way to increase your visibility with the show's more than 20,000 attendees! These free-standing, one-meter board signs will be located in the corridor guiding attendees from the registration area to the show floor entrances.

Investment: Single side: \$1,575; Double side: \$2,050

Promotional Bags

Six thousand complimentary promotional bags will be distributed to Cosmoprof North America (5,000) and PBA Symposium (1,000) attendees at various locations within high-traffic areas of each event. And, each exhibiting company will have one bag hand delivered to their booth at the opening of the show. *Bags supplied by CPNA. Artwork supplied by sponsor(s).*

Up to three sponsorships available (on one side of the Promotional Bag):

- **Single sponsor:** to include the CPNA logo, PBA Symposium logo, and sponsor logo
- **Double sponsor:** to include CPNA logo, PBA Symposium logo, and two sponsor logos
- **Triple Sponsor:** to include CPNA logo, PBA Symposium logo, and three sponsor logos

Investment: One sponsor \$20,000
Two sponsors \$12,000 each
Three sponsors \$8,000 each

Badge Lanyards

Your company name (and logo if space available) will be on every badge and hung around the neck of each CPNA attendee and exhibitor. *5,000 lanyards to be distributed. Pricing may vary depending on lanyard options and availability.*

Investment: \$8,500

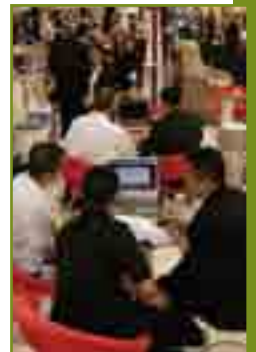
Hotel Room Drops

Have your magazine, product, flyer, newsletter, deal sheet, etc. distributed to every room in Cosmoprof North America's participating hotel blocks. Choose who you want to reach! Reach out to only distributors, only attendees, or both. It's up to you!

Prices vary based on item type. Contact us for a quote.

Custom Sponsorships

Cosmoprof North America will work with you to arrange a custom sponsorship catered to your budget. Contact Wendy Forakis, Business Relations Manager, at wendy@probeauty.org. Or call 800.468.2274 x3444 or 480.455.3444.





In the first half of 2009,
membership in the Professional
Beauty Association has grown 27%.

Are you in or out?

Join today to learn how PBA
can help your business.

Business Tools
Networking
Education
Advocacy

The time is now!

Let's discuss sponsorship
opportunities before the
budgeting process begins.

PBA is made up of salons, spas, distributors and manufacturers dedicated
to improving their individual businesses and the industry as a whole.

